



FOOD



# GOOD NEWS

SPRING, 2014



## Go Ahead. Make Our Day.

Of course we want to hear from you if there's an issue with your delivery. But we'd *really* like to hear from you if the kids loved a particular meal. Or, if your driver was friendly and helpful, let us know. We'll pass the kudos along to our staff, who appreciate being recognized for their hard work.

### BY THE NUMBERS (meal-time math and guesswork)

Q. How many pounds of sweet potatoes do we peel and cook to make a full batch of mashed sweet potatoes?

A. 1.5 tons...yep, 3,000 pounds of potatoes. Luckily, we have a very cool peeler that spares the muscles in our fingers!

### Good Food Company

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Family-owned, and cooking up healthy meals for schools since 1979.

## Illusion, yes. Trickery, no.

It's a lot like those optical illusions you see in children's books, but we promise you it's not a trick.

We use a couple different-sized pans to deliver your meals – one is shallow and the other is deep. We've been using these pans for at least two years, and we're here to set the record straight: no matter which pan you're

receiving, it's the same amount of food.

The food fills half the deeper pan, so we can see where it appears to be a smaller amount than the shallow pan. But we've measured, and the deeper pans actually have more capacity, adding to that illusion of more empty space,

Why two sizes? Well, that's a complicated story of supplies and stacking. But it's a story we hope to change as we explore sources.

So, for now, rest assured that you're receiving the correct amount of portions to fill the bellies of your hungry little learners.



*Which pan holds more?*

*Actually, both hold the same amount—enough to feed 80 children.*

## Our Kitchen is a Well-Oiled Machine

The Good Food kitchen can be a complicated engine of purchasing, prepping, cooking, and packaging. Still, it's an engine that requires precision tune-ups.

So, in February, we hired a new kitchen manager to rev up the processes around here. And Gina has certainly done that—no wrenches in our business.

She comes from a background of food management—from high-end catering to INOVA's commercial kitchens.



Gina manages 15 cooks using 24 ovens, eight 60-gallon steam kettles, and 8 walk-in fridges. She's the final inspector and the accountability officer. If a dish doesn't look right, it doesn't leave our kitchen.

And, she's also chief recipe enforcer, for which we're very grateful. It's easy to lose exact measurements on such huge quantities.

Gina has us running with a full tank in the right direction.

## Connect with Us

A parent recently asked if we were on social media. Yes!

We're not the most prolific posters or tweeters, but it would be great if you'd join us, follow us...connect with us!



/GoodFoodCompany



@goodfoodcompany

## The Whole Story

*We get frequent e-mails asking if we use whole grains. Yes, yes, yes.*

*We say our meals are healthy, and we mean it. Your kids are eating the following whole grain items each week:*

- Whole wheat bread (made here!)
- Whole wheat tortillas
- Whole wheat pasta
- Brown rice
- Beans and legumes

## Meals on the Go

We love a field trip as much as the next kid, and we're happy to bring your meals a day ahead of time to make an outing easier. We'd just like to offer some tips.

Field trips are best accommodated Tuesday through Friday. If your outing is on a Monday, and we need to bring your meals Friday, refrigeration is necessary.

Also, if your trip is on a Monday, we'll deliver the components of the sandwiches. So please allow yourself time to assemble them Monday morning.

If your trip is on any other day of the week, we'll bring your sandwiches ready-to-go the day before.



## Keep an Eye Out

We have a couple things coming your way soon.

### Customer Satisfaction Survey

It's the time of year when Good Food asks for official feedback. Watch for an e-mail from us with a link to take a quick five-minute survey.

### "Connect with Us" Cards

We've had some parents ask us if Good Food is on Facebook and Twitter. Of course we are! We've designed a small "tent card" we hope you can display somewhere parents can easily see it. Thanks!

## Payments Always Welcome. Invoices Not So Much.

There's no need to send a copy of our invoice with your payment—we already have one, so it'll just end up in the trash. We try to be green around here, so we use 100% recycled paper. When so many customers send a copy of our invoice every month, it adds up to a whole ream of paper in just a couple months.



## Try and Try Again— Proven Results!

We've written before about the importance of teacher and parent impressions when we offer a new food to the children. Research shows that after it's offered several times, a child will try it and learn to accept it.

We've echoed that research with our paella dish and peach crisp dessert. When we first sent them out, we heard a lot of "not loving this" from centers. Months later, though, there's hardly a peep—the paella's fish and the peach crisp's fruit are such healthy additions to the menu.

So, please remember to encourage these young kids to try new foods...over and over again. Even if it's not *your* favorite, it may be theirs one day.