About the Toolkit
Thank you for your participation in the Eat Well Berkeley Catering Program. As you know, this program intends to increase the availability of healthy catering options on campus and to promote these options to campus event planners and other customers. This electronic toolkit includes a variety of resources for the development and promotion of the Eat Well Berkeley Catering program in your catering operation. Please feel free to use the below resources and contact us if you have any questions. We look forward to seeing Eat Well Berkeley options highlighted on your catering menu!

Resources
- Definitions List ................................................................. 1-2
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- Standard Eat Well Berkeley Descriptions - text describing “✓” icons and program ...................... 4
- Sample Webpages ............................................................... 5-6
- Electronic Logo and check mark (✓) (JPEGs)
  a. Use: To identify EWB Options on menus and/or signage.
  b. For a smaller ✓ to include on menu items: You can add the ✓ symbol by typing a capital “P” in the Wingdings 2 font. You can also copy/paste from this document onto your menu.
- Sign Template – EWB Participation (Word document)
  a. Use: Display at catering events to highlight program participation. There is space reserved on the signage to insert your logo.
  b. If possible, please send us a final version of your participation signage once complete and adapted to better adhere to your catering aesthetics.

Other: If there is something else that would be useful for the execution of the program, please do not hesitate to ask.

Contact: For questions or comments, please contact us:

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Definitions

- **Condiment**: Sauce added to food after preparation of the food item such as mustard, ketchup and mayonnaise.
- **Healthy fats**: Fats that can provide health benefits such as olive oil, nuts, seeds, avocado and fatty fish.
- **High fiber**: Food containing more than 5 grams of fiber per serving.
- **Lean protein**: Protein that contains less than 10 grams of total fat and 4.5 grams of saturated fat per serving such as skinless poultry, egg whites, fish, legumes (beans), pork tenderloin, and tofu.
- **Low fat/low saturated fat**: Food with 3 grams or less of total fat; 1 gram or less of saturated fat per serving.
- **Low sodium**: Food with 140 milligrams or less of sodium per serving.
- **Portion size**: Varies depending on food item, see the Portion Size Tip Sheet located in the Eat Well Berkeley toolkit for examples. For all prepared foods, we are referring to the size of the item after it has been processed and cooked (edible portion).
- **“Staple goods”**: Items that you keep a stock of in your establishment and use routinely such as oils, spices, grains, and herbs.
- **Sustainable food**: See attached.
- **Trans fat**: A type of fat that is sometimes found in nature, but is also made by hydrogenating vegetable oil (also called hydrogenated or partially hydrogenated fat/oil). Trans fat raises “bad” cholesterol (LDL) and lowers “good” cholesterol. Commonly found in baked goods like doughnuts, breads, crackers, potato chips, cookies and many other processed food products such as margarine and salad dressings.
- **Whole grain products**: Bread, pasta, cereals and other foods made with 100% whole grain, not white processed flours. Grains are whole when they use the entire grain kernel, including the germ and bran. Products made with at least 51% whole grains meet EWB criteria, but 100% whole grain products are preferred.
Definition of “Sustainable Food”

In line with UCOP policy, UC Berkeley initially adopts the following definition of “sustainable food” – food purchases that meet one or more of the following criteria:

- Locally Grown (defined as *food grown or produced within a 16-county radius*¹)
- Fair Trade Certified
- Domestic Fair Trade Certified
- Shade-Grown or Bird Friendly Coffee
- Rainforest Alliance Certified
- Food Alliance Certified
- USDA Organic
- AGA Grass-fed
- Pasture Raised
- Grass-finished/100% Grass-fed
- Certified Humane Raised & Handled
- Cage-free
- Protected Harvest Certified
- Marine Stewardship Council
- Seafood Watch Guide “Best Choices” or “Good Alternatives”
- Farm/business is a cooperative or has profit sharing with all employees
- Farm/business social responsibility policy includes (1) union or prevailing wages, (2) Transportation and/or housing support, and (3) health care benefits.

¹ The Buy Fresh, Buy Local definition
Frequently Asked Questions (FAQ)

1. Q: Do all of my menu options have to follow the EWB guidelines?
   A: No. We would prefer that your entire menu adhere to the general Dietary Guidelines for Americans (see cover page of application), but only the EWB options must follow the specific guidelines as outlined in the application.

2. Q: Do I have to use all of the promotional items provided in the implementation toolkit such as signs, stickers, and identifiers?
   A: No, all of the promotional items do not have to be used. However, these items are provided for your benefit and we do ask that you identify the Eat Well Berkeley options on your menu, as well as communicate to customers what that means.

3. Q: Can I create my own signage for and about the program?
   A: Yes, you can create your signage, but any unique language regarding the program will need to be consistent with the program mission and definition. For consistency, we request that you use the checkmark icon provided to identify EWB options.

4. Q: Can an EWB option have cheese as an ingredient?
   A: It depends. For entrées and appetizers, cheese may be used as a garnish such as a small portion of grated parmesan. For boxed lunches, cheese may only be included on a vegetable sandwich, in which case the portion must be less than 1 ounce.

5. Q: Can an EWB option include high fat ingredients if they’re healthy fats such as olives, olive oil, avocado or nuts?
   A: Yes, but only if what’s added is no greater than a standard serving size (for portion sizes of fats, see Portion Size Tip Sheet included in Toolkit).

6. Q: All of my boxed lunches include potato chips. Can a boxed lunch qualify as an EWB option if it follows all of the program requirements, but also includes a side of chips?
   A: No. In order to preserve the integrity of the program and foster healthy eating habits, potato chips are not allowed in any EWB boxed lunch. Feel free to provide potato chips in your other boxed lunches.

7. Q: I want my menu to be healthier and/or more sustainable, but am not sure where to start. Can you provide assistance?
   A: Yes, the EWB program can assist you in adapting your menu to meet program requirements. Please refer to the Toolkit Cover Page for contact info.
Standard Eat Well Berkeley Descriptors

Below are options to use for program descriptors when describing the Eat Well Berkeley Program and the check mark icon to your customers. Please copy and paste the option that best fit your catering operation. Use these on:

- Your website (Menu page, About page, or create an Eat Well Berkeley page)
- Menus (online or paper)
- Other promotional materials

1) **Program Description**

- **Short Description**: *For use on menus with limited space:*
The Eat Well Berkeley Catering Program strives to increase access to healthier food and beverage choices on the UC Berkeley campus. Participating caterers must meet certain nutrition guidelines. Eat Well Berkeley options are indicated with a “✓” icon on menus.

- **Medium Description**: *For use on menus with space, or websites with limited space:*
The Eat Well Berkeley Catering Program strives to increase access to healthier food and beverage choices provided at meetings, events and other functions on campus, as outlined in the UC Berkeley Guide to Healthy Meetings and Events. Participating caterers must meet certain nutrition guidelines to be registered with the program. Eat Well Berkeley options are indicated with a “✓” icon on menus of participating caterers. For more information, visit uhs.berkeley.edu/facstaff/healthmatters/eatwellcatering.shtml.

- **Detailed Description**: *Great for use on websites, especially for a dedicated Eat Well Berkeley page:*

  [Name of catering business] is proud to participate in the Eat Well Berkeley Program, an initiative aimed at increasing access to healthier food and beverage choices on campus. The Health*Matters Wellness Program and the Nutrition and Physical Activity Workgroup at UC Berkeley developed these Eat Well Berkeley nutrition guidelines. The guidelines are designed to support the UC Berkeley Guide for Healthy Meetings and Events with food and beverage menu options that:

  - Include more fruit and vegetables, whole grains and high fiber foods
  - Use lean sources of protein
  - Offer vegan and vegetarian menu options
  - Prepare foods with healthy fats, no trans fats, and less added fat
  - Emphasize whole and fresh ingredients, prepared with less sodium and sugar, and fewer processed and pre-packaged items
  - Provide healthy portion sizes (small to moderate)
  - Emphasize sustainable foods to help achieve campus sustainable food service goals

For more information, visit uhs.berkeley.edu/facstaff/healthmatters/eatwellcatering.shtml.

2) **“✓” Description**

For use at the bottom of menus or anywhere ✓ icons need explanation.

- ✓ Meets Eat Well Berkeley guidelines
- ✓ Meets Eat Well Berkeley guidelines for healthy menu options
- ✓ Denotes Eat Well Berkeley Option
Eat Well Berkeley Menus

The Eat Well Berkeley Catering Program strives to increase access to healthy food provided at meetings, events, and other functions on campus, as outlined in the UC Berkeley Guide to Healthy Meetings and Events [PDF]. Participating catering operations must meet certain nutrition guidelines to be registered with the Eat Well Berkeley Catering Program.

These special menus are approved by the Eat Well Berkeley Catering Program. Learn More >>

Eat Well Breakfast Menus

Platters of muffins and scones, bagels or bruschetta.

Eat Well Bag Lunch Menus

Build your own bag lunches.

Eat Well Lunch & Dinner Menus

From lighter fare to hearty entrees, these menus are sure to please.

Eat Well Platter Menus

A wide selection of appetizer and main dish platters.