Catering Program Application

**Eat Well Berkeley Mission:** To identify and promote healthier food options throughout the UC Berkeley campus and campus community.

In order to promote health among UC Berkeley students, staff, faculty and guests, Health*Matters Wellness Program and the UC Berkeley Nutrition and Physical Activity Workgroup strive to ensure access to healthy food and beverage choices on and around campus. We have developed nutrition guidelines for catering, meetings and events, vending, and restaurants to ensure healthy choices are available in food venues on campus. The guidelines are designed in support of the Dietary Guidelines for Americans with a desire to offer 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

Catering Operations must meet all of the nutrition guidelines outlined in the application to be registered with the Eat Well Berkeley Catering Program. Once you are approved, you will be provided with an implementation toolkit that includes:

1. Electronic Eat Well Berkeley (EWB) logo and check mark icon (✓) to identify EWB items on menus and signage
2. Explanatory text describing and promoting the purpose of the program as well as text defining the EWB icons
3. Electronic template to highlight participation in the program
4. Promotional materials and marketing strategies for healthier food items
5. Other tips and suggestions for program promotion

**To get started:**
1. Mail, fax, or email the completed application per the instructions on the next page.
2. Include a copy of your current catering menu via mail, fax, or email with the completed application or direct us to an online menu on your website.

*Once we receive your application, we will review your menu and confirm Eat Well Berkeley eligibility and selected Eat Well Berkeley menu options.*

*Please note: If you do not currently meet one or more of the guidelines, we can offer technical assistance on simple changes you can make.*

**For questions or assistance:**
Thank you for taking the time to complete this Eat Well Berkeley application. If you have questions or need assistance, please contact Kim Guess, RD at 510 643-3434 or kguess@berkeley.edu.

**Eat Well Berkeley is sponsored by Health*Matters, UC Berkeley’s Wellness Program, in partnership with the UC Berkeley Nutrition and Physical Activity Workgroup.**
# Catering Program Application

## Contact Information

<table>
<thead>
<tr>
<th>Name of Catering Business</th>
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<tr>
<td>Name of Contact Person</td>
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<td>Street Address</td>
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<td>E-Mail Address</td>
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<td>Is your catering menu posted online?</td>
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<td>Which food distributors do you use primarily for staples?</td>
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## Environmental Health

- Check here if your catering operation is in good standing with the Environmental Health Division regulations and has a valid and posted health permit.

## Agreement and Signature

By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that if my catering business is accepted as an Eat Well Berkeley Caterer, any false statements, omissions, or other misrepresentations made by me on this application may result in my removal from the program.

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<td>Signature</td>
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## Return the completed application by fax, post or email:

<table>
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<tr>
<th>Kim Guess, RD, UHS Health*Matters</th>
<th>Fax: (510) 642-7411</th>
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<tbody>
<tr>
<td>Mail: 2222 Bancroft Way, Berkeley, CA 94720-4300</td>
<td>Phone: (510) 643-3434</td>
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<td></td>
<td>Email: <a href="mailto:kguess@berkeley.edu">kguess@berkeley.edu</a></td>
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Eat Well Berkeley Guidelines

Participating caterers must offer menu items that meet specific Eat Well Berkeley Option guidelines. These items should be labeled as Eat Well Berkeley items on menus, poster boards, or table tents so that they are easily identifiable.

Eat Well Berkeley Item Requirements:
To qualify as an Eat Well Berkeley option, the item must include:

- Fruit & Vegetables\(^1\). Includes at least one serving of fruits and/or vegetables.
- Whole Grains\(^2\). When grain products (bread, pasta, rice, etc.) are included, must be comprised of whole grains with a minimum of 50% whole grain ingredients.
- Healthy Proteins\(^3\). When meat or meat alternative is included, must be either a lean or plant-based protein source (e.g., poultry, seafood, tofu, egg whites, beans) of not greater than a 4-ounce portion prepared in a healthy way (broiled, grilled, roasted, steamed, or poached).
- Preparation following Dietary Guidelines\(^4\). 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.

Sandwiches and Wraps:
Must meet Eat Well Berkeley item requirements and:

- Portion is not greater than 8 ounces by weight or 650 calories
- Include no more than 2 ounces of high fat condiments (cheese, mayo, pesto, etc.)

Salads:
Must meet Eat Well Berkeley item requirements and:

- Dressing must be non-creamy or vinaigrette style, served on the side and no greater than a 2 ounce portion
- Include no more than 1 ounce of cheese
- Additional toppings (croutons, tortilla strips, nuts, etc.) should comply with dietary guidelines or be omitted

Appetizers and Side Dishes:
- If applicable, my menu offers at least one fruit/vegetable or 100% whole grain option in each category that is prepared following the Dietary Guidelines listed above.

Boxed Lunches/Combo Meals
- If applicable, my menu offers at least two individual boxed lunches or combo meals meeting the following guidelines:
  a) A main dish (sandwich, entrée salad, etc.) meeting the Entrée and Meal Requirements
  b) Side dish that is comprised of either fruits/vegetables or made from 100% whole grains
  c) Dessert (when applicable) is either fresh fruit or a small serving (1 ounce cookie, 2 inch square bar, small candy or mint)
  d) No additional processed or prepackaged items
  e) If a beverage is included it must be unsweetened, water or 100% fruit or vegetable juice
Beverage Requirements:

- My catering menu meets the following nutrition guidelines for beverages:
  Please note: Campus Event Planners are encouraged to always make water available as a beverage choice, preferably tap water served from large pitchers, rather than individual water bottles.
  
  a) The beverage menu offers drink selections other than sweetened beverages (e.g. water, unsweetened iced tea, sparkling water, hot tea, low-fat milk).
  
  b) If the beverage menu offers soda or other sweetened beverages in single servings, the serving size of 12 ounces or smaller is available.

Select one of these options for submitting your menu items

1. I do not know if my menu currently meets these guidelines. I would like assistance.
2. I am attaching my menu with items identified (circled or highlighted) that meet the guidelines.

Eat Well Berkeley Recommendations (Suggestion only; these are not requirements to participate)

Recommendations

- Where applicable, low-sodium ingredients are the default (soy sauce, broth, soups, cheese).
- Where applicable, the unsweetened option is the default for all meals and beverages (e.g. unsweetened yogurt, added sweeteners only upon request, oatmeal served with brown sugar on the side).
- Plant based proteins are encouraged for vegetarian options and whenever possible should be “homemade” or minimally processed (preferred over prepackaged/highly processed meat alternatives).
- Smaller portions or half sizes are available at a reduced price, preferably at a cost that is proportional to that of the original size.
- Desserts and baked goods are offered in a small serving such as a 1-ounce cookie, 2” square bar or small sliver (1/16) of cake.
- Condiments and dressings served on the side by default.
- All “combo meals” that include a side dish have a fruit or vegetable side as the default.

Nutritional Analysis Data (For informational purposes only; this is not a requirement to participate)

Check here if your catering operation has access to nutritional analysis data of the menu items you have identified meeting the nutrition guidelines. List the name brand of the nutrient analysis software:

Sustainable Food Purchases (Suggestion only; this is not a requirement to participate)

The University has a goal of increasing sustainable food purchases on campus to 20% by 2020 and individual foodservice operations are encouraged to help achieve this goal. Additionally, foodservice providers can help achieve campus waste diversion goals by participating in the campus recycling and composting programs as well as other initiatives.
Thank You and Follow-up

Thank you for your interest in the Eat Well Berkeley Restaurant Program and for taking the time to read through and/or complete the application. Once the paperwork has been completed, please mail, fax or email application and restaurant menu to the contact below.

We look forward to working with you!

Kim Guess, RD
UHS Health*Matters
Mail: 2222 Bancroft Way, Berkeley, CA 94720-4300
Fax: (510) 642-7411
Phone: (510) 643-3434
Email: kguess@berkeley.edu
Appendix

Definitions

These definitions have been developed using food and nutrition guidelines set forth by the United States Department of Agriculture, American Diabetes Association, American Heart Association and Whole Grains Council.

1 Fruit & Vegetables
   • One serving Fruit is approximately
     o 1 medium piece (apple, peach, orange)
     o ½ large piece (banana, grapefruit, mango)
     o 1 cup berries or cubed melon
   • One serving of Vegetables is approximately
     o ½ cup cooked or chopped raw vegetables
     o 2 cups raw leafy greens

2 Whole Grains
   • Whole grains contain all the essential parts and naturally-occurring nutrients of the entire grain seed. If the grain has been processed (e.g., cracked, crushed, rolled, extruded, and/or cooked), the food product should deliver approximately the same rich balance of nutrients that are found in the original grain seed. Common examples include:
     o Products made with whole grain flour (bread, wraps, pasta)
     o Brown rice
     o Oats (including oatmeal)
     o Quinoa

3 Healthy Proteins
   • Includes lean meats, poultry and seafood as well as minimally processed plant-based proteins. Common examples include:
     o Skinless turkey or chicken breast
     o Fish fillet (whitefish, salmon, cod, etc.)
     o Lean beef
     o Canned tuna in water
     o Shellfish
     o Nonfat or low-fat dairy
     o Egg whites or egg substitute
     o Beans and legumes (black beans, chickpeas, lentils, etc.)
     o Tofu, tempeh

4 Preparation Following the Dietary Guidelines
   • Excludes trans fats (partially hydrogenated oils)
   • Limits added fat
     o Prepared in a manner that is not fried or deep fried
     o Use of low-fat or fat free milk & yogurt
     o Portions of cheese and other high-fat condiments (mayo, pesto, etc.) total no greater than 2 ounces total (1 ounce = 1 slice of cheese, 2 Tablespoons or 1/8 cup condiments)
• Favors fats that can provide health benefits such as liquid mono- and polyunsaturated fats from olive oil, vegetable oils, nuts, seeds, avocado and fatty fish.
• Utilize whole-food ingredients that have been minimally processed with preference given to products made “in-house” as opposed to packaged items
• Low in added sodium
  o Utilize low or reduced sodium products when available (e.g. soy sauce, broth, soups, bread, cheese)
• Low in added sugar
  o Provide unsweetened options when available and serve added sweeteners on the side or by request (e.g. plain yogurt, unsweetened iced tea, oatmeal served with brown sugar on the side)
  o ** Non-caloric sweeteners do not contribute added sugars but are not considered acceptable substitutes for caloric sweeteners

5 Vegetarian & Vegan
• Food meets vegetarian standards by excluding meat and animal tissue products. Vegan options exclude all animal products including eggs, dairy products and other animal-derived substances.

6 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†)
• Fair Trade Certified
• Domestic Fair Trade Certified
• Shade-Grown or Bird Friendly Coffee
• Rainforest Alliance Certified
• Food Alliance Certified
• USDA Organic
• AGA Grassfed
• Pasture Raised
• Grass-finished/100% Grassfed
• 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.

* This definition will be reviewed annually
† The Buy Fresh, Buy Local definition