



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 Food and Beverage Choices Policy](#) and [UC Berkeley Guide to Healthy Meetings and Events](#).

Caterers may use this application to become an Eat Well Berkeley catering partner, which has many benefits:

- Help your business meet today’s consumer demands for nutritious, sustainable, and delicious menu items
- Promotion of catering business through the Eat Well Berkeley program
- Free menu consultation with a registered dietitian (if desired)
- A healthier UC Berkeley campus community

Catering Application Instructions

1. Review the Nutrition Standards on page two.
2. Circle items on your menu that you think meet the nutrition standards. For consultation on modifying an item to meet our standards, please put a star by it.
3. Submit this cover sheet and your menu using the contact info to the right (email preferred).

What Happens Next

1. Menu Review – We will confirm the items on your menu that meet the nutrition standards. Some items will be obvious by the name/description, but others may require discussion.
2. Menu Finalization – Once any questions have been addressed, we will decide on the final items.
3. Eat Well Berkeley Toolkit – You will receive our marketing materials to apply to your menu, webpage, etc.
4. Once we receive your final menu with Eat Well Berkeley labeling, we will add your business name, phone number, menus, and description to our [webpage](#).

Catering Information

| | |
|---|--|
| Business Name | |
| Contact Person | |
| Street Address | |
| City, State, Zip Code | |
| Phone | |
| Email | |
| Website | |
| Catering Description for our Webpage – 100 word limit | |

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Eat Well Berkeley Nutrition Standards

These Eat Well Berkeley Nutrition Standards help translate the [Culinary Institute of America's Menus of Change](#) into practical guidelines for catering menu items.

Menu Items

In order for menu items to be labeled as Eat Well Berkeley items, they must meet these standards:

- **Vegetables and/or fruit** – at least one serving
- **Whole grains** – items made with grains must be made up of more than 50% whole grains. Emphasize whole, intact grains such as brown rice, oats, quinoa, and barley.
- **Protein options** – must be plant-based or lean animal proteins, and prepared in a healthy way such as baked, grilled, roasted, sautéed, or steamed. Emphasize plant proteins such as beans, lentils, tofu, and nuts. Lean animal proteins include skinless poultry, seafood, and eggs. Serve less red meat, and choose lean cuts.
- **Healthy fats** – think “good fat,” not “low fat.” Fats should mostly be from non-hydrogenated plant oils, nuts, seeds, nut butters, and avocado.
- **Flavor** from spices, herbs, and cooking techniques rather than excess added sugar or salt.

Additional Criteria for Specific Menu Items

Sandwiches & Wraps



Criteria for Menu Items above, plus:

- Offer at least one vegetarian option.
- Cheese can play a supporting role at 1 ounce or less, and only on vegetarian sandwiches

Examples of how to meet Nutrition Standards

- At least one serving of vegetable or fruit (e.g. a grilled vegetable sandwich or add lettuce and tomato)
- Healthy condiments include hummus, avocado, olive oil, or pesto. Small amounts of mayonnaise or aioli are permitted.
- Healthy protein ideas include baked tofu, grilled chicken, roasted turkey, or tuna or salmon salad with minimal mayonnaise.

Salads



Criteria for Menu Items above, plus:

- Serve dressings on the side.
- Toppings not meeting Menu Items standards should be limited to 1 ounce total per serving (croutons, candied nuts, sweetened dried fruit, cheese, etc.).

Examples of how to meet Nutrition Standards

- Healthy proteins such as beans, lentils, fish, eggs, or skinless poultry.
- Dressings made with healthy fats such as olive oil, other plant oils, or avocado.

Combo Meals or Boxed Lunches



Criteria for Menu Items above, plus:

- Sides should meet Menu Items criteria, such as side salad, fruit, grain salad, rather than potato chips or fried snacks.
- Desserts, if included, can be fruit or a small dessert, such as a 1 ounce cookie, 2 inch square brownie/bar, or small candy or mint.
- Beverage must be unsweetened, such as water, iced tea, or 4-8 ounces of 100% fruit or vegetable juice.

Desserts & Snacks



Examples of how to meet Nutrition Standards:

- Healthy dessert options include fruit platters, fruit salad, or fruit kabobs.
- Eat Well Berkeley platter: Half fresh fruit and half small/mini portions of desserts
- Healthy snack options made with whole, real foods (e.g. nuts, vegetable platter with hummus or guacamole)

Eat Well Berkeley Catering Application Appendix

Fruit and Vegetables

One serving of fruit is approximately:

- 1 medium piece (apple, orange, peach)
- ½ large piece (banana, grapefruit, mango)
- 1 cup berries or cubed melon

One serving of vegetable is approximately:

- ½ cup cooked or raw vegetables
- 1 cup raw leafy greens

Note: Potatoes count as a starch

Whole Grains

- Best: Whole, intact grains: Oats, brown rice, quinoa, buckwheat, barley, bulgur, wild rice, millet, sorghum, etc.
- Better: Bread, wraps, pasta, and other grain products made with 100% whole grain flour*
- Good: Bread, wraps, pasta, and other grain products with more than 50% whole grain flour*

*Whole grain flour: Has the word “whole” in front of each grain’s name, unless it is a grain that is always whole, such as brown rice, oats, oatmeal, or wheatberries. Words such as “wheat flour,” “stoneground,” and “multigrain” do not necessarily indicate whole grains. “Enriched flour” or “enriched wheat flour” always means refined flour, which is not a whole grain.

Plant-Based Proteins

- Beans and legumes (black beans, chickpeas, lentils, edamame, etc.)
- Tofu and tempeh, which are preferred over highly processed soy products such as soy meat alternatives

Lean Animal Proteins

- Fish and seafood:
 - Best: Wild Alaskan salmon, Freshwater coho salmon, Atlantic mackerel, and Pacific sardines
 - Better: Tuna, shrimp, fish fillet, and a variety of other types of seafood, preferably sustainable options – Learn more through the [Monterey Bay Aquarium Seafood Watch](#)
- Poultry:
 - Best: Skinless turkey or chicken breast
 - Better: skinless turkey or chicken dark meat
 - Acceptable: chicken or turkey deli meat, although those with preservatives and high sodium are not ideal
 - Not lean: poultry with skin, wings
- Lean pork:
 - Best: Limit red meat. The leanest cut is tenderloin.
 - Better: Center loin
- Lean beef:
 - Best: Limit red meat. Leanest cuts include round steaks and roasts (eye of round, top round, round tip), top loin, top sirloin, and chuck shoulder steak
 - Better: flank steak, tri-tip, tenderloin, T-bone steak, 93% lean ground beef
- Lean lamb: Limit red meat. Lean cuts of lamb are chops, leg roast, tenderloin shank
- Wild game: venison, bison, squab, wild duck (skinless), pheasant, rabbit

Healthy Fats

- Avocado
- Nuts – walnuts, almonds, pistachios, Brazil nuts, hazelnuts, cashews
- Plant-based liquid oils – olive, canola, sesame, safflower, peanut
- Seeds – sesame, sunflower, flaxseed, chia, pumpkin, hemp

Unhealthy Fats – will not be labeled as Eat Well Berkeley items

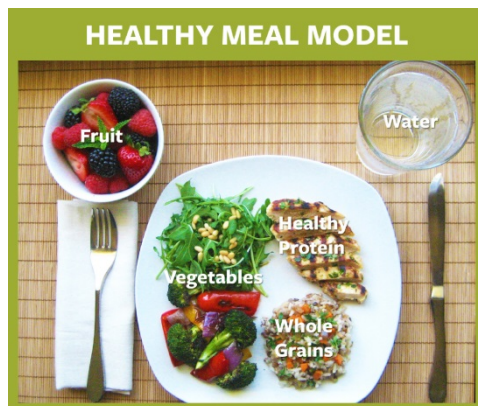
- Partially hydrogenated oils or hydrogenated oils, or products containing these oils
- Deep-fried foods
- Foods with excess high-fat dairy (butter, cream, etc.)
- High fat meat or poultry (most cuts not listed under Lean Animal Proteins)

Excess Added Sugar or Salt – will not be labeled as Eat Well Berkeley items

- Processed/packaged foods are often high in salt and sodium and are generally not labeled Eat Well Berkeley, including bars, cookies, cakes, chips, crackers, etc.
- Added Sugar
 - Sugary beverages, including fruit juice portions greater than 8 ounces, are discouraged
 - Most desserts are not labeled as Eat Well Berkeley. We recommend and will label as EWB fruit platters or dessert platters with half fresh fruit and half small or mini portions of baked goods (cookies, brownies, etc.). We encourage all dessert portions to be small
 - Processed foods often contain added sugar, so whole fresh foods are preferred
- Salt
 - Condiments and dressings should be served on the side
 - Recipes using lower sodium ingredients are preferred (lower sodium broth, soy sauce/tamari, and other dressings and sauces)
 - Processed foods often contain high amounts of salt, so whole fresh foods are preferred

Breakfast

- Eat Well Berkeley breakfast-specific recommendations:
 - Include fresh fruit, whole grains, and healthy sources of protein
 - Whole grain items: oatmeal, small/mini whole grain bagels or bread, whole wheat or corn tortillas, homemade low-sugar granola
 - Option for small or mini baked goods portions, which must be at least 50% whole grain
 - Eat Well Berkeley breakfast platter: half fresh fruit and half small or mini whole grain items
 - Proteins: Nuts or nut butters (no sugar, low sodium preferred), tofu, beans, eggs, or non-fat or low-fat dairy products low in added sugar (plain yogurt or cottage cheese)
 - Low-sugar yogurt (ideally unsweetened) parfait with fresh fruit and low-sugar granola
 - Foods with high amounts of added sugar or refined flours (pastries, white bagels, sugary yogurt parfaits with granola, etc.) are discouraged and will not be labelled Eat Well Berkeley items



The Healthy Meal Model shows the recommended portions of each food group and sums up our requirements and recommendations.

- Emphasize plant-based foods - Think produce first, and strive to use whole, intact grains and vegetarian protein options.
- Include healthy fats, but reduce added sugar and salt.
- Make unsweetened drinks the main beverage option.

For more ideas for healthy catering, see the [UC Berkeley Healthy Meeting & Event Guide](#)