



## 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

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- Standard Eat Well Berkeley Descriptions - text describing “✓” icons and program ..... 4
- Sample Webpages ..... 5-6
- Electronic Logo and check mark (✓) – available on [uhs.berkeley.edu/eatwellberkeley](https://uhs.berkeley.edu/eatwellberkeley)
  - 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 – available on [uhs.berkeley.edu/eatwellberkeley](https://uhs.berkeley.edu/eatwellberkeley)
  - 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.*

**Contact:** For questions or comments, please contact us:

Kim Guess, RD  
Wellness Program Dietitian, Be Well at Work – Wellness Program at UC Berkeley  
Phone: (510) 643-3434  
Email: [kguess@berkeley.edu](mailto:kguess@berkeley.edu)  
[uhs.berkeley.edu/eatwellberkeley](https://uhs.berkeley.edu/eatwellberkeley)



## Catering Program Toolkit

### 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.
- **“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 page 2.*
- **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.



## Catering Program Toolkit

### Definition of “Sustainable Food”

In line with [UCOP policy](#), UC Berkeley 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*<sup>1</sup> or within a 500 mile radius)
- Locally Raised, Handled, and Distributed
- Fair Trade Certified (must be third-party certified by IMO Fair For Life, Fairtrade International (FLO) or Fair Trade USA)
- Domestic Fair Trade Certified
- Shade-Grown or Bird Friendly Coffee
- Rainforest Alliance Certified
- Food Alliance Certified
- USDA Organic
- AGA Grass-fed
- Grass-finished/100% Grass-fed
- Certified Humane Raised & Handled
- Global Animal Partnership (steps III, IV, V)
- 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.

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<sup>1</sup> The Buy Fresh, Buy Local definition



## Catering Program Toolkit

### 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](#), 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 1 ounce or less.

**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, assuming the serving size is not excessive.

**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.



## Catering Program Toolkit

### 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.

**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. Be Well at Work – Wellness Program developed these Eat Well Berkeley nutrition guidelines. The guidelines are designed to support the *UC Berkeley Healthy Meeting & Event Guide* with food and beverage menu options that:

- Include more fruit and vegetables, whole grains and high fiber foods
- Use healthy protein sources
- Offers plant-based options
- Prepare foods with healthy fats, no trans fats, and less added fat
- Emphasize whole and fresh ingredients, prepared with less salt and sugar, and fewer processed and pre-packaged items
- Provide right-sized portions
- Emphasize sustainable foods to help achieve campus sustainable food service goals

For more information, visit [uhs.berkeley.edu/eatwellberkeley](https://uhs.berkeley.edu/eatwellberkeley).

#### 2) “✓” Description

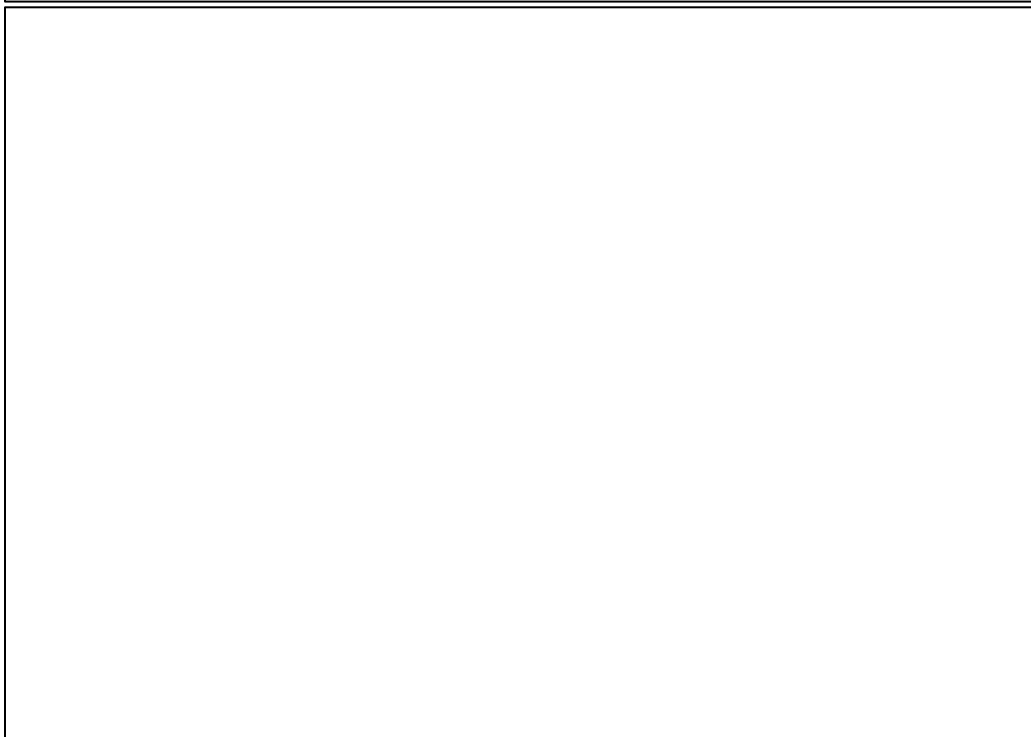
For use at the bottom of menus or anywhere ✓ icons need explanation.

- ✓ Meets Eat Well Berkeley guidelines



## Catering Program Toolkit

### Website Samples





## Catering Program Toolkit

### Website Samples (Continued)

