

6TH ANNUAL INVITATIONAL LEADERSHIP FORUM

Flavor Quality & American
Menus Leadership Forums

Beyond Vegetarian/Vegan menu,

New Menu Trend:


Health & Wellness incorporating Tofu

Foodservice Division

September 10, 2009

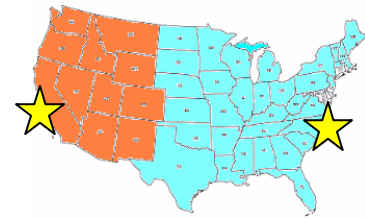
 *House Foods America Corporation*

Outline

- Who We Are.  *House*
- Testimony - *House Tofu*:
Mr. Ken Toong, Exec. Director, UMASS Dining
- Trend : Health & Wellness
- Menu Ideas

Overview: *House*[®]

- Largest Tofu Manufacturer
- Organic  
- Kosher
- Quality Control Audited Annually
- No Preservatives 
- Long shelf-life: 65 days
- Over 50 years of Tofu Manufacturing Experience





House

Advantage: Institutional Packages



***Award Winning Firm Bulk Tofu**
(SF Chronicle, Jan. 2008)

+



***Vegetarian Burger–**
Mix Tofu + Tofu Burger Mix





***Gluten-Free, Vegan, Super Low-Calories Noodles**





Testimony: Mr. Ken Toong Exec. Director, UMASS Dining



- Comments about incorporating  *House* brand Tofu into UMASS Dining.
- Why  *House* brand?



Trend : Health & Wellness

■ Vegetarian/ Vegan ↑

- “30~40% of Americans are interested in eating meatless meals at least occasionally.”
- “Entrees made with Tofu are always popular.” (Source: Foodservice Director vol.22, July 2009)



■ New Category: “Healthy Choice” ✓

- Low Calories
 - Low Sodium
 - Low Fat
- Ex.) Vegetables + Meat (50%) + Tofu (50%)

■ Nutrition Menu Labeling

- Example:
- Guiding Stars (3 levels: good, better, best)
- Legend (by category)
- Restaurant, Applebee’s – Weight Watcher Points



| Key | |
|-----------|---|
| V | Vegan (no animal products or by-products) |
| Vt | Vegetarian (dairy and/or egg—no animal flesh) |
| H | Healthy Choice <400 calories, 30% or less fat calories; <500 mg sodium |
| L | Local produce |
| S | Sustainability: Food purchased from suppliers where the products are abundant, well-managed, and selected in environmentally friendly ways. |

(Source: Applebee’s IP, LLC homepage) (Source UMASS Dining website)

Trend: Health & Wellness (cont)

Healthy Choice → Tofu



Delicious and Nutritious

Healthy Just As Is



| Nutrition Facts | Amount Per Serving | | %DV* | Amount Per Serving | | %DV* |
|------------------------|---|-----------------------|-------------------|-----------------------|-----------|-----------|
| | Serv. Size 3oz. (85g) Approx. 1" Slice Servings about 4.5 | Total Fat 3.5g | 6% | Total Carb. 0g | 0% | 0% |
| Calories 60 | Sat. Fat 0.5g | 4% | Fiber 0g | 0% | | |
| Fat Cal. 35 | Trans Fat 0g | | Sugars 0g | | | |
| | Cholesterol 0mg | 0% | Protein 6g | 12% | | |
| | Sodium 10mg | 0% | | | | |



Naturally
No Cholesterol
No Sugar
No Carb.

Trend : Health & Wellness (cont.)

• Heart Health

◆ Consuming 25 grams of soy protein a day as part of a diet low in saturated fat and cholesterol may reduce your risk of heart disease. (FDA Report, 2001)

• Bone Health

◆ Prevent osteoporosis by building healthy bones. (Unite Soy Boards Website)

• Healthy Weight

◆ Hunger Control b/c of Fullness

◆ Low Calories & Saturated Fat. (Soy Foods Association)

• Diabetes

◆ Soy protein may decrease harmful effects of kidney disease. (American Diabetes Association)

Spiced Seared Tofu w/ Avocado, Beets & Cucumber.

By Exec. Chef Craig Koketsu, Park Avenue Summer NYC



Appetizer/ Side Dish



Fried tofu Salad



Tofu & Quinoa Salad



Tofu Tostades



**Tofu pot sticker
(Gyoza)**



Cocktail Dip



**Spinach salad
w/ Blue Cheese dressing**

Low -Calories Dessert Suggestion



Banana Pie



Vegan Strawberry Smoothies



Tofu Carrot Pineapple Cake



Tofu Blueberry Muffin



Tofu Cheesecake



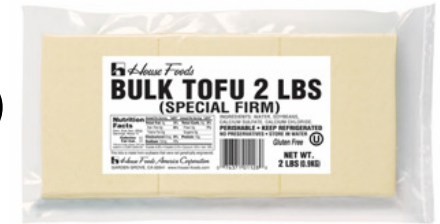
Soft/Silken



Med.Firm

Tofu Hummus Wrap

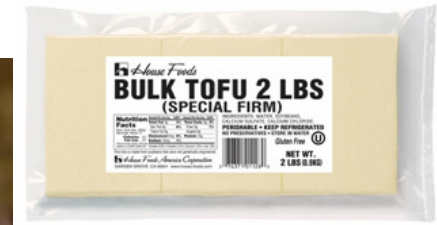
Burrito de Bistec de Tofu y Humus



Tofu Soba Salad



Curried Tofu and Edamame Salad



Spinach & Tomato Tofu Pizza



Distribution

- SYSCO
- PFG
- United Natural Foods (UNFI)
- Albert's Organics
- Coastal Sunbelt
- Shamrock Foods
- LA & SF Specialty
- World Variety
- J Kings
- Agar
- Asian Foods
- And More...

Please contact us for the detail distribution information !

All About Tofu

