



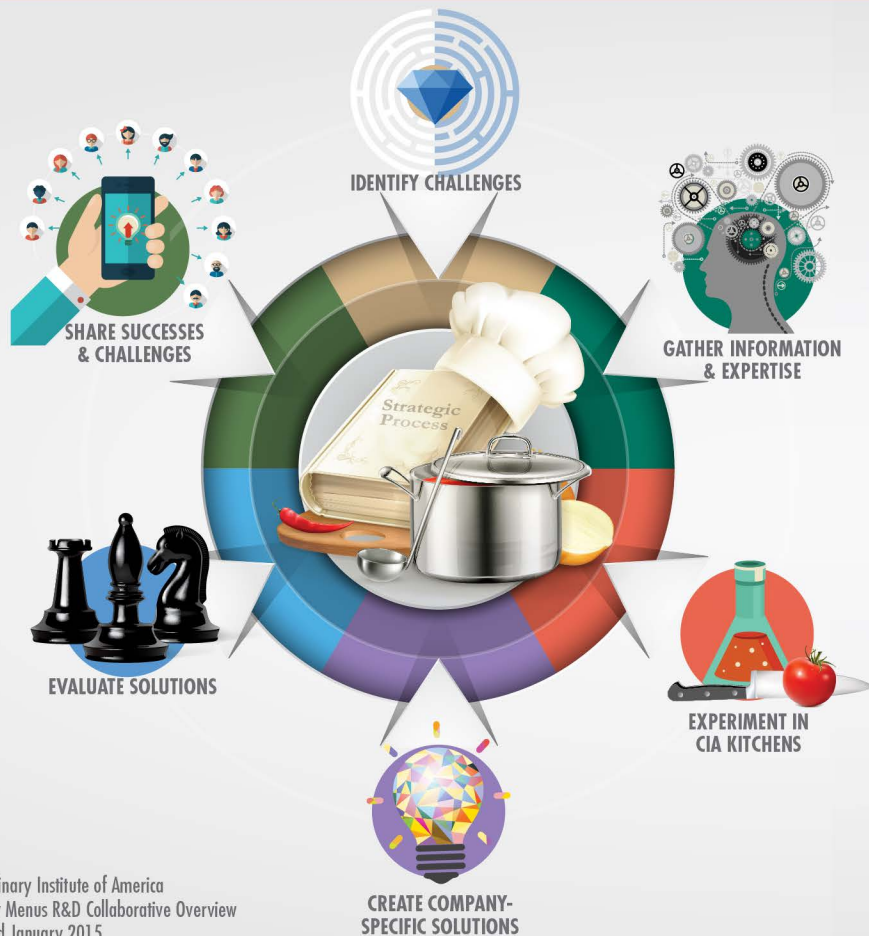
Healthy Menus R&D Collaborative

Delicious Solutions for Changing Appetites

WHAT IS THE CULINARY INSTITUTE OF AMERICA HEALTHY MENUS R&D COLLABORATIVE?

- A CIA-led, membership-based initiative that brings together the best, brightest, and most influential culinary and nutrition R&D leaders from volume foodservice operations (chains, contract operations, campus dining) to collaborate with industry leaders, technical experts, manufacturers, and suppliers.
- The goal? Find practical, non-proprietary solutions that expand the availability and sales of menu choices that are nutritious, delicious, meet customer demand, and drive profitability.
- Why? Operator Members collectively feed more than 100 million Americans every day; small changes in menus can have BIG impact on public health.
- Areas of focus are those that the foodservice industry can impact most: sodium reduction, increasing use of fruits and vegetables, improving carbohydrate quality (with an emphasis on whole grains and beverages), and strategic calorie design. Future focus areas may include children's menus and fat quality.

STRATEGIC PROCESS



SUCCESS-TO-DATE

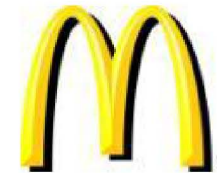




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MEMBERS & PARTNERS



FOUNDING CORPORATE MEMBER

- The Mushroom Council

CORPORATE MEMBERS

- California Table Grape Commission
- California Walnut Board
- Cargill
- Kikkoman Sales USA
- Naturipe Farms
- Northern Canola Growers - USA
- Unilever Food Solutions

RESEARCH PARTNER

- Datassential

