

Culinary Foundation

As your service partner, our goal will be to provide You a dining and refreshment program equal to your sterling reputation and our primary focus will always rest— first and foremost— with delivering an outstanding culinary experience to our guests. With this in mind, our proposed program enhancements for You will begin with the institution of our innovative FRESH DIFFERENCE culinary philosophy along with a slate of customized dining concepts. These programs will offer You:

- Fresh ingredients of the highest quality assembled from scratch at all points of service
- Menu development which naturally combines chef-inspired features with the ability to customize offerings to individual guest preferences
- Flexible culinary themes and stations that play host to a constant variety of rotating dining features to avoid menu/concept fatigue (i.e., an “international station” with rotating special features focusing on Indian, Southeast Asian, Japanese, European, Mediterranean, etc.)
- A daily focus on our EAT LOCAL / EAT IN SEASON program which represents our commitment to source and use in-season

products throughout our cafés and—wherever practical—to source all products within 200 miles of each operation

The *fresh* Difference



Eat In Season

Nothing can match the flavors of produce harvested at the peak of freshness. Look for the icon above to identify menu items featuring in season ingredients.

Eating items locally produced ensures freshness and supports our local economy. Look for the icon above to identify items grown or produced within 200 miles of your café.



Eat Local

"The FRESH DIFFERENCE with American Dining Creations . . . where simple and authentic culinary traditions blend seamlessly with engaging guest service, cutting-edge technology and a broader conception of health and wellbeing."

CULINARY FOUNDATIONS

Embrace our roots . . . chef inspired menus prepared from scratch using fresh ingredients sourced locally and in season whenever practical.

TECHNOLOGY

Embrace the modern . . . incorporate digital technology to increase the flow of dynamic, visually stunning information to our customers.

HEALTH & WELLNESS

Embrace a broader conception . . . provide a wellness program that transcends the typical emphasis on fat and calories and arms our customers with the information necessary to make informed nutritional choices.

CUSTOMER SERVICE

Embrace sincere engagement . . . provide responsive services that engage our customers within the life of their café and focus on a positive overall customer experience.

INDIVIDUAL CAFÉ PROGRAMS

Embrace multi-dimensionality . . . create synergistic café programs that address and support each of the underlying foundations of the café philosophy described above.

Health & Wellness

Under American Dining Creations, we will match your commitment to health and wellness with our one-of-a-kind Amerifit program. Through Amerifit, you will receive:

- An integrated approach to healthy dining offering easy access to full nutritional content on all menu offerings, enabling guests to make informed nutritional decisions
- Healthy, great-tasting dining options throughout the café (not just at one station) combined with a creative approach to marketing healthy dining options so that guest can easily identify those options at all points of service
- Overall menu concepts respecting both the growing concern over food allergens (i.e., gluten free, lactose free, nut free options integrated into our menus) and special culinary lifestyle choices (i.e., vegan, vegetarian and religious/ethnic requirements integrated throughout our menus)
- Technological solutions that offer instant access to complete nutritional information along with tools that enable our guests to live a healthier lifestyle (i.e., our one-of-a-kind Amerifit website and nutritional database along with our Amerifit Smartphone app)

Healthy Dining with Amerifit

American Dining Creations' Amerifit program makes eating healthy at work both appealing and convenient. Amerifit has set the industry standard in healthy corporate dining. Our Amerifit program is fully customizable to the individual needs of our clients and our chefs, menu and nutritional consultants never forget the most critical ingredient to any healthy dining program: if you want people to eat healthy, you must ensure that their healthy food options still taste great!



Our Amerifit program is spear-headed by America's Nutrition Expert, Mitzi Dulan. Mitzi is the co-author of The All-Pro Diet, a registered dietitian, certified health and fitness specialist, and regularly appears on CBS, NBC, ABC, FOX and CNN to consult on nutritional topics.



THE GOALS OF AMERIFIT

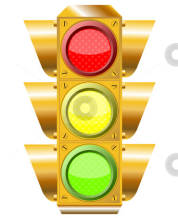
To provide our guests with easy access to the necessary nutritional information that they require to make an informed dining choice

To provide an ever changing variety of wellness options to ensure that those who wish to eat healthy are never confronted by the same limited choices each day

Provide dining choices that allow those with common food allergens to dine comfortably in our café while at the same time showing respect for different nutritional lifestyles (vegan, vegetarian, religious/ethnic)

Ensure that FRESH, *local-sourced* and *in season* produce is used and identified in menu items throughout the café each and every day

Amerifit Nutritional Guidelines



So how do we classify our green, yellow and red culinary options?
Easy! Just follow the color-coded guide.

Deli, Grill, Pizza, Panini

600 Calories or less	800 Calories or less	More than 800 Calories
600 mgs. or less Sodium	800 mgs. or less Sodium	More than 800 mgs. Sodium
4 gms. or less Sat. Fat	7 gms. or less Sat. Fat	More than 7 gms. Sat. Fat
95 mgs. or less Cholesterol	150 mgs. or less Chol.	More than 150 mgs. Chol.

Entrée Salads – include Dressing

600 Calories or less	800 Calories or less	More than 800 Calories
600 mgs. or less Sodium	800 mgs. or less Sodium	More than 800 mgs. Sodium
4 gms. or less Sat. Fat	7 gms. or less Sat. Fat	More than 7 gms. Sat. Fat
95 mgs. or less Cholesterol	150 mgs. or less Chol.	More than 150 mgs. Chol.

Soups (per serving)

200 Calories or less	300 Calories or less	More than 300 Calories
600 mgs. or less Sodium	800 mgs. or less Sodium	More than 800 mgs. Sodium
3 gms. or less Sat. Fat	4 gms. or less of Sat. Fat	More than 4 gms. Sat. Fat
60 mgs. or less Cholesterol	80 mgs. or less Chol.	More than 80 mgs. Chol.

Small Side Salads (include Dressing when appropriate)

200 Calories or less	300 Calories or less	More than 300 Calories
200 mgs. or less Sodium	300 mgs. or less Sodium	More than 300 mgs. Sodium
1 gm. or less Sat. Fat	2 gms. or less Sat. Fat	More than 2 gms. Sat. Fat
10 mgs. or less Cholesterol	15 mgs. or less Chol.	More than 15 mgs. Chol.

Breakfast Grill

300 Calories or less	400 Calories or less	More than 400 Calories
500 mgs. or less Sodium	600 mgs. or less Sodium	More than 600 mgs. Sodium
2 gms. or less Sat. Fat	3 gms. or less Sat. Fat	More than 3 gms. Sat. Fat
95 mgs. or less Cholesterol	150 mgs. or less Chol.	More than 150 mgs. Chol.

Desserts

250 Calories or less	350 Calories or less	More than 350 Calories
150 mgs. or less Sodium	200 mgs. or less Sodium	More than 200 mgs. Sodium
2 gms. or less Sat. Fat	5 gms. or less Sat. Fat	More than 5 gms. Sat. Fat
30 mgs. or less Cholesterol	50 mgs. or less Chol.	More than 50 mgs. Chol.

Entrées (Alone)

300 Calories or less	400 Calories or less	More than 400 Calories
300 mgs. or less Sodium	500 mgs. or less Sodium	More than 500 mgs. Sodium
2 gms. or less Sat. Fat	4 gms. or less Sat. Fat	More than 4 gms. Sat. Fat
80 mgs. or less Cholesterol	120 mgs. or less Chol.	More than 120 mgs. Chol.

Appetizers (per serving)

100 Calories or less	150 Calories or less	More than 150 Calories
150 mgs. or less Sodium	200 mgs. or less Sodium	More than 200 mgs. Sodium
1 gm. or less Sat. Fat	2 gms. or less Sat. Fat	More than 2 gms. Sat. Fat
30 mgs. or less Cholesterol	50 mgs. or less Chol.	More than 50 mgs. Chol.

Sides

200 Calories or less	300 Calories or less	More than 300 Calories
200 mgs. or less Sodium	300 mgs. or less Sodium	More than 300 mgs. Sodium
1 gm. or less Sat. Fat	2 gms. or less Sat. Fat	More than 2 gms. Sat. Fat
10 mgs. or less Cholesterol	15 mgs. or less Chol.	More than 15 mgs. Chol.



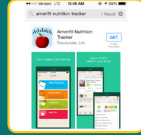
An Amerifit Meal: (Entrée, Starch and Vegetable)

600 Calories or less
600 mgs. or less Sodium
4 gms. or less Saturated Fat
95 mgs. or less Cholesterol





scan



download



download

amerifit
nutritional
tracker



DineSmarter

Amerifit Smartphone App



American Dining Creations is proud to introduce our one-of-a-kind Amerifit Fitness & Nutritional Tracker App for smartphones. Our new app delivers what no other app on the market can . . . **TRULY UNIVERSAL COVERAGE.** Amerifit allows you to set goals, log your daily food choices and track your exercise routine. Our nutrition and fitness tracker app also contains an easy-to-use scanner that allows you to both instantly record nutritional information and quickly compare different products whether you are at home, at a grocery store, a restaurant, or in your café at work!

Of course, The Amerifit Nutrition and Fitness Tracker App is not simply an outstanding employee benefit; it is a wise investment for your company. Consider for a moment how much you spend each year on wellness initiatives and employee health insurance. What if you were presented with a solution that would enable you to simultaneously lower health care costs while at the same time offering a platform to unify wellness efforts. This is precisely what the Amerifit app can do.

More than 60% of all adults in the US have a smartphone and that rate jumps to 75% among adults age 25-44 (Source: Pew Research Center)

THE AMERIFIT APP AND HEALTH INSURANCE PREMIUMS . . .

The Amerifit app offers both a new and common platform for a variety of employee wellness initiatives; however, its true value extends even further. As you can see, the true value of the Amerifit app can be found in the variety of reports offering concrete data on employees dining habits. These reports can be used to evaluate on-going healthy dining initiatives and can also be provided to your insurance carrier as solid evidence that these same healthy initiatives are impacting employee behavior.

The most complete fitness & nutrition app on the market!

- Daily Nutritional Tips
- Links to weekly café menu
- Easy-to-use scanner provides quick access to nutritional information
- Intuitive labeling instantly rates food choices
- Available for iPhone and Android devices
- Instant access to nutritional information for everything in your café and more than 250,000 products worldwide

More than 35% of smartphone users have downloaded a nutrition app and 50% use their phones to make healthier dining choices. (Source: Pew Research Center)