

nutripro[®]

NESTLÉ PROFESSIONAL NUTRITION MAGAZINE

All About Balance

Obesity and the dining experience

Making changes, not compromises



TIPPING

the tables toward health

“We are at a point in history where Chefs are opinion leaders and have the forums available to make a positive impact on nutrition.”

—Chef Sheldon Fernandes



As food service professionals, we're always focused on appealing to the senses and creating great experiences for our guests. But as over-eating and obesity become more widespread, the landscape, and our role, is shifting.

Thanks to ongoing messages from public health authorities and the media, many consumers are more aware of what they're eating and what that means for their health. As a result, they're seeking out different kinds of foods, and they want more choices that help them control what and how much they eat and drink.

At the same time, consumers are eating more and more meals outside the home,¹ and whenever they go to restaurants, they're bringing those new expectations with them. While they may not choose the healthiest dish every time, they do want options and the information they need to choose. Anything you can do to make those decisions easier will help earn their trust and boost their satisfaction.

In this issue, we'll take a look at what you can do to keep guests informed, how to provide options that meet their needs, and some simple ways to trim calories while maximizing the nutrients and flavor of your menu.

Ready to get started? Let's dig in.

THE PROBLEM

everyone's talking about

- **We should be eating more plants.²**

Health authorities recommend a diet rich in whole, plant-based foods such as fruits, vegetables, whole grains, pulses, seeds and nuts.

- **We should reduce saturated fat.**

Less than 10% of our daily energy intake should come from saturated fat.³

- **We should cut back on sugar.**

Our diets should include no more than 100-200 calories from added sugar.⁴

- **Too many of us are eating too much.**

The prevalence of obesity nearly tripled between 1975 and 2016, and over 1.9 billion adults (39%) are overweight.⁵

- **Being obese is risky.**

Obesity is a major risk factor for heart disease and stroke, diabetes, osteoarthritis, and some cancers (including endometrial, breast, ovarian, prostate, liver, gallbladder, kidney, and colon).⁵

- **Being obese can get expensive.**

The cost of treating obesity and obesity-related conditions is:

US: \$190 billion USD/year⁶

UK: £5 billion/year⁷

Mexico: MXN 142 billion/year⁸

global TRENDS &

The ways people eat and the expectations they have about their food are evolving. Many people are relying on restaurants for at least some of their meals each week. At the same time, health has become a major concern, and consumers are looking for healthier options even when they eat away from home. As a result, the food service industry is looking for ways to offer healthier choices while continuing to keep guests satisfied.

THE CHALLENGE
IN FOOD SERVICE WILL
BE TO FIT INTO CONSUMERS'
LIVES AND OFFER
HEALTHY
OPTIONS ALONGSIDE THE
INDULGENT
"TREATS" THEY MAY
EXPECT WHEN EATING OUT.

OBESITY HAS
TRIPLED
SINCE 1975⁵

58% OF CONSUMERS BELIEVE THEY EAT
LESS HEALTHFULLY WHEN EATING OUT¹¹

*More
than*
HALF
OF PEOPLE EAT OUT
EACH WEEK¹⁰

FOOD PREPPED AWAY
FROM HOME PROVIDES
APPROXIMATELY

1/3

OF AMERICANS' CALORIC
INTAKE³⁵

nearly
HALF
OF CONSUMERS ARE
ACTIVELY SEEKING
HEALTHIER OPTIONS¹⁰

42%

OF CONSUMERS ARE
ACTIVELY TRYING TO
LOSE
WEIGHT¹⁰

regulatory

PRESSURES

Health authorities around the world have identified certain foods and drinks as risks and have taken steps to encourage or mandate changes in restaurant and consumer behavior.

SUGARY DRINK TAXES

Taxes on soda, some juices, and sports drinks are being levied in five continents.

JUNK FOOD TAXES

Various countries are introducing junk food taxes. For example, Costa Rica taxes ultra-processed foods, while Morocco has also proposed a tax on unhealthy foods.

FATTY FOOD TAXES

Denmark implemented a short-term tax on fatty foods that apparently changed consumer behavior, and Kerala, India imposed a fat tax on pizza, burgers, and tacos. In the US, it is now illegal for manufacturers to add partially hydrogenated oils to foods.^{12,13}

PORTION AND CALORIE LABELLING

The UK has introduced voluntary average calorie limits on certain foods, Bulgaria has introduced legislation to list serving sizes on all portions, and the US and some parts of Canada have mandated calorie menu labeling for some restaurants.^{14,15}

The good news is, restaurants can give guests what they want and health authorities what they demand—just by making a few simple changes.

A NEW REALITY FOR RESTAURANTS

Between health authorities tightening regulations and consumers demanding healthier options, the restaurant industry faces a new challenge: how to join in the fight for better public health without compromising on the pleasures of eating out. In addition, food service operators have to address these trends without compromising on perceived value and dining experience for the consumer.

INGREDIENTS *matter*



A GAME OF TRADE-OFFS

Using the burger as an example of many typical dishes, let's take a look at how a restaurant meal might be structured. They tend to be heavy on protein and starches, accompanied by sauces, and limit vegetables to just a garnish.

	% OF PLATE	TYPICAL	% OF PLATE	BETTER
CARBS & STARCHES	25%	White rice and bread or pasta made from refined flour is filling, but doesn't offer many essential nutrients, like vitamins, minerals and fiber.	25%	Brown rice, ancient grains, and whole grain bread and pasta contribute dietary fiber and vitamins. They may also provide more satiety (feelings of fullness).
VEGETABLES & FRUITS	25%	Fresh produce is often absent from the plate, used sparingly, or limited to a garnish.	50%	Low calories + a lot of nutrients mean it's OK to load up on veggies. They can fill out the plate and add color, flavor, and texture to almost any dish.
PROTEINS	40%	Fattier choices like beef, bacon, and fried meats are staples in many dishes, but they can be very high in calories. Cheese is automatically added to many dishes, whether it's sliced on a sandwich, cubed in a salad, or sprinkled on a soup or hot dish.	25%	Lean poultry, fish, and plant proteins can provide the nutrients and satiety you need with fewer calories.
FATS & OILS	10%	Creamy sauce, dressing, butter, and whipped toppings are standard on many foods, upping the calorie count dramatically.	0-5%	Offer lighter options and healthier oils to provide the experience guests expect, and serve sauces and dressings on the side.

DID YOU KNOW?

There are 4 calories in every gram of pure carbohydrates and pure protein and 9 calories in every gram of pure fat.

right-sized PORTIONS

Portion sizes have been expanding steadily (along with people's waistlines) over recent decades. Typical portions now have double or even triple the number of calories that they had just 20 years ago.¹⁶

Planning the plate

One way to minimize calories is to rethink the amount of real estate each food group can take up on the plate, reducing high calorie foods while increasing foods that are rich in nutrients but lower in calories, fat, and sugar.

Various health authorities around the world, such as MyPlate in the US, the EatWell Plate from the Food Service Agency in the UK, El Plato Del Bien Comer in Mexico, and Pinggang Pinoy in the Philippines, offer guidance for planning a balanced plate.^{17,18,19}

In general, they suggest increasing the amount of fruits and vegetables you serve to take up around half of the plate, with another quarter coming from (preferably whole) grains, and the last quarter from lean protein.

In addition to delivering more nutrients and reducing calories, these guidelines can help you create a plate with a lot of sensory appeal, using a variety of colors and textures to make the dining experience more pleasurable.

Offering more sizes on the menu

Another way to help guests make better choices is to provide them with more portion size options. This can include soup cups, half sandwiches, reduced portion main dishes and sides, beverages and miniature desserts. When you give guests more options, they may self-select the right amount of food to meet their current goals and desires.





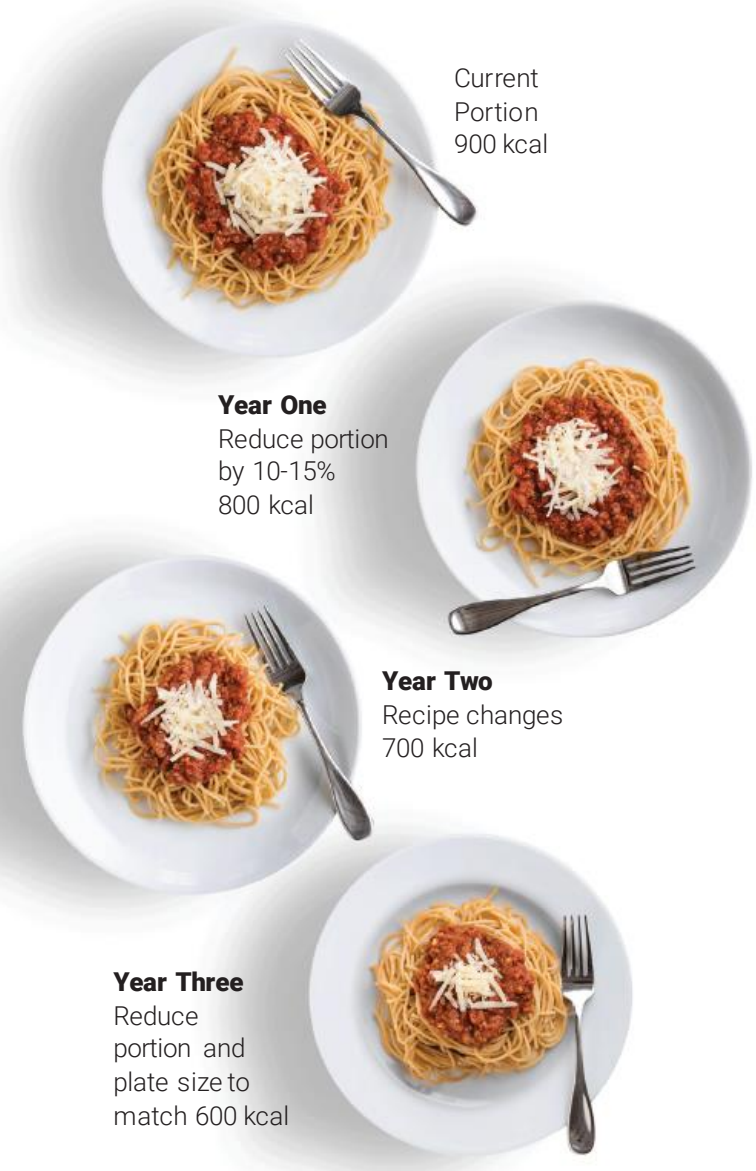
Fruits & Vegetables

Protein

Slow Change

Another way to help guests consume fewer calories is to dial your portions back to the smaller amounts that were typical several decades ago. While this strategy can make a dramatic difference in calorie intake, it may be best to make changes gradually so guests won't be disappointed by suddenly smaller portions.

Your long-term plan might involve reducing the volume of food by 10-15% in the first year, choosing lighter ingredients or redistributing ingredients on the plate in the second year, and finally reducing the volume of food again to meet your portion size goals in the third year.



Current
Portion
900 kcal

Year One
Reduce portion
by 10-15%
800 kcal

Year Two
Recipe changes
700 kcal

Year Three
Reduce
portion and
plate size to
match 600 kcal

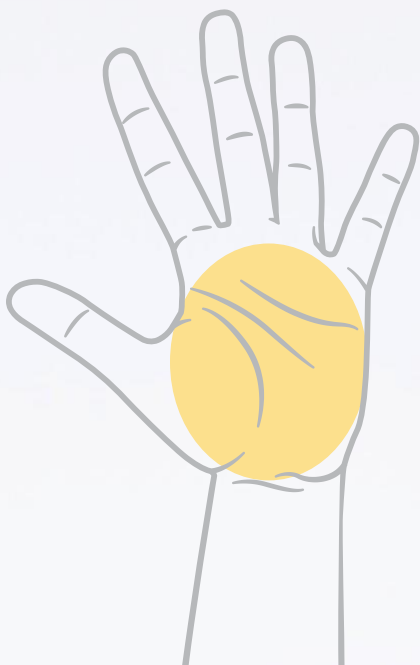
This approach allows you to cut calories without compromising on the flavor and texture of your recipes. And when you serve more reasonably sized dishes, you may find that you also save on the cost of ingredients and reduce food waste.



DID YOU KNOW?

When serving meat, try cutting it into smaller pieces and fanning it across a larger section of the plate. This plating approach can give the perception of abundance without disrupting the guests' value equation, which will help them adjust to right-sized portions.

pick your PROTEIN



Protein has traditionally been the center of many dishes. It is a key part of a healthy diet, but it can also be high in calories and fat, which makes it particularly important to plan appropriate serving sizes when developing main course items that revolve around the protein source.

Dietary guidelines around the world encourage lean, low-fat protein sources, including those that come from plants.²⁰²¹ When choosing the right protein for your recipes, you'll want to consider many factors, such as flavor and texture, fat content, nutrients, potential allergens, and price.

IDEAL PORTION

Size of the palm



PERCENT
OF PLATE

PROTEIN TIPS

There are many ways to flavor protein without adding excess fat or calories.

COATING

Coat meat or fish with egg white mixed with spices, breadcrumbs, quinoa, chia seeds, roasted rice, or crushed nuts. Add cayenne or curry for more kick.

STUFFING

Stuff meat with vegetables or mushrooms to enhance flavor. For grilled chicken, create a stuffing from tomatoes, basil, pine nuts, salt and pepper.

SAUCE/MARINADE

Marinate meat or tofu with soy sauce, ginger, and spices, or switch it up with a blend of ponzu sauce, sesame oil, canola oil, rice vinegar, honey, and fresh ginger.

GLOBAL SPICE BLENDS

Try these traditional spices to enhance flavor in healthy dishes.

Dukkah: An Egyptian mix of hazelnuts, sesame seeds, coriander, and cumin. Used as crust for lamb, chicken, fish, or tofu.

Berber mix: Used in Ethiopia, this mix usually contains hot peppers, black pepper, fenugreek, ginger, cardamom, coriander, cinnamon, and cloves. Traditionally used in wats (stews).

Khmeli Suneli: An Eastern European mix of warm, nutty, grassy, and bitter spices like fenugreek, coriander, savory, and black peppercorns. Traditionally used in stews and meat dishes.

FRESH SAUCE IDEAS

Fish: Zucchini, yellow squash, bell pepper, or eggplant cooked in broth with herbs.

Poultry or fish: Virgin sauce (olive oil, lemon juice, diced tomatoes, onions and garlic).

Pork or lamb: Carrots cooked in chicken broth with cumin.

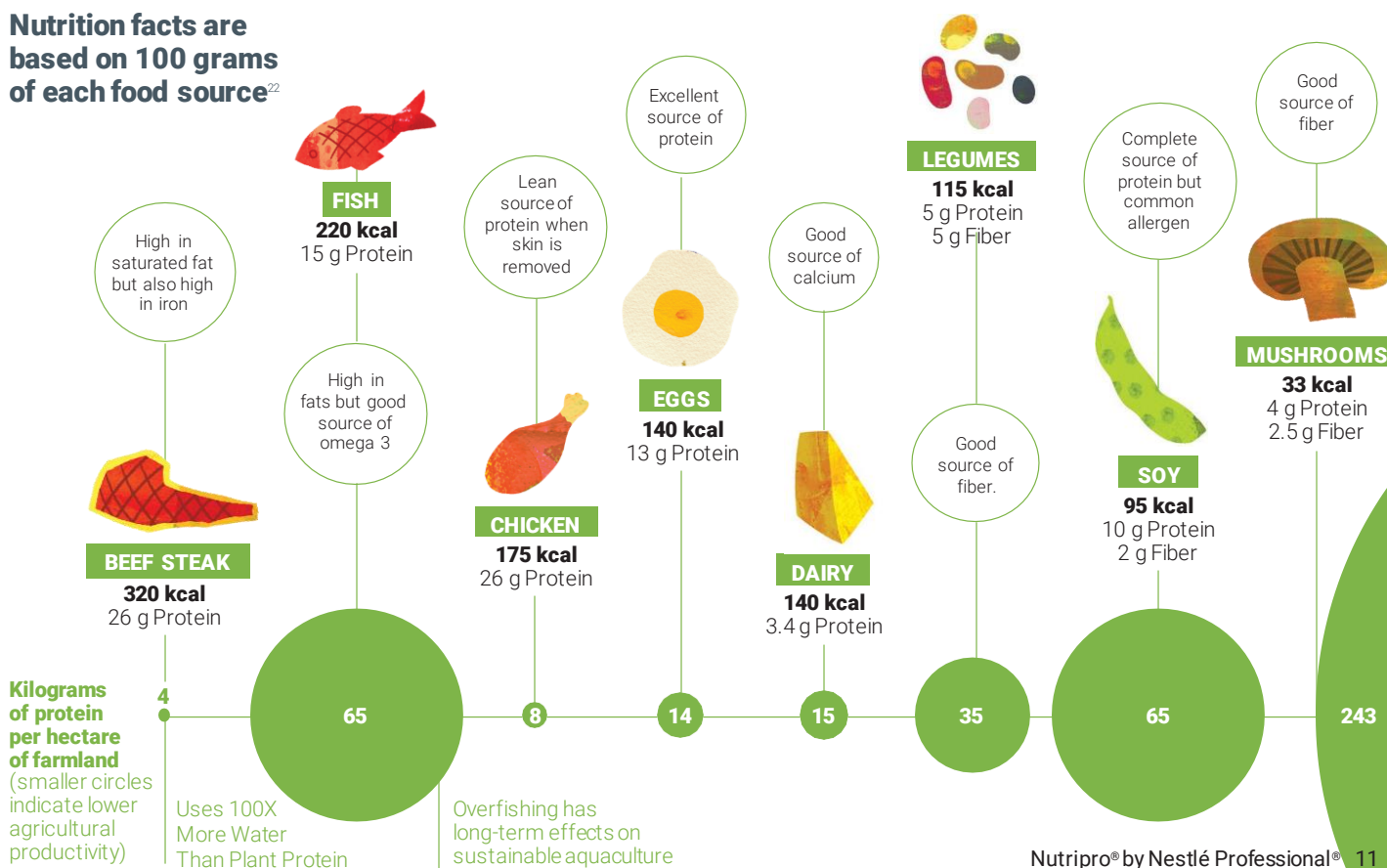
Fish or meat: Ginger and garlic deglazed in rice vinegar, plus veal stock, reduced and seasoned with soy sauce.

Tofu: Soy sauce, lime juice, garlic, ginger, chili, sugar.

CHOICES, CHOICES

Each of these foods can provide protein and other nutrients to your guests. However, it's good to be mindful of the calories, types of fats, other nutritional pros and cons, and environmental consequences of each protein source. Plant-based proteins tend to have a very high nutritional value and a low impact on the environment, and they are also aligned with the current trend of eating less meat.

Nutrition facts are based on 100 grams of each food source²²





Understanding FATS & OILS

Fats and oils are part of a healthy diet and contribute to both the flavor and texture of many foods. However, health authorities recommend limiting the amount of fat we consume—particularly saturated fats. Excess consumption of saturated fats is associated with increased risk of developing cardiovascular disease. The goal is to replace sources high in saturated fats (typically solid at room temperature) with healthy oils rich in unsaturated fats, whenever possible.

Use of fats and oils should be limited to small amounts where they can deliver maximum flavor impact. When choosing oils, consider the type of fat they contain, whether their heat stability (smoke point) is appropriate for the application, and of course, the flavor profile.

REFINED OILS

These clear oils with neutral flavor work well for baking or infusions having little effect on the taste of your finished dish.

COLD PRESSED OR VIRGIN OILS

Rich in flavor, they provide optimum taste in dressings and sautéing.

HEAT-STABLE OILS

Because of their high smoke points, these oils work best for deep frying or cooking at high temperatures.



IDEAL PORTION

Size of fingertip



PERCENT
OF PLATE

DID YOU KNOW?

- Coconut oil may have a reputation as a healthy food ingredient, however it is rich in a particular saturated fat that is associated with increased LDL (bad) cholesterol.
- Fats and oils high in saturated fats are usually solid at room temperature, while oils high in monounsaturated and polyunsaturated fats are usually liquid at room temperature.
- Some oils are refined to remove unwanted tastes, scents, colors or impurities, but unrefined oils like virgin or extra virgin olive oil are likely to contain more beneficial antioxidants.

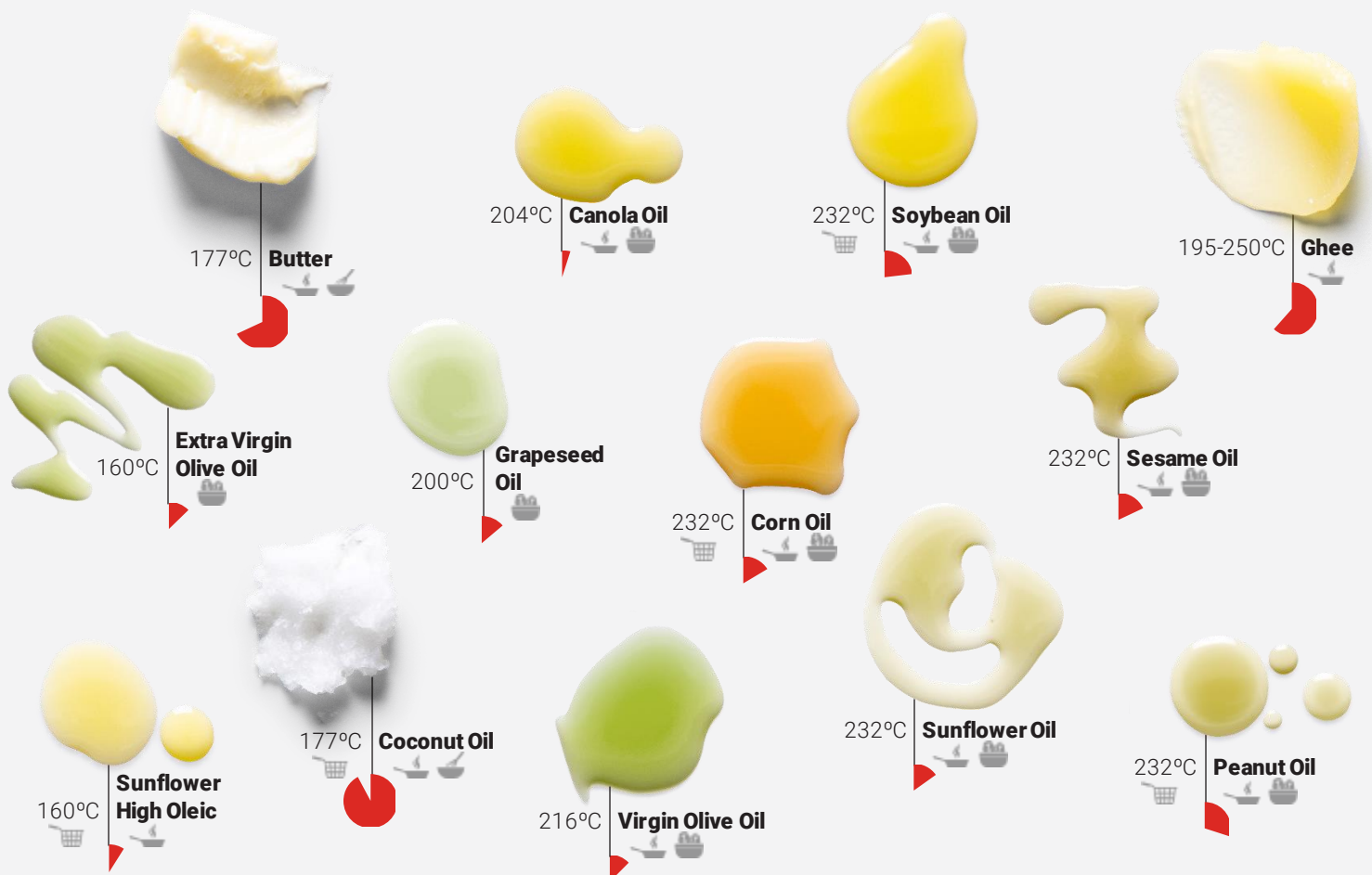
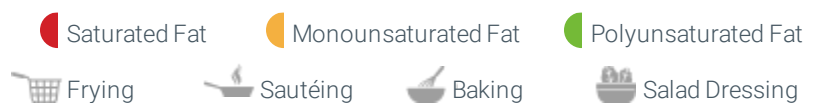
SIMPLE TIPS

FOR USING FATS IN THE KITCHEN

1. Whenever possible, bake, boil, or grill instead of frying or deep-frying foods. If you do fry, change fryer oil (after 10 cycles) since repeated use lowers the temperature of the smoke point.²³
2. Instead of adding copious amounts of fat and oil while cooking, use just enough to add flavor, keep food moist, or avoid sticking.
3. Treat oils with care. Fatty acids are sensitive to heat, light and oxygen, and over-exposure to these during storage or cooking can change the chemical structure of the fatty acids and lead to rancid off-notes.
4. Experiment with umami to boost taste without fat. Rich, savory ingredients, such as the Japanese dashi broth, can be a great substitute for smoky ingredients like bacon, or as an addition to soup or baked beans.
5. Fats and oils with lower smoke points are more suitable for cold or low-heat uses like finishing oil, salad dressings, and sautéing, while those with higher smoke points are best for high-heat applications like deep frying or baking.
6. Use sparing amounts of truffle oil, sesame oil, or butter just on the top of food to maximize the taste experience while reducing fat.
7. When adding herbs or flavor to an oil, try grapeseed oil, which has a more neutral taste than olive oil.
8. Avoid heating fats and oils above their smoke point since noxious substances will be produced.

FAT & OIL TYPES

WITH SMOKE POINTS:^{24,25}





Consider your CARBS & STARCHES

DID YOU KNOW?

Multi-grain simply means that a food contains more than one type of grain, but make sure to read the ingredient list because grains may still be refined. For a better choice, look for whole grain options.²⁶

Carbohydrate-rich foods are the major source of calories in the diet. However, they're also an important source of the fiber, vitamins, and minerals our bodies need. This group includes simple carbohydrates, complex carbohydrates or starches, and dietary fiber.

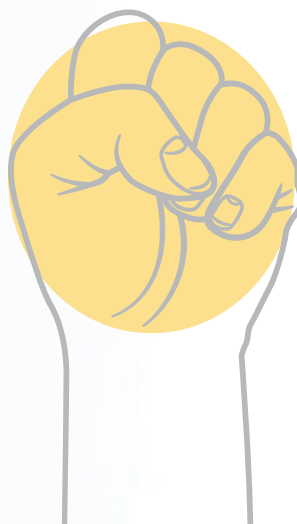
Carbohydrates typically make up the majority of calories in a balanced diet. When planning your dishes, look for whole grains, and be creative by using ancient grains and in-season fruits and vegetables.



IDEAL PORTION
GRAINS
Modest handful



PERCENT
OF PLATE



IDEAL PORTION
FRUITS & VEGETABLES
Size of fist x2



PERCENT
OF PLATE

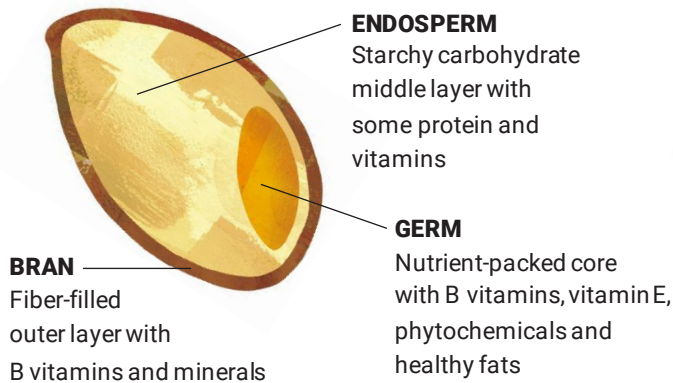
FRUITS & VEGETABLES: PART OF THE SOLUTION

You may be cutting back on other ingredients, but it will leave more room on the plate to celebrate fruits and vegetables. They're loaded with vitamins, minerals, and fiber, and relatively low in calories. Here are a few ways to make the most of them.

1. Add fruits and vegetables to a dish to help re-balance the plate when reducing other portions (i.e. starches and meat). This will visually complete the dish and keep your guests full and satisfied.
2. As much as possible, use fruits and vegetables that are local and in-season. This will provide fresher, more flavorful produce that is richer in nutrients.
3. Instead of boiling, serve vegetables raw, baked, steamed, grilled, or roasted to retain more nutrients.
4. Vegetable skins often contain a lot of nutrients, so consider leaving peels on or peeling them as thinly as possible. This also helps reduce food waste!
5. Have a wide selection of vegetables on your menu, including plenty of dark green and orange varieties. These are richest in vitamins, minerals, fiber, and protective phytochemicals.
6. Substitute vegetables for some or all of your grains. You might use zucchini noodles in a pasta dish or "riced" cauliflower in place of white rice.
7. Consider incorporating vegetables to your dish through sauces. More commonly, fresh bright sauces are made with carrots, roasted peppers, eggplant caviar, etc.
8. Add fresh fruit to oatmeal, crepes, salad, or yogurt.

WHOLE GRAINS

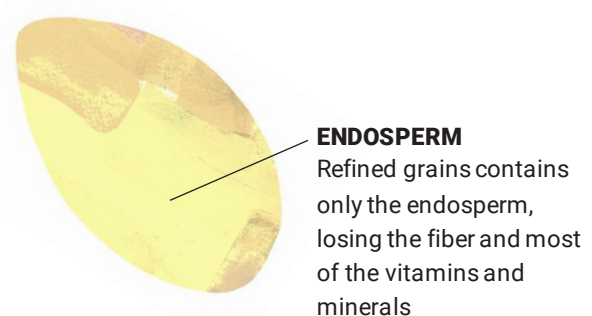
Made up of three key parts



VS.

REFINED GRAINS²⁷

Bran and germ removed



ANCIENT GRAINS

These grains were first used long ago and are largely unchanged over the last several hundred years. They are making a comeback with consumers, who crave quality, variety, and novelty, so try them in place of stand-bys like white rice or pasta.^{28,29}

AMARANTH

- Gluten-free
- Nutty flavor
- Source of iron, calcium, and magnesium

Cook for breakfast porridge, pop like corn, or try cooked grains in salads.

QUINOA

- Gluten-free
- Trend on menus
- Complete protein

Substitute anywhere rice would be used or cook as a warm breakfast cereal.

BUCKWHEAT

- Gluten-free
- Good source of magnesium

Used in soba noodles, pancakes and crepes—can also be cooked as a whole grain to replace rice.

MILLET

- Gluten-free
- Good source of fiber and protein

Try in pilaf or porridge, add to bread, soups, and stews, pop like corn, mill into flour (as in Indian roti).

SPELT

- Nutty flavor
- High in protein and fiber
- Good source of phosphorus

Swap it for rice or pasta.

KAMUT

- Can be used to replace wheat
- Contains a higher amount of protein than wheat

Mill into flour or eat grains directly to replace rice or pasta in a dish.³⁰

calories count in Beverages

Sodas, sweetened tea, coffee drinks, and even some juices are often loaded with sugar—and empty calories. Add in extra-large servings and free refills, and a person could easily drink half of the day's recommended calories in one sitting, but these "empty calories" would provide none of the important vitamins, minerals, fiber, and other nutrients our bodies need.

TIPS TO CUT CALORIES IN DRINKS

1. Provide smaller portion sizes (8-10fl oz, instead of 30fl oz).
2. Avoid offering endless refills on sugary beverages, limiting them to one per customer.
3. Make black coffee or unsweetened iced tea the standard, leaving sugar, syrups, and whipped cream out of the drink.
4. Provide a single sugar or creamer when requested, instead of stocking the table with multiple packets.
5. Look for juices and soft drinks without added sugar.
6. Keep decadent coffee and tea drinks in the dessert section of your menu to signal their high calorie and/or fat content to guests.

A tale of two drinks



23 kcal

Coffee (with splash of milk) 16fl oz



300 kcal

Vanilla Latte 16fl oz

While the WHO recommends less than 6 teaspoons of sugar per day,⁴ one 20fl oz soda with a refill and no ice provides about 30 teaspoons of sugar and nearly 500 kcal.



Share

WHAT YOU KNOW

Research shows that one of the keys to developing loyal customers is reducing the amount of work they have to do. When it comes to helping them decide what and how much to eat, there are several areas where you can do at least some of the heavy lifting for them.^{31,32}

On the Menu

1. Your local government may already require you to post calorie counts, fat grams, and/or sugar content for each item on the menu—but if not, the trend may be coming your way soon. While consumers are becoming more savvy about nutrition and health, more than a third of them think determining which items on the menu are healthy is confusing. You can help by including key nutrition information, like calories, on the menu, and posting more in-depth nutritional information on your website.

Even if guests choose to indulge during one meal with you, they'll be equipped with the knowledge to balance out their meals for the rest of the day or week.

2. It's okay to separate the calorie counts of condiments from the main dish. This lets you give guests more choices (for example, vinaigrette instead of creamy salad dressings) and keep the numbers of the main dish more approachable, without requiring a big change in the kitchen.
3. Make it easy for guests to find lower-calorie or smaller portions on the menu. This saves them the trouble of asking their server and gives them more control over what they eat.
4. One of the reasons that consumers believe that eating out is less healthy is because they don't have transparency or control what is in the dish.¹⁰ In your menu romance descriptions, include details on the ingredients and cooking methods used in preparing the dish.
5. Healthy doesn't have to be boring! Many consumers associate healthy with fresh, simple foods made with authentic ingredients of known origin.¹⁰ Call out ingredients that are sourced locally (fewer food miles!), and find ways of demonstrating freshness—this can include opportunities to customize dishes made specially for them, preparing dishes at the table, or having open kitchen concepts.

On the Plate

1. Putting dressings or sauces on the sides gives guests more control about how much they use.
2. Plating appetizers or desserts in ways that are easy to share with the table gives guests another option for reducing the calories, fats, or sugars they consume.

In the Dining Room

1. Increasing vegetables on the plate and creative plating can add to appetite appeal. Vegetables can add color and volume to the dish—try using thin, elongated cuts to make items appear larger.³³
2. Experiment with dishware—different sizes, shapes and colors can also impact the perceived portion. For example, smaller plates can enhance perception of portion sizes. This is called the Delboeuf Illusion.³⁴
3. If you offer an all-you-can-eat buffet, be strategic about the way you arrange your tables. Placing them a few more steps away may reduce repeat trips—and with buffet pricing, you're not losing money when guests eat less.
4. When laying out a buffet, place vegetables at the beginning so guests will fill more of their plate with healthier options.



Keep the joy IN EATING

While people are definitely feeling the pressure to eat healthier, they still want to relax and enjoy themselves when they eat out. Restaurants are part of our social fabric, and there's pleasure in sharing a table with other people, appreciating your surroundings, and eating food prepared by someone else.

In the fight against overeating, restaurants can be an important part of the solution. By supporting your guests' goals—and their ability to connect with each other—you can boost their satisfaction and add to their quality of life.

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