



# Embracing Special Dietary Considerations

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# WELCOME

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**AFFAIRS**  
**TO REMEMBER**



# Embracing Special Dietary Considerations



Are you kidding me....

NO  
EGGS

NO SHELLFISH

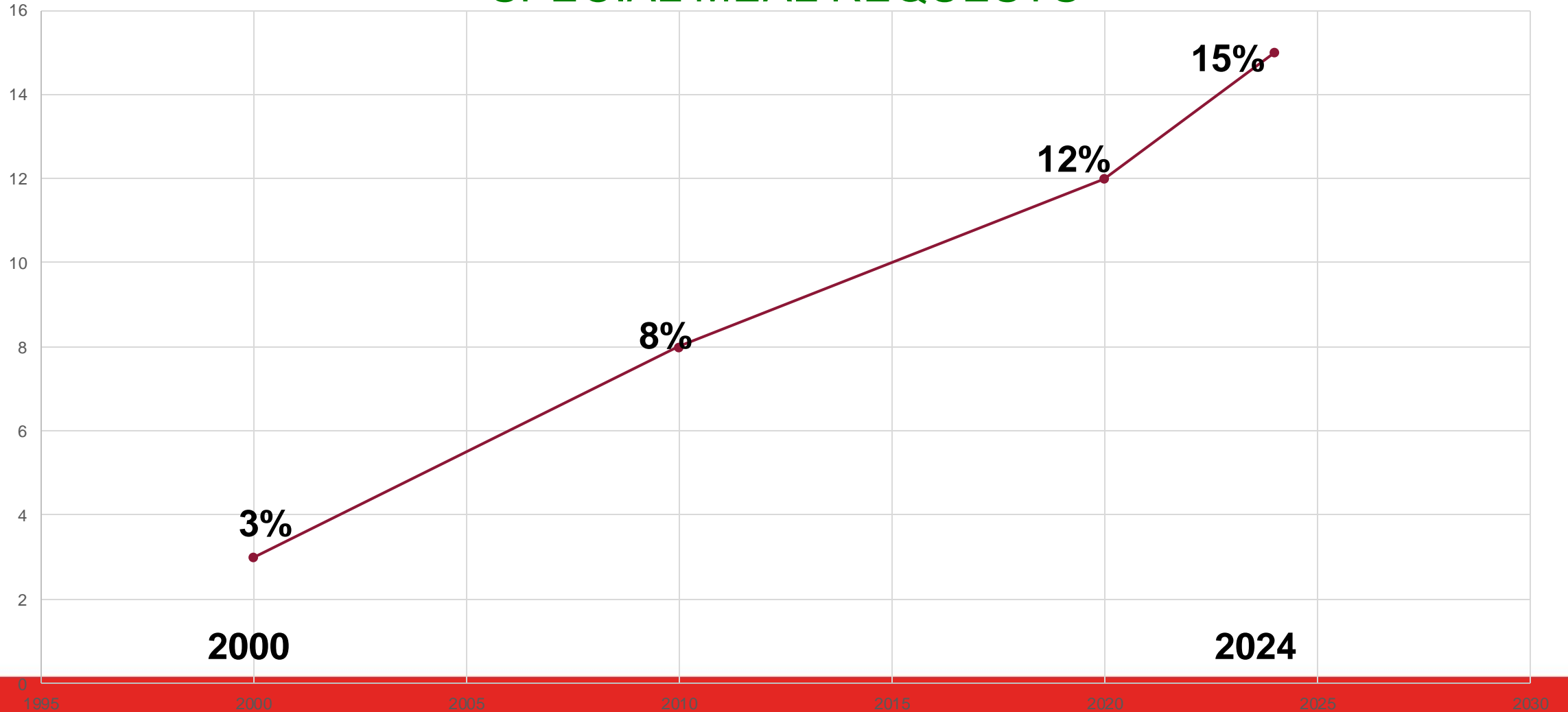
NO DAIRY

NO

VEG

# Embracing Special Dietary Considerations

## SPECIAL MEAL REQUESTS



# UNDERSTANDING OF THE MOST COMMON SPECIAL DIETARY REQUESTS

Allergens

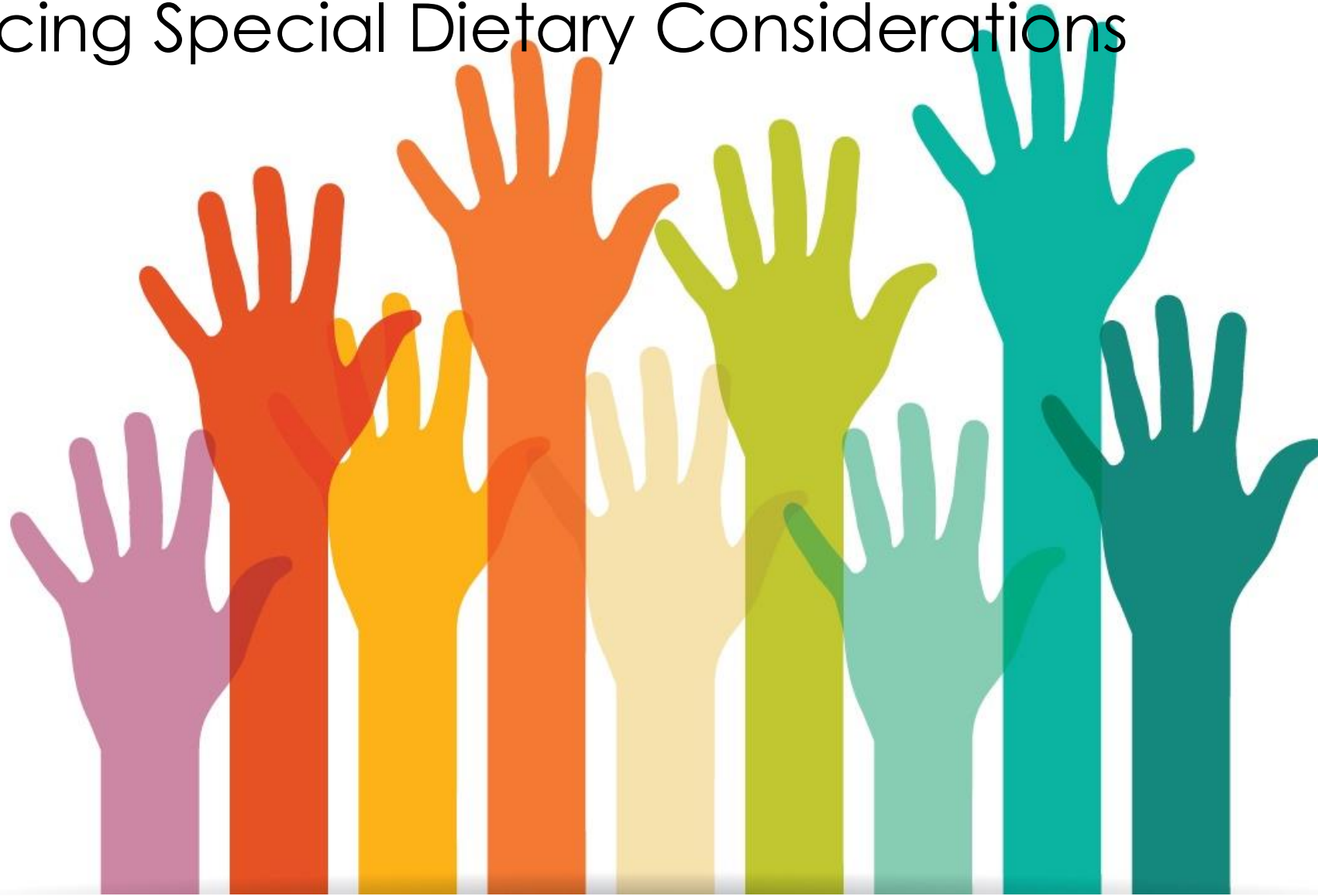
Health Issues

Health Benefits

Environmental Concerns

Religious: Cultural

# Embracing Special Dietary Considerations





VGN



GF



V

# Misconceptions...



Restrictions  
**Considerations**  
Compliant

**GLUTEN:** Foods that contain: barley (malt, malt flavoring and malt vinegar are usually made from barley), rye, triticale (a cross between wheat and rye), wheat (includes bulgur, durum flour, farina, graham flour, kamut, semolina, spelt)

## **GLUTEN ALLERGY AND GLUTEN INTOLERANCE HAVE DIFFERENT EFFECTS ON THE BODY:**

**Gluten Allergy:** triggers an immune response, potentially causing symptoms like hives or anaphylaxis

**Gluten Intolerance:** primarily causes digestive symptoms, such as bloating, gas, or diarrhea, without involving the immune system.

**Celiac Disease:** An autoimmune disorder where gluten consumption damages the small intestine and impairs nutrient absorption

**VEGETARIAN:** someone whose diet consists wholly of vegetables, fruits, grains, nuts, and sometimes eggs or dairy products

**VEGAN:** is both a “philosophy” and diet, where people do not eat anything with ingredients that derived from an animal. No meat, No Fish, No eggs, No dairy products

**PLANT BASED :** referring to a vegan diet, without the lifestyle & politics

**Health Benefits**

**Social Consciousness: Animal Welfare**

**Environmental Concerns**

**Religious: Cultural**



The annual growth of the plant-based diet is significant, with a projected compound annual growth rate (CAGR) of **12.6% from 2023 to 2034.**

In the United States, retail sales of plant-based foods have risen by **over \$5 billion, representing an annual growth rate of 18.4%.**

**The total plant-based market is expected to reach a value of more than \$74 billion by 2027**



# SUSTAINABILITY

## **Customers want sustainable business.**

A 2020 study by consulting firm Kearney shows that the pandemic has made consumers even more concerned about the environment when making choices than before.

Results show:

- **Nearly half say they are more concerned about the environment than before the pandemic.**
  - 11% have changed their purchases based on environmental claims within the past year.
- In 2019, 71% took the environment into consideration ... And now, 83% of consumers said they considered the environment.
- This trend towards greener choices is in line with the results of other studies, including a 2017 report which demonstrates that millennials are particularly conscious consumers. Hotels should keep in mind that millennials are also now the biggest market of all consumer age groups.

A row of approximately 15 blue plastic water jugs, each with a blue cap, arranged in a slightly overlapping line. The jugs are semi-transparent and show some internal structure.

It takes approximately 1,847 gallons of water to produce ONE POUND of beef.

**How many gallons of water are used to produce ONE pound of beef?**



## WHY GO PLANT BASED?

Practicing a **plant-based** diet of whole grains, fruits and vegetables **reduces water and land use, lowers pollution, slows deforestation and reduces destruction of topsoil**, among other benefits.

**Greenhouse gas emissions:** Plant based diet produces **49.6 % fewer greenhouse gas emissions**

**Water Conservation:** Nearly half of the water consumption in the United States goes toward raising livestock

**Cumulative energy demand:** A plant-based diet requires 26.9 % less energy for food production

**Land occupation:** Plant based diet land occupation was 41.5 % smaller. Livestock production is the single largest driver of habitat loss.



**Kimberly-Clark**



**CISCO**



*Johnson & Johnson*



**XEROX**





TRAINING

FROM

LIES

# TRAINING

Educate your sales team on the different types of dietary considerations, the solutions you offer, and confidence in being able to deliver

Train your culinary team

Training your front of the house service staff on how to handle in the moment requests and have a SOP of how to respond.

Use food identifiers on your production menus/ BEO

Label products

Let the guests know you have accommodated their request

# TRAINING : Tools

## SPECIAL DIETARY CODES:

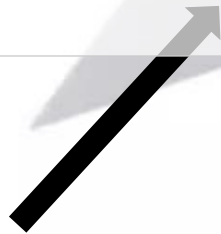
**< > = contains nuts GF = prepared gluten-free, DF = prepared dairy-free, V = prepared vegan.**

- "We can ensure that the menu items coded WITHOUT the < > symbol are not made with nuts; however, we do not have a nut-free facility, so we cannot guarantee that the food is without risk."
- "We can ensure that the menu items coded WITH the gf symbol do not contain gluten; however, we do not have a gluten-free facility, so we cannot guarantee that the food is without risk."

<VEG-BUFC111>	ORCHARD SALAD, gf Butter Lettuces and Mixed Greens tossed with Orchard Ripened Pear Salsa, Toasted Walnuts, Crumbled Gorgonzola Cheese and Grape Halves. Champagne Vinaigrette on the side	GF
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# TRAINING : Tools

**GLUTEN FREE**



GUEST CARD

**Ain't nobody' business...**

MR. SMITH

TABLE 10

SERVER CARD

BOH CARD

INNOVATION



**catersource® + THE SPECIAL EVENT®**



INNOVATION

# What Creates a Taste Sensation... FOOD PERCEPTION

- Visual : The expectation!
- Smell : More than 75% of what we taste is what we SMELL
- Taste :
  - Sweet: Typically associated with sugars and certain carbohydrates, sweetness is often pleasurable and signals energy-rich foods.
  - Salty: This taste is primarily due to the presence of sodium ions, which are essential for various bodily functions.
  - Sour: Sourness is caused by acids in foods, indicating ripeness or fermentation, and can signal spoilage.
  - Bitter: Often considered unpleasant, bitterness can indicate toxins or harmful substances in food.
  - Umami: Known as the savory taste, umami is associated with amino acids and is found in foods like meat, cheese, and mushrooms.
- Texture : Crunch, Smooth, and Fizz





# INNOVATION

A man with a beard and a red and black plaid shirt is holding an axe over his shoulder. He is looking directly at the camera with a serious expression. The background is a blurred outdoor setting with trees and a body of water. A thought bubble is positioned to the right of his head, containing two lines of text.

Lumberjacks can be  
vegan too...

Give me a Man-sized  
meal

A close-up photograph of a white plate featuring a variety of roasted vegetables. In the center, there are several green beans with charred tips. To the right, a whole roasted onion is visible. Below the beans, there are pieces of roasted mushrooms. The background is a neutral, light-colored surface.

# MARKETING

**Part of exceeding your expectations includes catering to the needs of all your guests. Our goal is to avoid singling out those who are usually given alternative meals that don't meet the standards of the rest of the event.**

**Every one of your guests should be able to enjoy delicious food and an unforgettable event. So, whether it be a medical directive, a faith-based diet, or a personal preference, our menus can be completely customized to your needs**

# AFFAIRS TO REMEMBER

HOME ABOUT CATERING SERVICE PORTFOLIO GALLERIES SUSTAINABILITY LIFESTYLE CONTACT US

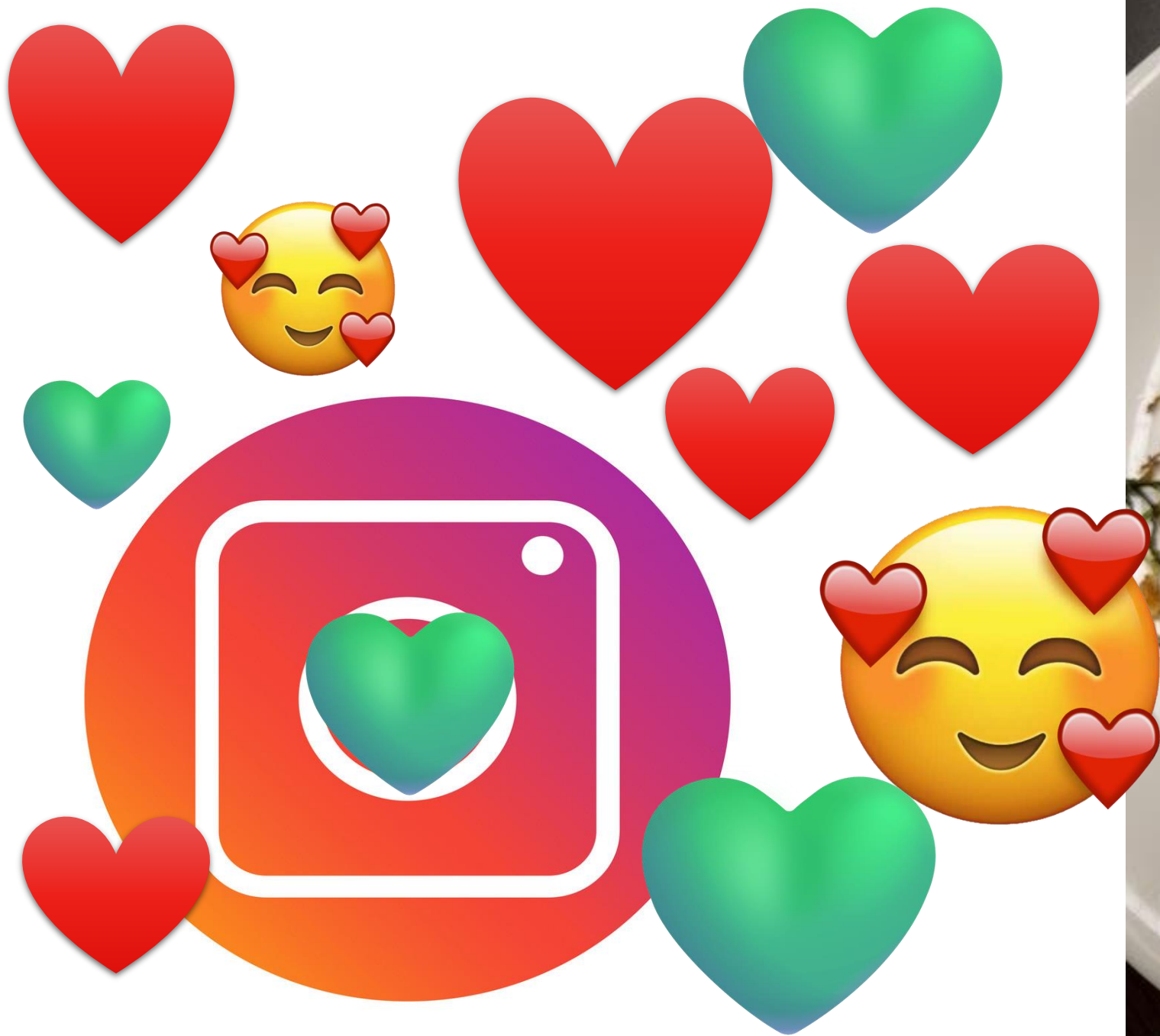
MENUS

VENUES

DIETARY CONSIDERATIONS



**catersource® + THE SPECIAL EVENT®**





**SUCCESS**

Thank you...