

Press Release

Whitsons School Nutrition Joins Newton Public Schools



November 2010

Dear Newton Public Schools Community:



Your children's health is our number one priority!

That is why Whitsons School Nutrition is pleased to announce our partnership with Newton Public Schools. Together, we will be creating some exciting new nutrition initiatives that promise to be a tremendous benefit to the entire Newton Public Schools community.



Elementary Schools

At the elementary schools, we will offer a hot entree, weekly cold alternatives and Healthy Choice Salad Entrée lunches every day, plus complete salad, bagel, grilled cheese and yogurt lunches every day. A la carte offerings will be limited to wholesome choices such as fresh fruits and vegetables, yogurt, and carefully approved snacks. It is our mission to help your children learn to eat and enjoy foods with the highest nutritional value. Our entrees include whole wheat and whole grain bread/buns/ bagels/pizza crust. Whole grain pasta and brown rice are also primary offerings. It is our commitment to reduce or eliminate all Trans fats and unnecessary food additives from your children's lunch.



At this level, our award-winning Nutrition Safari™ program will introduce your children to lovable safari animal characters to teach them about selecting healthy choices from each different food group for a well-balanced diet. The program's mission is to increase participation in the National School Lunch Program (NSLP) and encourage students to develop lifelong healthy eating habits.



Nutrition Safari includes the following program components:

- **Spokesanimal Visit.** At least once per year, one of the safari characters will come in full costume, along with a "Safari Ranger" to speak to the children about nutrition during lunch.
- **Nutritional Menus.** Each spokesanimal takes turns throughout the year sponsoring the monthly menu with a special message about their respective food group.
- **Monthly Nutrition Theme Day.** Each month, we host a Nutrition Safari theme day, with a special menu for the day.
- **Posters with Nutritional Messages.** Throughout the servery, we post nutritional messages. Some of our nutrition posters feature the Nutrition Safari characters and their messages, while others promote healthy eating while depicting active children.



For the coming school year, we are also excited to offer the following program enhancements:

- **Revamped Menu.** Our menu will feature a wide variety of nutritious choices that are prepared with children's tastebuds in mind:
 - Whole wheat bread/buns/bagels/pizza crust and whole grain pasta and brown rice.
 - Available daily: fresh veggies with low-fat dip, fresh fruit, fruit cups, fresh entree salad, low-fat milk.
 - Snack program meeting new Massachusetts wellness guidelines for approved beverages and snacks.
- **Apple Window Clings.** Apple window clings will be placed on the servery glass in front of healthy menu items, to make it easier for the children to make the most nutritious selections.
- **Monthly Activity Sheets.** We will be distributing monthly activity sheets with nutrition information and puzzles, word searches and recipes. This information will reinforce the monthly message and the Nutrition Safari character of the month.

Secondary Schools

For the secondary schools, our Smart Choices nutrition education program will provide the following features:

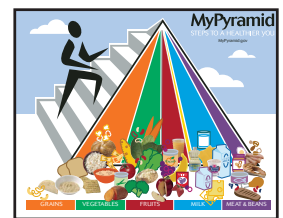
- **Smart Choices Menu Items.** Healthy menu items will be available each day. We will also identify healthy items on our menus with a heart logo.
- **Monthly Newsletter.** We will provide a Smart Choices newsletter each month with interesting nutrition information, fitness and exercise tips and recipes.
- **Smart Choices Info Series.** We will provide a printed informational brochure series on various nutrition topics.
- **Sensible Snack Program.** We will offer a variety of sensible snacks, including fresh whole fruits, yogurt parfaits, fresh baked pretzels, baked chips, fruit cups, veggies with low-fat dip, etc.
- **Nutrition Posters.** As with the elementary schools, we will post a series of posters featuring active teens and young adults in various sports scenarios. The nutritional messages on the posters are simple and poignant.
- **Smart Choices Monthly Theme Day.** We will provide a calendar of monthly Smart Choices theme days. Each month, we will promote a Smart Choices theme day with a focus on a special nutritious menu feature.

In the cafes, your children will be able to try new foods from the many choices available from a diverse menu. New menu items will be introduced throughout the year. Whitsons has also invested in professional signage and merchandising that will create a food court-style environment. Our goal is to entice your children to make nutritious and delicious meal choices.



Newton Schools Secondary School Food Stations Coming this Year

- Miss Ruby's Grill - featuring fresh grab and go grilled options
- La Cuccina - authentic fresh crust pizza and stuffed breads
- Chef Productions - hot entrees made from scratch daily
- Coyote Grill - southwestern specialties including tacos, burritos, quesadillas and more
- Ruby's Flats - a flat-top grill with your choice of freshly made fajitas, grilled vegetables and specialty burgers
- Great American Sandwich Co. - made-to-order Boar's Head deli sandwiches and wraps (HS only)
- Fruit Express - grab and go sandwiches and salads made fresh daily
- Smart Snacks - fresh and prepackaged snacks following nutritional guidelines
- Smart Choices - healthy entree selections are highlighted throughout serverly
- Fresh From The Garden – featuring salad bars offering an array of fresh ingredients



About Whitsons

Whitsons was founded in 1979 by Elmer and Gina Whitcomb and handed down to their seven sons and two daughters. Today, the Whitcomb family remains actively involved in the company's management and have been joined by an "extended family" of team members who share their vision and commitment to bringing the best in dining services to your schools. Whitsons School Nutrition serves the dining needs of public and private schools from the elementary level through high school. We work hand in hand with each client to develop menus that focus on quality and variety, while also maximizing nutritional value and ensuring adherence to national, state and local health and wellness guidelines. Whitsons' educational dining programs boast menus that are delicious and highly appealing to young people. Yet, at the same time, we provide the wholesome foods so important to nurturing the health of growing bodies at every stage of development.

