

# HEALTHCARE CHANNEL

## INSIGHTS + OPPORTUNITIES



The Healthcare channel you service encompasses three main segments—Hospitals, Long-Term Care and Senior Living—and you’re already aware that each segment comes with its own unique set of needs and requirements. One of the biggest challenges you may be facing lies in the enormous scope of the consumers who interact with your facility on a daily basis. In addition to patients and residents, each facility also has to account for staff members and visitors. Evolving to meet changing tastes while crafting delicious, nutritious meals at a reasonable price point is key for healthcare.

### CHANNEL OPPORTUNITY

THERE ARE OVER **80,000**

POTENTIAL HEALTHCARE FOODSERVICE CONTACT POINTS IN THE UNITED STATES<sup>1</sup>

OPERATORS SPEND  
**\$11.8 BILLION**  
ON HEALTHCARE FOODSERVICE  
EVERY YEAR<sup>2</sup>

**52%** OF OPERATORS EXPECT TO BE SERVING MORE MEALS IN THE NEXT YEAR<sup>2</sup>

HEALTHCARE FOODSERVICE IS EXPECTED TO GROW BY 4.2% BETWEEN 2018-2023<sup>3</sup>

CHECK AVERAGE AT HOSPITALS IS **\$4-\$10**<sup>2</sup>



WHERE INSIGHTS BECOME INSPIRATION™

<sup>1</sup>Technomic, U.S. Foodservice Industry, May 2019.

<sup>2</sup>Datassential, Healthcare Keynote, February 2017.

<sup>3</sup>Technomic, "Understanding Healthcare Foodservice" October 2018.

# THE HEALTHCARE FOODSERVICE CONSUMER

Healthcare consumers today have broad expectations when it comes to the meals and snacks they want to see across the spectrum of healthcare facilities they visit. They're looking for healthy foods that are produce-forward with seasonal ingredients and customizable options. Versatility is also a big desire, with a strong appetite for in-room, on-demand options as well as portion size variety and station-style dining. Residents and employees are very willing to try new foods, especially as a way to add variety in their meals. Across all healthcare consumers, favorite global cuisines include Italian, Mexican and Chinese.

## HEALTHCARE BY THE NUMBERS



OF BOTH PATIENTS AND RESIDENTS SAY THE DINING PROGRAM IS AN IMPORTANT PART OF THEIR OVERALL EXPERIENCE WHEN STAYING AT A HEALTHCARE FACILITY



MORE THAN 3 OUT OF 4 RESIDENTS AND PATIENTS GET ALL OF THEIR MEALS AT THEIR HEALTHCARE FACILITIES

65% OF RESIDENTS AND EMPLOYEES ARE LIKELY TO TRY A NEW FOOD FROM A HEALTHCARE FACILITY

### HOSPITAL PATIENTS

63%

OF HOSPITAL PATIENTS ARE EITHER LIKELY OR VERY LIKELY TO TRY A NEW FOOD FROM A HEALTHCARE FACILITY



67%

OF PATIENTS GET THEIR MEALS FROM IN-ROOM FEEDING PROGRAMS

57%

OF PATIENTS SAY THERE'S A GOOD MIX OF VARIETY OFFERED AT THEIR FACILITY

### LONG TERM CARE SENIOR LIVING RESIDENTS

58%

OF LTC/SENIOR LIVING RESIDENTS CLOSELY CONSIDERED THE FOOD OPTIONS WHEN CHOOSING THEIR HEALTHCARE FACILITY

65%

OF LONGER TERM PATIENTS/RESIDENTS THINK THE FOOD OPTIONS ARE IMPROVING



61%

OF PATIENTS EAT IN A CAFETERIA/DINING HALL SETTING



## TREND ONE:

# BETTER FOR YOU

In recent years, better-for-you options are finding their way into both patient/resident feeding as well as meals for employees/staff with an increase in low-sodium, vegan and vegetarian dishes. This is in direct response to consumer desires. Among those surveyed, healthier food items and produce-focused foods are the two most appealing food trends in healthcare.



### HEALTHY FOR EVERYONE, NOT JUST PATIENTS

**61%** of hospital operators are concerned about motivating healthier eating among facility staff and employees



### TURNING INDULGENT “BAD FOR YOU” INTO “GOOD FOR YOU”

**56%** of healthcare consumers think healthier options of “bad for you” foods are appealing and 22% of operators are interested in adding them



### LIMIT SALT FOR BETTER RESULTS

**45%** of healthcare operators say that they’re offering more lower-sodium items than the previous two years

## THE NEXT STEP



### THE HEALTHY SPIN.

- To create great-tasting dishes full of rich, meaty flavor without the added calories from meat, use **Custom Culinary® Chef's Own™ Vegetable Base Consommé Preps** (Chicken-Style or Beef-Style) as a foundation for a hearty soup or stew.
- Looking to add customization to the better-for-you trend? Offer bibimbap, a traditional Korean rice bowl filled with fresh, healthy ingredients and sauces made with **Passport Global Flavors™ by Custom Culinary® Authentic Korean Flavors**.
- Embrace the new push for plant-forward comfort foods like meatloaf and soups. Increase the volume of soups with fresh seasonal vegetables and supercharge the health factor of meatloaf by mixing mushrooms with beef for overall less fat and fewer calories. Turn to **Custom Culinary® Gold Label Low Sodium Bases** and **PanRoast® Low Sodium Gravy Mixes** for the rich, traditional taste that consumers love!



#### HEALTHCARE SPOTLIGHT

*The Gathering Place at Lansing, Michigan's Sparrow Hospital is a 4,000 square foot addition that opened in 2016 with an artisan pizza oven, sushi and trendy banh mi sandwiches. The dining facility puts the better-for-you lifestyle front and center with a number of exciting health-driven options including a living wall made from roughly 1,500 plants. The menu itself also has an abundance of vegan and vegetarian options available at all times.*

#### FEATURED MENU APPLICATIONS:

## ROASTED VEGETABLE FLATBREAD

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All the fun of pizza in a better-for-you format, Roasted Vegetable Flatbread combines fresh roasted vegetables with **Gold Label True Foundations™ Roasted Vegetable Base** for an added pop of umami flavor on top of creamy **Gold Label Alfredo Sauce** and crispy flatbread.

#### CHARRED BEEF, VEGETABLES AND GRAIN BOWL

Packed with backyard barbecue flavor, this multigrain bowl features succulent flank steak rubbed with **Gold Label True Foundations™ Beef Base** and charred over a wood fire on a bed of savory grains topped with fire-roasted vegetables.

#### GARDEN FRESH MINISTRONE SOUP

A rich, satisfying soup filled with garden vegetables and simmered in a hearty broth made with **Chef's Own™ Beef-Style Vegetable Base Consommé Prep** for a savory, beefy flavor that's surprisingly vegan. Two different kinds of beans and whole wheat macaroni turn this simple soup into a full meal that's low in sodium and fat.

<sup>1</sup> Technomic, “Understanding Healthcare Foodservice” October 2018.

<sup>2,3</sup> Datassential, Healthcare Keynote, February 2017.

## TREND TWO:

# PERSONALIZED CHOICES

Healthcare consumers are looking for food that's made expressly for them. With the specialized needs of patients and residents, institutions are increasing the amount of made-to-order foods they offer, as well as adding in customization options on their menus. In fact, customizable and made-to-order food draws the most interest from consumers out of any new initiative in healthcare foodservice. Customization in healthcare also applies to dining formats as more facilities are offering room service-style dining outside of traditional cafeterias.



### THE DEMAND FOR ON-DEMAND

**68%** of consumers feel that customizable, on-demand menu items are appealing at a healthcare facility



### HOSPITALS SAY GOODBYE TO ONE-SIZE-FITS-ALL

**78%** of operators say that made-to-order foods are a key driver of menu development



### ROLL OUT THE RED CARPET FOR VISITORS

**38%** of consumers feel that more customizable items would get more visitors to eat with them at long-term care and senior living facilities—more diners lead to increased revenue!

## THE NEXT STEP

### RAISE THE BAR.

- A do-it-yourself noodle bowl bar is an exciting addition to any cafeteria setting. It allows every customer the chance to craft a bowl according to their tastes, leading to higher overall satisfaction. **Passport Global Flavors™ by Custom Culinary® Asian Broths** can transform ordinary noodle bowls into exotic noodle soups with the vibrant flavors of Vietnam, Japan and Thailand.
- Bring the cookout inside with a customizable burger bar using a variety of proteins like beef, turkey and veggie patties. Offer a wide selection of cheeses and vegetable toppings along with signature spreads made from **Master's Touch® Flavor Concentrates** for mouthwatering burgers that are sure to satisfy.



### FEATURED MENU APPLICATIONS: VIETNAMESE STYLE PHO BROTH BOWL

#### VIETNAMESE STYLE PHO BROTH BOWL

Packed with the flavors of Saigon, this easy-to-prepare soup starts with **Passport Global Flavors™ by Custom Culinary® Beef Pho Broth** and adds thin-sliced flank steak, bean sprouts, fresh chilies and rice noodles for a trendy option that's perfect for a customizable soup bar.

#### CLASSIC BIBIMBAP

A rice bowl that fits every taste, this classic bibimbap begins with steamed white rice generously topped with **Passport Global Flavors™ by Custom Culinary® Bibimbap Sauce**. Personalize it with tasty options including wok-seared pork belly, bulgogi-marinated skirt steak slices, sunny-side up eggs, edamame, pickled carrots and cucumbers, kimchi and sesame seeds.

#### POLLO CON ANCHO STREET TACOS

Set up your taco bar for success with make-your-own street tacos. Taste the bold flavors of Latin America on flame-grilled chicken thighs marinated with **Master's Touch® Southwest** and **Ancho Flavor Concentrates** and top the tacos to taste with homemade jalapeño slaw and crema made from **Passport Global Flavors™ by Custom Culinary® Latin-Style Citrus Chili Sauce**.



### ASPEN VALLEY HOSPITAL

#### HEALTHCARE SPOTLIGHT

Aspen, Colorado has long been known as an upscale community and Aspen Valley Hospital continues that tradition with room service dining available all day long from a restaurant-style menu that appeals to the upper crust.

This program goes well beyond most in-room feeding programs with patients choosing from high-end meals crafted by professional chefs. Each day, the menu options focus on healthy ingredients with choices like Mediterranean salads, spinach soufflés, and quinoa patties with mango salsa.



## TREND THREE:

# KEEP IT FRESH

Today's healthcare foodservice consumer expects more from their experience than ever before. They're looking for more trend-driven items like locally-sourced food and seasonal ingredients. To accommodate these modern expectations, operators are introducing innovations like grab-and-go kiosks, casual dining restaurants and station-style dining to their facilities. They're also looking to update their menus with on-trend additions like grass-fed meats, organic options and hormone-free proteins.



### WHAT THEY WANT, WHEN THEY WANT IT

**39%** of healthcare consumers would like to see 24-hour dining/more seating times offered at a healthcare facility



### 'TIS THE SEASON

**64%** of consumers think seasonal ingredients are appealing



### IN SEARCH OF THE NEW

**58%** of healthcare consumers are interested in unique menu items and ingredients

## THE NEXT STEP

### COMFORT FOODS OUTSIDE OF COMFORT ZONES.

- As consumers embrace global flavors, appeal to heightened demand with cuisines they're already interested in like Tex-Mex, Spanish and Japanese. Rely on **Passport Global Flavors™ by Custom Culinary® Authentic Latin Flavors** to create exciting dishes like burritos with smoked brisket and a Tomatillo Serrano salsa.
- Amp up the flavor of seasonal vegetables by coating them with **Custom Culinary® Master's Touch® Roasted Garlic or Southwest Flavor Concentrates** before roasting.
- Take advantage of non-traditional meal times with grab and go options enhanced with a worldly twist. Use **Passport Global Flavors™ by Custom Culinary® Latin and Korean Flavors** to create authentic toppings for sandwiches, salads and wraps.



#### HEALTHCARE SPOTLIGHT

*Nobody expects a full-service restaurant, bar and lounge on a hospital campus, but Cleveland Clinic has pulled off the unexpected with the C2 Cultural Cuisine concept, located within the InterContinental Hotel directly on the hospital's expansive campus. The multi-faceted hospitality space features on-trend, refined fare for breakfast, lunch and dinner such as Potato & Roasted Garlic Flatbread, Crème Brulee and a variety of fresh salads.*

#### FEATURED MENU APPLICATIONS:

## ELOTES GRAY CHILAQUILES

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Classic chilaquiles get a restaurant-quality upgrade with a rich blanket of elotes gravy. Start with scrambled eggs and tortilla chips braised in salsa verde, then add salsa roja, guacamole, queso fresco and cilantro. The final touch is a street food-inspired gravy made with **PanRoast® Country Gravy**, corn and chili lime seasoning.

#### ASIAN STYLE RAMEN BROTH BOWL—TONKOTSU STYLE

A traditional Japanese noodle soup made with **Passport Global Flavors™ by Custom Culinary® Tonkotsu Ramen Pork Broth** poured over tender pork belly, fresh mushrooms and bean sprouts, springy ramen noodles and a soy-marinated hard boiled egg. Finish with sliced ginger and chopped scallions.

#### ASIAN FLATBREAD PIZZA

Moist, tender brisket braised with **Passport Global Flavors™ by Custom Culinary® Mole Negro Sauce** and served on flour tortillas with spicy refried beans and fresh grilled corn with a healthy drizzle of cilantro lime mayo on top.



## MARKETING SUPPORT

Be sure to explore these helpful tools for additional culinary ideas and practical applications of Custom Culinary® products in your operation. Visit [CUSTOMCULINARY.COM](http://CUSTOMCULINARY.COM) to download your Healthcare guide.

**Passport Global Flavors™**  
by Custom Culinary®  
Noodle Bar Guide

**Passport Global Flavors™**  
by Custom Culinary®  
Latin and Korean Operator Tool

Gravies Easy Add-In  
Menuing Guide

Customized action station/DIY  
bar planograms available on request

## TASTING THE TRENDS

Custom Culinary® offers a robust portfolio of flavorful products that help you meet the needs of patients, staff and facility guests. Our products can be used across dayparts and menu segments for ultimate versatility.

**BFY** BETTER FOR YOU

**PC** PERSONALIZED CHOICES

**KIF** KEEP IT FRESH

ITEM CODE	PRODUCT DESCRIPTION	BFY	PC	KIF	ITEM CODE	PRODUCT DESCRIPTION	BFY	PC	KIF
<b>MASTER'S TOUCH® FLAVOR CONCENTRATES</b>					<b>GOLD LABEL TRUE FOUNDATIONS™ BASES</b>				
5205	Ancho <b>GF</b>		●	●	5334	Beef <b>GF</b>	●	●	
5204	Chipotle <b>GF</b>		●	●	5124	Chicken <b>GF</b>	●	●	
9815	Roasted Garlic <b>GF</b>		●	●	5505	Clam <b>GF</b>	●	●	
9890	Southwest <b>GF</b>		●	●	5417	Roasted Vegetable <b>GF</b>	●	●	
<b>GOLD LABEL READY-TO-USE SAUCES: ETHNIC ACCENTS</b>					<b>GOLD LABEL TRUE FOUNDATIONS™ LIQUID STOCK CONCENTRATES</b>				
9668	Sun-Dried Tomato Pesto Sauce		●	●	6809	Chicken <b>GF</b>	●	●	
9671	Wasabi Ginger Ponzu Sauce		●	●	6810	Vegetable <b>GF</b>	●	●	
9676	Thai-Style Roasted Peanut Sauce		●	●	6811	Beef <b>GF</b>	●	●	
<b>PASSPORT GLOBAL FLAVORS™ BY CUSTOM CULINARY® ASIAN BROTHS</b>					<b>GOLD LABEL BASES</b>				
6550	Beef Pho Broth <b>GF</b>		●	●	0344	Low Sodium Beef <b>GF</b>	●		
6551	Tonkotsu Ramen Pork Broth <b>GF</b>		●	●	0144	Low Sodium Chicken <b>GF</b>	●		
6552	Thai Style Vegetable Broth <b>GF</b>		●	●	0844	Low Sodium Vegetable <b>GF</b>	●		
<b>NEW! PASSPORT GLOBAL FLAVORS™ BY CUSTOM CULINARY® LATIN FLAVORS</b>					<b>MASTER'S TOUCH® BASES</b>				
9667	Latin-Style Citrus Chili Sauce	●	●	●	0336	Low Sodium Beef Flavored <b>GF</b>	●		
9900	Al Pastor Sauce <b>GF</b>	●	●	●	0146	Low Sodium Chicken Flavored <b>GF</b>	●		
9901	Habanero Orange Sauce <b>GF</b>	●	●	●	5327	All Natural Reduced Sodium Beef <b>GF</b>	●		
9902	Tomatillo Serrano Sauce <b>GF</b>	●	●	●	5117	All Natural Reduced Sodium Chicken <b>GF</b>	●		
6571	Mole Negro <b>GF</b>	●	●	●	5200	Reduced Sodium Vegetable <b>GF</b>	●		
<b>NEW! PASSPORT GLOBAL FLAVORS™ BY CUSTOM CULINARY® KOREAN FLAVORS</b>					<b>CHEF'S OWN™ BASES</b>				
6568	Bulgogi Marinade	●	●	●	0744	Beef-Style Vegetable Base Consommé Prep <b>GF</b>	●		●
6569	Bibimbap Sauce	●	●	●	0740	Chicken-Style Vegetable Base Consommé Prep <b>GF</b>	●		●
9903	Korean-Style Barbecue Sauce <b>GF</b>	●	●	●					
9904	Korean-Style Sweet Heat Sauce	●	●	●					
5226	Kimchi Prep <b>GF</b>	●	●	●					
<b>PANROAST® GRAVY MIXES</b>									
1740	Low Sodium Chicken Flavored Gravy Mix <b>GF</b>	●							
1743	Low Sodium Brown Gravy Mix <b>GF</b>	●							
1718	Low Sodium Country Gravy Mix <b>GF</b>	●							

Products marked "GF" for gluten free are tested at less than 20 ppm gluten.



At Custom Culinary® we're dedicated to providing exceptional bases, sauces and gravies to enhance any menu and every daypart. Our flavor-forward solutions are rooted in culinary expertise and a thoughtful, innovative approach to product development, centered on clean, simple and wholesome ingredients. We bring profitable trends to life with items that meet your needs, delight your customers and exceed your expectations.



Learn how we can help you Be True To The Food® by visiting [CUSTOMCULINARY.COM](http://CUSTOMCULINARY.COM).

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