SIMPLY ROOTED®
magazine

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A NOTE FROM PAUL’S DESK

Simplicity. It’s a powerful, yet understated concept. Simplicity can mean freedom from complexity, just like an ingredient in its natural state. Simplicity has become the focus of many of our recent Simply Rooted® initiatives. You can see it in the meals we serve; in how we relate to our customers; and in our approach to business.

Simply Rooted® in Food
We are focused on serving simple, natural, wholesome foods—foods that do not contain unnecessary ingredients and are healthier to consume. We are making it easier for our customers to make a healthy choice by removing the complicated ingredients from our menus.

Simply Rooted® in Family
The way our onsite teams serve our customers by developing personal connections continues to be the foundation of our success. In this issue, our story featuring team members showing exemplary care and bravery during a fire is only one example of many of our company’s commitment to family values.

Simply Rooted® in Service
As you will see throughout this issue, our programs are also being simplified. We have streamlined our Signature Series concepts to focus on core menu foundations. This makes our cafés easier to navigate for our customers, yet allows our teams the flexibility to demonstrate culinary innovations tailored to the communities they serve. We have also developed our newest marketing promotions to reflect more natural concepts, such as our Simply Scratch recipe concept and Meatless Monday initiative.

Simplicity is going back to the roots of the traditional values that businesses like Whitsons were founded on. And it is in embracing these roots that Whitsons will continue to differentiate itself and thrive in the future.

As we end another school year and head towards the summer, I am also reminded to enjoy the finer things in life. Family and togetherness. Great food and friendship. A season of sunshine, fun and appreciating the outdoors.

May your summer be equally simple. Enjoy!

In good health,

[Signature]

President and CEO
Whitsons Culinary Group ®
TEAM MEMBERS “PULL, AIM, SQUEEZE, SWEEP” STUDENTS TO SAFETY

Anything can happen in the line of duty—as two quick-thinking team members found out when a small electrical fire broke out at the Oaklandvale Elementary School in Saugus, MA.

Thanks to the safety-focused foresight of Whitsons’ District Manager Joseph Armenti and Saugus’ Food Service Director Jamie Osgood, our team was ready to take action when faced with a real fire. Earlier in the year, Armenti and Osgood decided it would be beneficial to provide the Saugus cafeteria staff with “hands on” fire safety training. Jamie reached out to the Saugus Fire Department and set up a training class with Lieutenant Billy Cross in February 2018. Lieutenant Cross came down and described the proper procedures to take when handling a fire, explained the different types of fire extinguishers and when to use them, and demonstrated how to properly use a fire extinguisher.

So when Oaklandvale faced a small electrical fire about a month later, two long-standing team members were prepared, and quickly executed their fire safety training skills and knowledge beautifully. Joanne McCabe immediately notified the principal and had the fire alarm sounded to evacuate the building, ensuring the safety of the students. Meanwhile, Barbara Malagodi jumped into action by grabbing the fire extinguisher and putting out the fire using the PASS procedure she learned. “Pull, Aim, Squeeze, Sweep,” she said to herself, as she took on the fire. Thankfully, the fire was extinguished, and everyone remained safe.

But the commitment to their school did not stop there. With the kitchen temporarily out of service, the Oaklandvale team made the most of the situation by celebrating the Red Sox opening day and changing the entire mood of the school. The café was colorfully decorated with Red Sox signage as students and staff were served barbequed hot dogs. What could have had a negative impact on the school turned into a very fun day for everyone. In fact, Superintendent David DeRuosi commended the team as he took to twitter: “After a small issue that rendered the Oak’s Cafe from performing at full capacity, the Whitsons Team decided to make it a Red Sox Opener today. I would like to thank Oak staff/administration and Whitsons staff for their ability to handle this situation like true professionals.”

To thank them for their swift actions and dedication, DeRuosi and the Saugus School Committee awarded Joanna and Barbara with a certificate of recognition. We at Whitsons are equally grateful, and applaud them for their bravery! Way to go!

HAVE A “BE THE BEST PART OF SOMEONE’S DAY” STORY TO SHARE? LET US SHARE YOUR STORY! SIMPLY SEND IT TO MARKETINGDEPARTMENT@WHITSONS.COM. YOU COULD BE FEATURED IN OUR NEXT ISSUE.
Joanne McCabe and Barbara Malagodi of the Oaklandvale Elementary School in Saugus, MA recognized by superintendent and school committee for extinguishing electrical fire.
What is $1 per week worth to you?

Many of our contributors donate just a simple dollar per week. Consider what you spend a dollar on, without hesitation. Could you easily give up any of the following just once a week? Bottle of water? Cup of coffee? Pack of gum? Candy bar? Lottery Scratch off?

It’s a small cost to make a BIG difference to someone who needs it.

Your donation can:
- Provide urgent medical care for a sick child or team member with cancer.
- Help bury a loved one who unexpectedly passes.
- Keep a family warm on a cold winter’s day.
- Help fund a college education.
WHITSONS FAMILY FOUNDATION

THE FAMILY FOUNDATION NEEDS YOUR HELP!

The Whitsons Family Foundation was created to help team members in need during times of financial crisis. Since 2011, we have awarded over $380,000 in assistance—thanks to the generous contributions of our team members and Whitcomb family matches. These donations changed the lives of team members who faced serious illnesses, house fires, hurricane destruction, family deaths and other heartbreaking challenges, and it is our privilege to be able to lend a little bit of help and comfort. But over the years, the need for aid has increased exponentially while contributions to the foundation decrease, and we need your support to keep our foundation flourishing.

THE FACTS SPEAK FOR THEMSELVES

In 2017, out of the 2,773 team members at Whitsons, only 142 participated in a weekly payroll donation to the Family Foundation. That is only around 5% of the company!

From those 142 team members, $27,000 was raised, and the Whitcomb family matched 100%, for a grand total of $54,000.

However, the Family Foundation gave out $88,000 in financial assistance that same year. That is significantly more than what was donated for the year--$34,000 more to be exact.

HOW CAN YOU HELP?

If you have ever known what it is like to struggle, you may also know how it feels when there is somewhere to turn to for help. If you are in a position to give back to those you work alongside, please consider signing up for our weekly payroll deductions. Just think, if we increase our participation rate to 25% and have each newly enrolled team member donate only $1 a week, the Whitsons Family Foundation would receive an additional $57,000 a year! Imagine how many more team members we would be able to help with that kind of support.

FOR DETAILS ON HOW TO CONTRIBUTE, TO CONFIDENTIALLY APPLY FOR ASSISTANCE OR FOR MORE INFORMATION, PLEASE CONTACT YOUR MANAGER, OR THE FOUNDATION AT:

TOLL-FREE: 855-FAM-FUND
EMAIL: FAMILYFOUNDATION@WHITSONS.COM
This spring, we launched the Meatless Monday campaign at all of our school districts. Meatless Monday is a global campaign that encourages students to enjoy meat-free meals on Mondays. Studies have shown that increasing plant-based proteins in your diet may reduce the risk of chronic preventable conditions, such as cancer, cardiovascular disease, diabetes and obesity. Choosing to eat plant-based, even one day a week, can also help reduce our carbon footprint and save precious resources, like fossil fuels and fresh water.

“Whitsons is proud to be a part of the Meatless Monday campaign. It perfectly complements our Simply Rooted® philosophy of promoting healthy foods, a healthy environment, and balanced diets,” said Kelly Friend, Chief Operating Officer of Whitsons. “We are not taking away the option of meat on Mondays; we are simply featuring and promoting a student-friendly vegetarian option. When students are looking for something hearty like a burger, we encourage them to try vegetarian burger options, such as our classic garden or black bean burger. We prepare them just like we would a traditional burger and offer a variety of healthy toppings to keep it interesting,” said Friend.

In recent customer surveys conducted by Whitsons, students expressed an interest in having more plant-based vegetarian and vegan menu options—a growing trend with Generation Z. More students prefer replacing animal products with plant-based alternatives.

“Our collaboration with Whitsons School Nutrition will provide students and staff in over 95 school districts in the Northeast with delicious meatless options every Monday throughout the school year. We hope the implementation of Meatless Monday in schools with Whitsons’ dining services will inspire students to start each week taking small steps that can instill healthy habits for life,” said Cherry Dumaual, Partnerships Director at The Monday Campaigns.

You may be wondering - why Mondays? Research shows that many people consider Monday to be a chance to start something new. Using Monday as a day to reset or recommit to a new practice gives you more than 50 chances to start fresh! It’s the perfect opportunity to start making positive changes to your lifestyle. Why not kick-off next week by choosing a meatless meal option? Look for new Meatless Monday options at your location!
MEATLESS MONDAY

NEW MEATLESS OPTIONS INTRODUCED AT ALL SCHOOL DISTRICTS!
Whitsons is proud to announce our ranking in Food Management’s Top 50, a comprehensive annual report providing company-by-company assessment and performance comparisons of the largest contract management companies. Some of Whitsons’ highlights for this year’s submission included:

SIMPLY ROOTED® BRANDING
We deployed our Simply Rooted® food philosophy and sustainability platform, based on clean ingredients and delivering wholesome, all-natural meals to customers while nurturing the environment. Through the program, we work with manufacturers and local vendors to offer customers the most natural ingredients possible, with a focus on using ingredients that are locally sourced and minimally processed.

SERVICE KIOSKS
One prominent new initiative that Whitsons launched in the past year was a kiosk-style servery, which allows us to bring fresh and innovative menu features to students in the most challenging spaces. These attractive branded kiosks offer a retail feel suited for any school environment, and they can be set up virtually anywhere on school grounds to make dining options convenient for students—leading to increased meal participation.

FOOD LOSS AND WASTE REDUCTION CHAMPIONS
We believe that by keeping wholesome and nutritious food in our communities and out of our landfills, it helps address far-reaching impacts on food security, resource conservation and climate change. As an official U.S. Food Loss and Waste 2030 Champion, we are striving to reduce food loss and waste in all of our operations by 50 percent by 2030 through pre-emptive activities that reduce waste before it arises. Part of this commitment also includes the recovery of wholesome, yet otherwise wasted, food for donation and the recycling of waste for other uses, such as animal feed, compost and energy generation.

To read more, visit the Food Management website at www.food-management.com.
We successfully completed our annual Simply Scratch Sensations Recipe Contest, and are excited to bring you the results! Thank you to those team members who contributed their culinary talents. Contestants included: Carl Sottile of New Britain, Craig Chin of Attleboro, David Gelnas of Norwalk, Dawn Carr of Norwalk, Eric Rey of Shelton, Linda St. Hilaire of Sudbury, Matt Lacombe of Lexington, Randall Mel of Hamden and Scott Rothwell of Brookline. You all did a great job and your recipes look delicious!

The GOLD medal award goes to…
**Craig Chin** from Attleboro Schools, with an award winning Honey Sriracha Chicken dish!

Our 4 SILVER medal awards go to…
**Matt Lacombe** from Lexington Schools, with a fun Veggie Frittata recipe.  
**Carl Sottile** from New Britain Schools, with a delicious Pork Taco recipe.  
**Randall Mel** from Hamden Schools, with an authentic Pollo Guisado recipe.  
**Scott Rothwell** from Brookline Schools, with a Sizzling Pork & Chicken Fajita recipe.

These recipes will be highlighted as part of our Flaves menu promotion. A big congratulations are in order for our winners! These contests are a great way to go the extra mile while showing off your skills. These awards are well deserved!
Whitsons Signature Series Program Gets a Refresh

Whitsons has taken a fresh approach to the way we market our meals in secondary schools. We are consolidating our station concepts to focus on student favorites, while allowing increased menu flexibility. With the recent refresh to our Signature Series program, we’re now able to offer more options at each serving station and provide better variety through our Culinary Innovations submodules. This change has also enabled us to introduce new meal offerings more frequently. In order to continue to generate excitement in the café, we will be complementing this updated program with all new signage. Starting in the Fall, we’ll be offering a second set of Signature Series signage. This new signage will have a much more natural look to reflect our Simply Rooted® imaging and new menu offerings. Get ready to give your café a facelift this fall!
At Whitsons, we believe success starts with each one of our team members; this is why employee wellness is so important to us. It’s simple, our team must first take care of their own health and wellbeing before they can provide the very best service to our customers. Our Whitsons Wellness Committee has made it their goal to make sure that each and every team member is presented with tools and opportunities to be the healthiest e or she can be.

Our recent Whitsons Biggest Loser challenge brought in teams from 11 different locations, and although this challenge was completely voluntary, as a group we lost a total of 342.2 pounds! That is an amazing accomplishment for a first time challenge, and we are incredibly proud of all those who participated. Of all the weight lost, Attleboro Public Schools, in Attleboro, MA, lost the highest percentage of weight when compared to other teams. Whitsons would like to send an extra special congratulations to those participants from Attleboro. Great job team!

Stay tuned for our upcoming events and challenges. Look for our monthly Wellness Topics, upcoming summer Tough Mudder Races, and much more later this year.
We are excited to introduce Simply Rewarded, an enhanced team member recognition program that turns your accomplishments into top brand name rewards of your choice!

Whitsons sees all of our team members as part of our extended family, and we are committed to supporting their growth both personally and professionally. Points will be awarded to our team members by their manager in recognition of demonstration of superior teamwork, collaboration, and commitment to safety.

Detailed information about the new Simply Rewarded recognition program will be coming soon to your location!
SUMMER IS JUST AROUND THE CORNER

5 TIPS FOR A HEALTHY SUMMER

VISIT YOUR LOCAL FARMER’S MARKET
Foods picked locally are at the height of their nutritional value because they have a shorter time between harvest and getting to your table. In order to get the best flavor from fruits and vegetables, they should be purchased when they are in-season and available from your local farms. In addition to eating great tasting produce, the money that is spent with local farmers and growers all stays close to home and is reinvested back into your community.

EAT LIGHTER MEALS MORE OFTEN
Most people tend to be much more active during summertime. To give you all-day energy, try eating smaller and lighter meals that are spread throughout the day. Eating smaller portions more often will keep your glucose and insulin levels stable and give you a steadier energy level to keep you going all day long.

PACK SNACKS
When you have a busy day planned with the family, make sure to pack a little cooler with some healthy snacks in case you get hungry in between meals. Some ideas to try are bananas or apple slices with nut butter for dipping, veggie sticks with hummus or edamame beans.

STAY HYDRATED
Don’t let the heat get you down. Dehydration can be a serious condition that can lead to problems ranging from headache to heat stroke, so it’s important to make plans to keep the entire family hydrated, especially in the summertime. Try bringing a reusable water bottle for each family member wherever you go to keep up on your water consumption. Foods with a high moisture content, such as oranges, melons, cucumbers, tomatoes and watermelon, are good also for quenching thirst.

MAKE TIME TO PLAY!
When you’re finished with the BBQ, go and play! Start tossing a ball with the kids, or gather the adults to play badminton, horseshoes or some other activity. Participating in some fun outdoor games may keep you away from the chips and dip and can be a good time for both kids and adults!

Enjoy the summer!
SUMMER IS JUST AROUND THE CORNER
5 TIPS FOR A HEALTHY SUMMER
If you have any questions or comments, please contact Karen Dittrich at Dittrichk@whitsons.com.

If you would like to be added to our mailing list, please go to www.whitsons.com/newsroom/news and click on the newsletters tab.