

2nd Annual
Fit Fathers Day
Celebration

Sunday June 21st

F I T
Fathers
D A Y

Fit Fathers Ambassador
Jason McCourty
Tennessee Titans

#FitFathers #FitFathersDay







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WELL – Business Case For Pilot Investment

Bill Barum

Senior Director of Hospitality, Operations and Retail

Cleveland Clinic

1/08/2016

CC Food Related Activities to support Wellness Initiatives

Replaced or reconfigured over 70% of what is served

Implemented “Go” foods statement - , <4gr. of sugar, <4gr Sat Fat, < 600mg salt

Eliminated deep fat frying

Implemented standard operating procedures for cooking and holding product

Removed all sugar added beverages

Removed all products with Trans Fats

Removed all sugar confections from Vending and Retail

Removed all Full Fat milk

Implemented stricter guidelines for base products

Replaced chef and retrained staff on cooking methods

Implemented daily tasting and evaluation

Launched evening meal in Doctor’s Dining Room

Why Food?

Food is the original medicine

Inpatient food satisfaction ratings are low vs. other hospitals and overall CC patient satisfaction

Currently serving overly engineered food in retail packaging

Food is a critical component of Wellness initiative

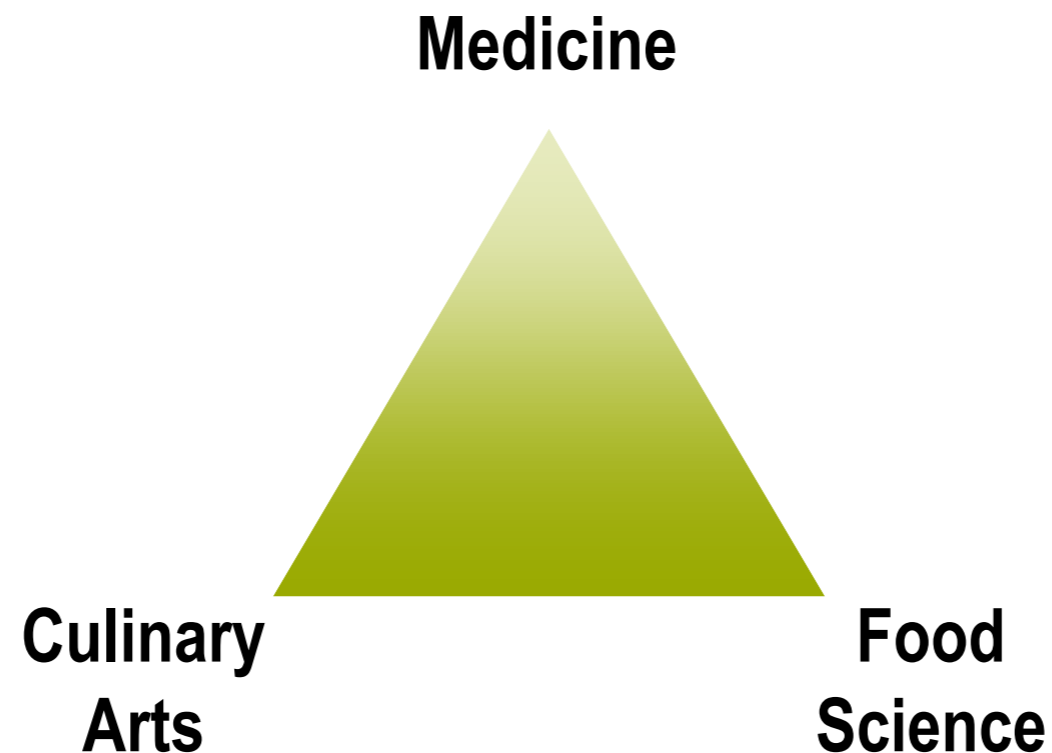
Poor nutrition is a risk factor for four of six leading causes of death in U.S.

Food can and should be the new medicine

Vision

To successfully blend a powerful group of **multidisciplinary professionals** with a fresh perspective and deep expertise that will **transform the role** that food plays in health and well being

Producing truly innovative foods that do not exist today but will become **new standards of the future**, substantially impacting health and wellness and proactively **reducing pharmacological dependency** globally





February 18-20, 2016
Mandarin Oriental Hotel
Washington, DC