July, 2015

Dear Parents:

Whitsons School Nutrition is pleased to announce our continued partnership with the Phoenixville Area School District. We are excited to continue providing a great tasting, nutritious school dining program at PASD that meets Healthy Hunger Free Kids Act guidelines and engages students in developing a positive "fooditude."

This year we have made many improvements to the cafes and the program such as exciting colorful graphics, increased food choices as well as digital menu boards at both the middle school and the high school. 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. We know that students need to be at their best physically to meet the academic challenges they face each day. Our chefs use wholesome ingredients to freshly prepare our food, paying particular attention to the use of whole grains, fresh fruits and vegetables, lean meats and healthy snacks. We work hand in hand with the school community 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.

Elementary Schools

At the elementary schools, we will continue offering hot entrees and breakfast options, plus complete salad, bagel, grilled cheese and yogurt lunches. 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 healthy foods. Our entrees include whole wheat and whole grain bread/buns/ bagels/pizza crust. Whole grain pasta and brown rice are also primary offerings. All our offerings contain Zero Trans Fats. We are committed to reducing or eliminating all unnecessary food additives from your children's meals.

At this level, our award-winning Nutrition Safari® program will introduce your children to lovable 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 the National School Breakfast Program [NSBP] and encourage students to develop lifelong healthy eating habits.

"I up my game with high energy foods."

As part of Nutrition Safari, PASD will receive:

- **Annual Character Visit**
- **Nutritional Menus**
- **Monthly Nutrition Theme Day**
- **Posters with Nutritional Messages**
- **Monthly Activity Sheet**

NutRition SaFaRi®

Secondary Schools

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

- **Smart Choices Menu Items**
- **Monthly Newsletter**
- **Smart Choices Info Series**
- **Sensible Snack Program**
- **Nutrition Posters**
- **Smart Choices Monthly Theme Day**

The cafés are designed to offer something for everyone, from a salad entrée to a full hot meal. 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. It's like going out to lunch without ever leaving the building. Our goal is to entice your children to make nutritious and delicious meal choices.

Phoenixville Secondary School Food Stations

All items comply with HHFKA and are designed to appeal to a teen palate

- **Miss Ruby's Grill** - featuring fresh grab and go grilled options
- **La Cucina** - authentic fresh crust pizza and stuffed breads
- **World Market** – Rotating themed hot entrees made from scratch daily
- **Coyote Grill** - southwestern specialties including tacos, burritos, quesadillas and more
- **Coyote Quesas** - variety of freshly made quesadillas
- **Ruby's Flats** - a flat-top grill with your choice of freshly made fajitas, cheesesteaks, grilled vegetables and specialty burgers
- **Great American Sandwich Co.** - made-to-order Boar's Head deli sandwiches and wraps
- **Frait Express** - grab and go sandwiches and salads made fresh daily
- **Spice Program** - monthly themed specialty entrees
- **Smart Snacks** - fresh and prepackaged snacks following nutritional guidelines
- **Smart Choices** - healthy entree selections are highlighted throughout server

About Whitsons

Whitsons is a boutique regional company 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 has 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. In addition to school nutrition, Whitsons' scope of expertise and services extends to: corporate dining, on-site meal preparation for residential and healthcare clients, delivered meals, emergency dining, and vending services.

Your opinion matters to us – if you have any suggestions for the school nutrition program, just call your Food Service Director ***Lisa Wright @ 484.927.5243.*** Details of our program, as well as school menus and other important information are also available at www.whitsons.com/phoenixville. We are here to serve you and your child's needs, and look forward to being a part of your community for many years.

"A great performance starts with a healthy meal."