

HEALTHCARE FOODSERVICE



DEDICATED TO HEALTHCARE FOODSERVICE PROFESSIONALS

*Explore creative ways
to improve the quality
of food and the
quality of health*

Great Place, but...

How's the Food?

Senior Living Foodservice
Professionals Experiment with
New Dining Venues

State of the Industry Highlights

Healthcare Foodservice
Challenges, Trends,
Solutions, and Opportunities

Room Service In Hospitals

Patients love it!
How do hospitals benefit?

SENIOR LIVING

Great Place, but... How's the Food?

Foodservice can be a deciding factor when potential residents and their families choose an assisted living residence for themselves or loved ones. The good news is that quality food and creative venue offerings can quickly put you as a front-runner of happy residents and families.

You may want to consider putting a focus on dining opportunities you offer to guests and residents.

During site visits, invite potential residents and their families to have lunch with you.

Many communities are updating their dining venues and experimenting with new trends that include the following:



Restaurant-style Dining

Changing menus and a nice sit-down restaurant feel are very popular. Just like restaurants, it's good to offer carry-out options for this venue.

Bistro Dining

Many are offering a more casual option in addition to the dining room, restaurant style. This is an opportunity to get creative and fun while having a significant impact on resident satisfaction.

Coffee Shops

Can you imagine living in an Assisted Living Community that had a fun coffee shop for gathering, sipping coffee, and enjoying a muffin? Well, potential residents can. It's a great way to differentiate the living experience without a significant development cost.

Private Dining Rooms

Residents celebrating a special event with guests can reserve a private dining room and have the culinary team put together a special menu.

Get Creative! The dining experience you provide to residents and guests differentiates you from others, creates happier residents, and improves overall wellness.

Source: [Where You Live Matters](#)

METRO

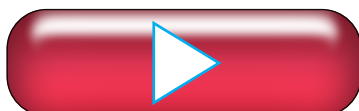
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THE VIDEO**



Expectations are high when it comes to foodservice in both senior care living facilities and hospitals. The changes and trends we are seeing in restaurants are carrying through to healthcare foodservice.

QR code menus for ordering

Made-to-order offerings

Plant-based menu items

Bold ethnic flavors

Food To-Go

Something to think about



Warming up cookies in a countertop convection oven once or twice a day can bring an overall good feeling to everyone in range of the aroma. It also impacts visitors who may be considering if this is the place they want to call home.

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HOSPITAL FOODSERVICE

The Association for Healthcare Foodservice (AHF) released its 2021 State of the Industry Report that compiles findings from a nationwide survey of U.S. hospital foodservice operators.

HERE'S WHAT WE LEARNED...



85% of operators say they offer meal ordering throughout most of the day.

and just over **74%** of respondents say they will implement it within the next three years.

Healthcare foodservice saw losses of 1-30%

According to the report, the on-site presence for essential jobs was a key factor in keeping the loss percentage from being worse.

The labor shortage is the top concern identified by respondents.

83% Of those surveyed,

say there's a lack of qualified applicants to fill positions, which creates significant challenges.

Adjustments made due to the pandemic include:

85% closed or reduced seating in dining areas

83% increased cleaning and sanitizing in dining areas

74% increased the amount of packaged food and beverages

70% eliminated self-serve food stations

Respondents were asked what they predict their meal volumes to be for the next fiscal year, and 75% said meal volumes will either stay the same or increase 1-10%.

Source: Association for Healthcare Foodservice (AHF)

Proud to Partner with Healthcare Foodservice Professionals



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Menu Challenges

Balancing menus for patients and senior care residents to offer food choices that are both healthy and taste good is a challenge. **According to Datassential nearly half (47%) of survey participants would rather have tasty food, with just 11% saying they would much rather have nutritious food than tasty food.**

On top of the pressures of pleasing patients and residents, there is an urgency to generate revenue through employees and guests. **Datassential reported that many healthcare employees bring food from home and 20% of employees and guests seek their meals from an off-site provider.** That's a lot of opportunity to increase revenue, which is encouraging, and at the same time, stressful for directors tasked with the challenge.

Source: [Dataessential Emerging Trends](#)

Pay attention to colors when presenting food and marketing menu choices.

The color red is known to increase appetites.

Presenting food on a red plate has a positive effect on people whose appetite might not be the best. If presenting spaghetti with red sauce, serving it on a white plate will bring out the red in the food that will also stimulate hunger.

Yellow is also a strong color that ignites the appetite.

This could be partly because yellow is also the color that promotes happiness.

The same theory can be used when marketing food venues, logos, and menus.

Have you heard of the Ketchup and Mustard Theory?

Combining the two colors red and yellow is an effective way to get us to stop to grab a bite to eat because it combines both the desire and action needed to get us through a door or drive-up window. Many restaurants and especially fast food locations use these two colors in their logo. Displaying signs directing customers to your dining area would be most effective using the Ketchup and Mustard theory.



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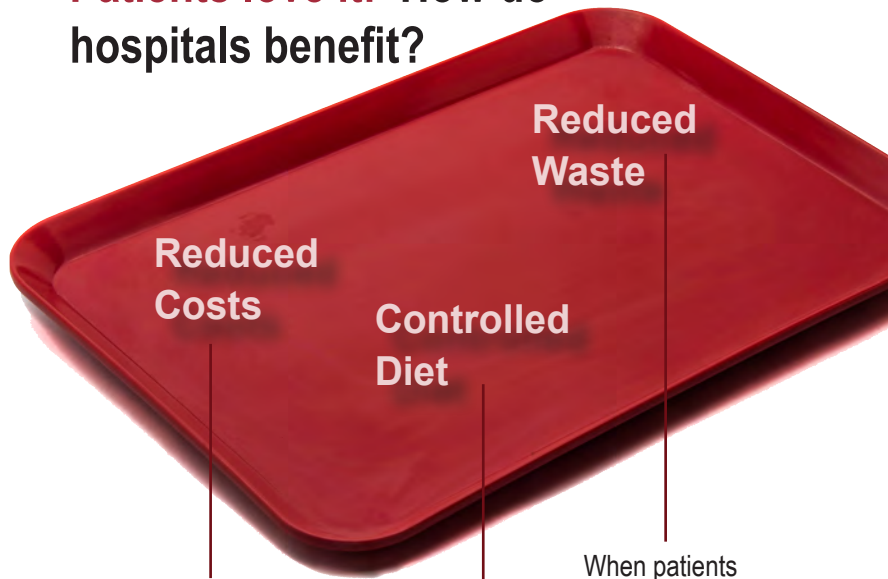
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Room Service in Hospitals

Patients love it! How do hospitals benefit?



Reduced Costs
 Save labor, ingredients and supplies that would be batch cooked, but not consumed. Allows demand forecasting and accurate ordering.

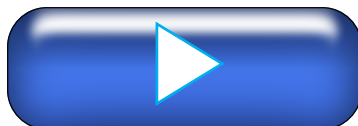
Controlled Diet
 Record dietary restrictions based on patient's room and limit accordingly.

Reduced Waste
 When patients order their menu choices the likelihood of food waste is significantly reduced.

Equipment and supplies available today cater to the challenges and opportunities foodservice directors and operators are finding in the healthcare foodservice sector. From automation to mobile equipment that provides serving flexibility, there are solutions.

Contact us for assistance.
 We are here for you.

CHECK OUT THE VIDEO



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HEALTHCARE & SENIOR LIVING FOODSERVICE IS...

A Critical Component to patient health and satisfaction.

A Revenue Generator through the sales of meals to visitors and employees.

A Deciding Factor when choosing an Assisted Living Residence.

The Highest Rated Factor on surveys and satisfaction ratings.



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