

# nutripro®

## Simple & Authentic

### Embracing Transparency



# Today's agenda

## *Topics*

Welcome

Understanding the shift towards more natural food

This NUTRIPRO edition

NUTRIPRO in social medias and communication

Q&A and wrap-up

## *Speakers*

T. Wolfe

M. Tissot

M. Tissot

M. Tissot

T. Wolfe

All



A photograph of a terracotta-colored bowl filled with a vibrant salad. The salad includes sliced yellow bell peppers, red tomatoes, green edamame, purple shredded cabbage, and pink pickled ginger. Two dark wooden chopsticks are placed diagonally across the top of the bowl. The bowl sits on a light-colored, textured surface.

# *an honest* APPROACH TO FOOD

Today's guests care about more than just how their food tastes.

They want to know what it's made of, too. More people are choosing foods made with:

- Natural, recognizable ingredients
- Less artificial dyes or additives
- Authentic or traditional cooking methods

A photograph of a terracotta bowl filled with a vibrant salad. The salad includes sliced yellow and red bell peppers, green beans, purple shredded cabbage, and pink pickled carrots. Two dark wooden chopsticks are placed diagonally across the top of the bowl. The bowl sits on a light-colored, patterned cloth.

# *an honest* APPROACH TO FOOD

Taking the mystery out of the menu

**Expectations are changing. Studies have shown that consumers looking for:**



A simple  
ingredient list



Locally grown  
or raised food



More natural  
ingredients



Familiar  
preparation  
methods

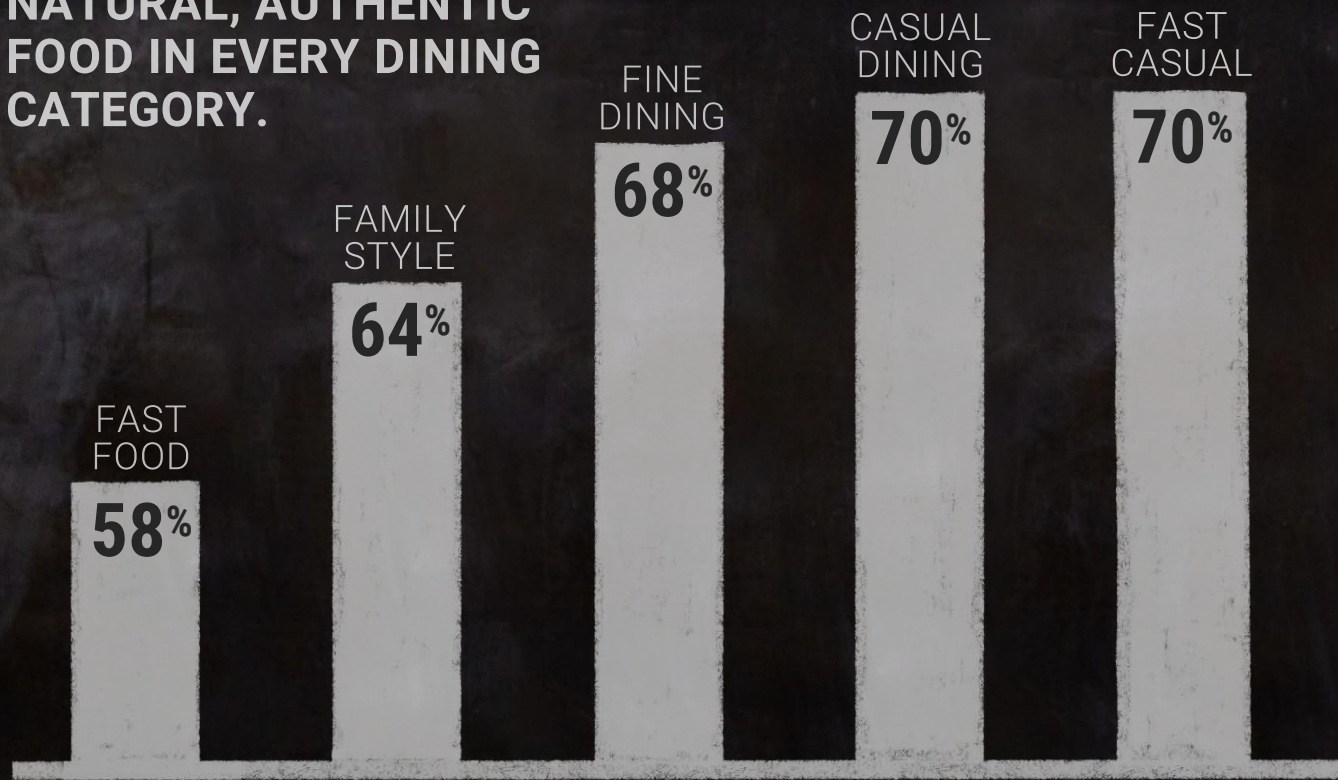


Recognizable  
ingredients

# FRESH

*expectations*

CONSUMERS EXPECT  
NATURAL, AUTHENTIC  
FOOD IN EVERY DINING  
CATEGORY.



## INGREDIENTS:

WHAT CONSUMERS WANT  
TO SEE ON A MENU

61% WANT  
NATURAL



31% WANT  
LOCAL

2/3

OF AMERICAN CONSUMERS  
ARE MORE LIKELY TO VISIT  
A RESTAURANT THAT OFFERS  
**LOCALLY SOURCED FOOD**

# FRESH

*expectations*

82%

OF OPERATORS SAY  
**NATURAL  
INGREDIENTS**  
HAVE A POSITIVE  
EFFECT  
**ON SALES**



MOST CONSUMERS  
CONSIDER  
**LOCAL**  
PRODUCTS  
FRESHER—

70%  
 **Globally**

43%

OF CONSUMERS ARE  
**MORE  
LIKELY**  
TO PURCHASE AND  
SPEND MORE FOR  
**NATURAL FOODS**

# *Consider the Source*

BE TRANSPARENT  
ABOUT WHERE  
YOUR INGREDIENTS  
COME FROM.

Partner with local  
growers to provide  
seasonal produce.

Partner with local  
farms or butchers to  
supply organically-  
raised pork, poultry  
and beef.

Get creative with all-  
natural sauces, fonds,  
and other accents  
from your existing  
suppliers to complete  
the experience.

Plant an on-site  
garden to provide  
most of your  
fresh herbs.



# Colouring FOOD

Certain colours can affect the way people experience flavor.

**YELLOW:** may enhance the taste of sourness while decreasing sweetness

**GREEN:** can make food seem less sweet

**RED:** reduces the threshold for detecting bitterness



# COOKING WITH *colour*

1. Use uncooked fruits and vegetables to add pigment.
2. Keep the flavour of the colourant in mind to pair with the main food.
3. Add berries to batters or beverages to make them pink, purple, or blue.
4. Freeze-dry fruits and grind to a powder for a shelf-stable dye.
5. Puree beets, spinach, or squash and work it into pasta dough.
6. Use squid ink or charcoal to turn pasta, rice, or bread black.
7. Add golden-yellow turmeric to eggs, meat, tofu, or potatoes.
8. Mix coffee or cocoa into icings to make them brown.
9. Stir in dried spirulina to turn yogurt or ice cream blue.
10. Soak saffron in water for a golden tint.





# *Enhancing* TEXTURES

Natural ingredients to provide important functions:

**THICKENING:** Add starch from corn, tapioca, or potatoes.

**EMULSIFYING:** Use eggs or mustard seeds.

**BINDING:** Try guar gum, an all-natural ingredient made from dried guar beans.

**GELLING:** Use seaweed agar as a vegan-friendly, heat-stable solution.

# BUILDING *Flavours*

Natural ingredients to  
boost taste experiences:

**SALTY:** Pink, black,  
or flaked salt

**SWEET:** Honey and  
maple syrup or stevia  
leaves

**SOUR:** Lemon, yogurt,  
sour cream, and  
flavoured vinegars

**BITTER:** Citrus  
zest, squid ink, dark  
chocolate, and  
espresso  
powder

**UMAMI:**

Meat, sundried tomatoes, parmesan,  
and mushrooms or combine kombu  
with dried bonito

**FIRE:** Hot  
peppers,  
cinnamon,  
ginger, and  
garlic

**ICE:** Mint  
or tarragon  
leaves



# PRESERVE *the goodness*

## PICKLING

- Soak produce in a hot brine of water, salt, sugar, vinegar, and spices.
- Pickled foods can be kept in sealed containers for several months.



## CANNING

- Vegetables or sauces are placed in jars with only water, then sealed and immersed in a boiling water bath to kill microbes.
- These foods last approximately one year.



## MARINATING

- Soak or inject meat with an acidic marinade to limit microbial growth.
- Food should be refrigerated while marinating and cooked within five days.





## SALTING

- Uses dry salt or brine solutions to pull the liquid out of foods to inhibit microbe growth.
- Primarily used for meat and vegetables.



## CONFITURE

- Cook ripe fruit with a high concentration of sugar, sealed in jars boiled in water.
- Used for preserves, jams, and jellies, which last for about two years.



## DRYING

- Removes water from food to prevent microbe growth.
- Retains many nutrients, can be stored at room temperature, can be used dried or rehydrated.

## SMOKING

- Dries food over hot smoke while adding colour and flavour.
- Typically used for meat, poultry, and fish.

# FERMENTING

A rising interest in fermentation

## WHAT IS IT?

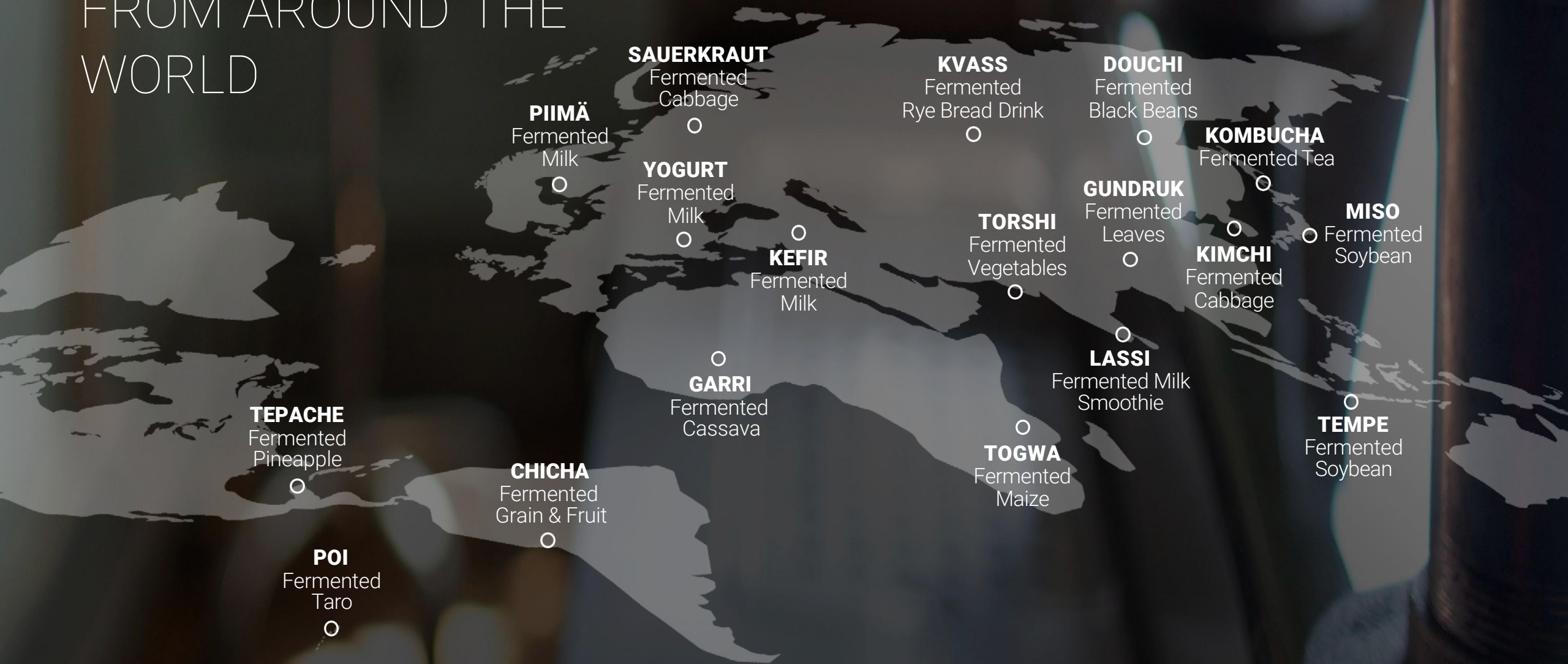
- Introducing friendly bacteria to a food to change its flavour and make it last longer.
- Live cultures are still present in the food when we eat it
- Beneficial probiotic bacteria may help reduce some diseases and contribute to a healthy gut.



With growing interest in  
fermentation, drinks like  
*Kombucha*  
are now appearing on tap.

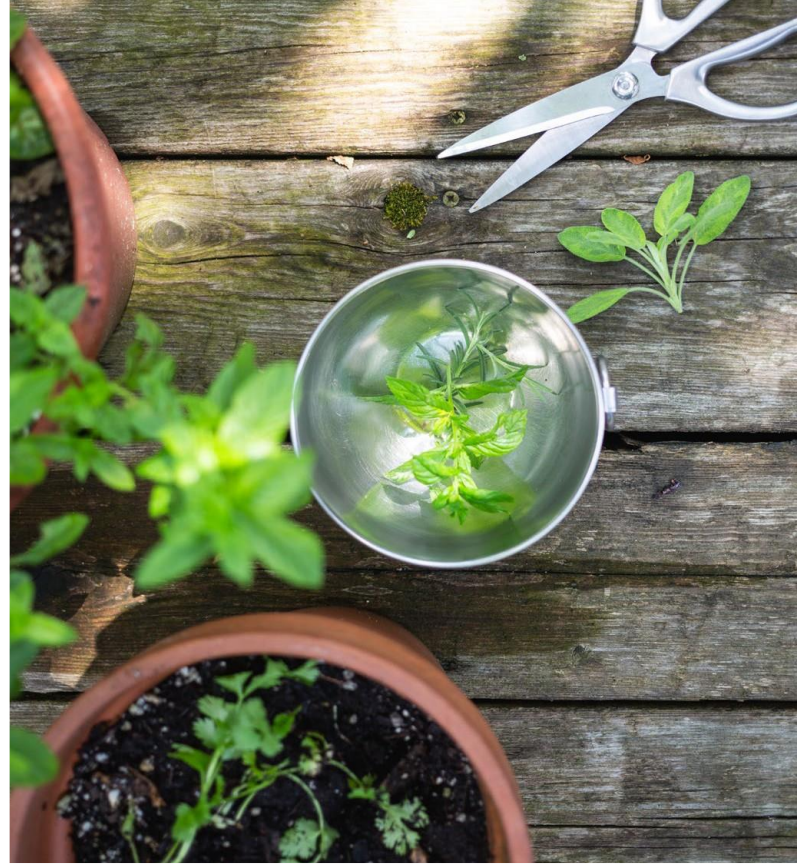


# FERMENTED FOODS FROM AROUND THE WORLD



# Show & TELL

Share your natural practices with customers



**Grow herbs  
in plain sight  
where guests  
can see them.**



**Put your work  
on display with  
an open kitchen  
design.**





**Use social media  
to highlight your  
prep or visits to  
local farms.**

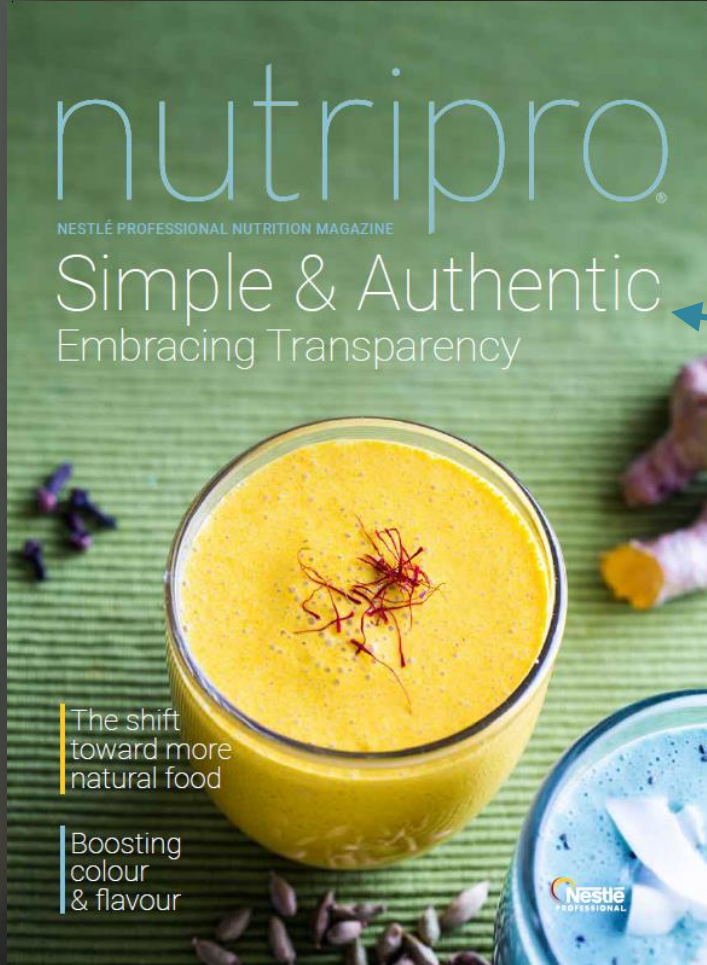


**Invite the farms  
in by posting their  
names on your  
menu or display  
boards.**



**Promote your ingredients on  
the menu, and train servers to  
talk about them.**

# What's in this new edition?



*editable magazine*

*training module*

*three videos*

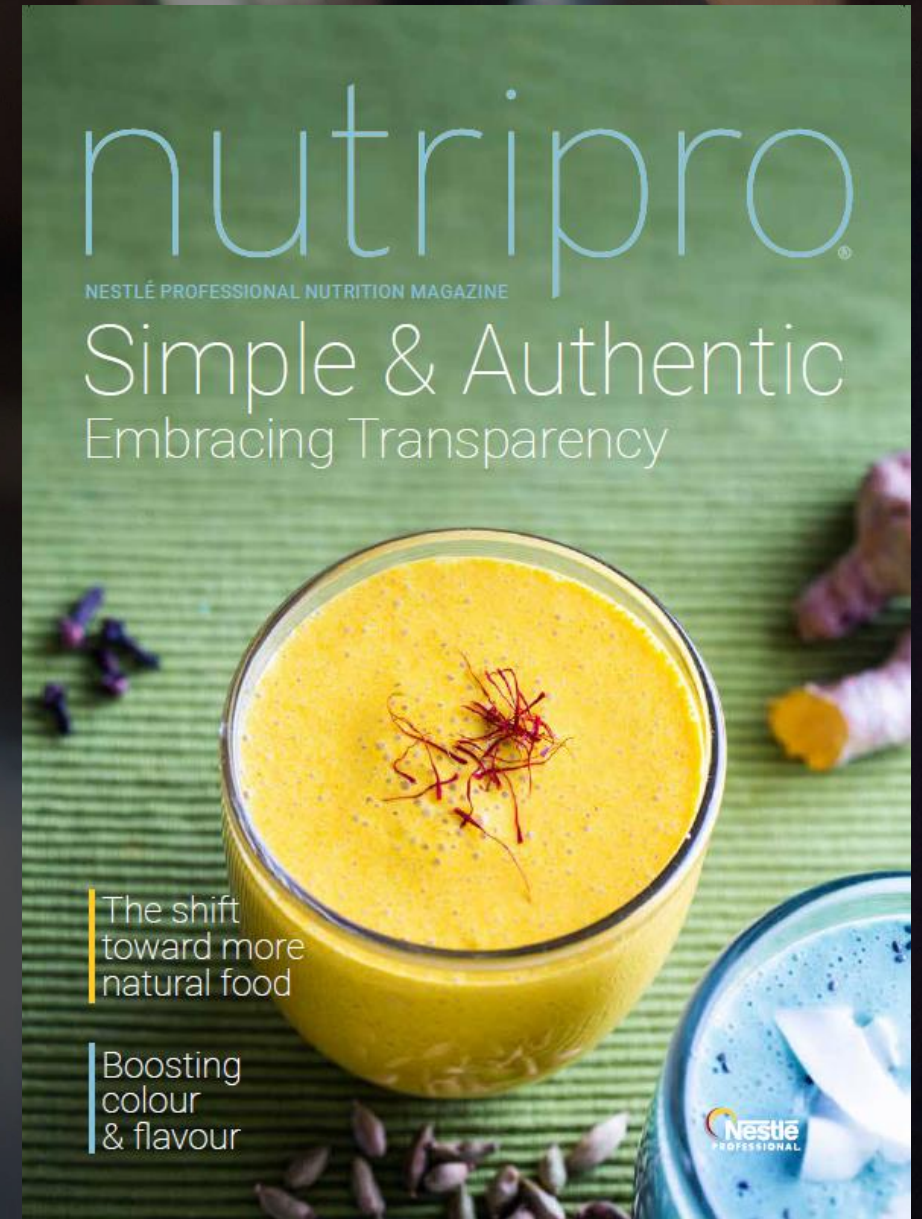
Access files in [Sharepoint](#)



# Simple & Authentic

## *What's inside this issue?*

- Address the shift towards more simple and authentic ingredients
- Overview of tips to boost colour, flavour, and textures naturally
- Understanding opportunities aligned with consumer trends
- Strategies for operators in terms of cooking methods, and communication



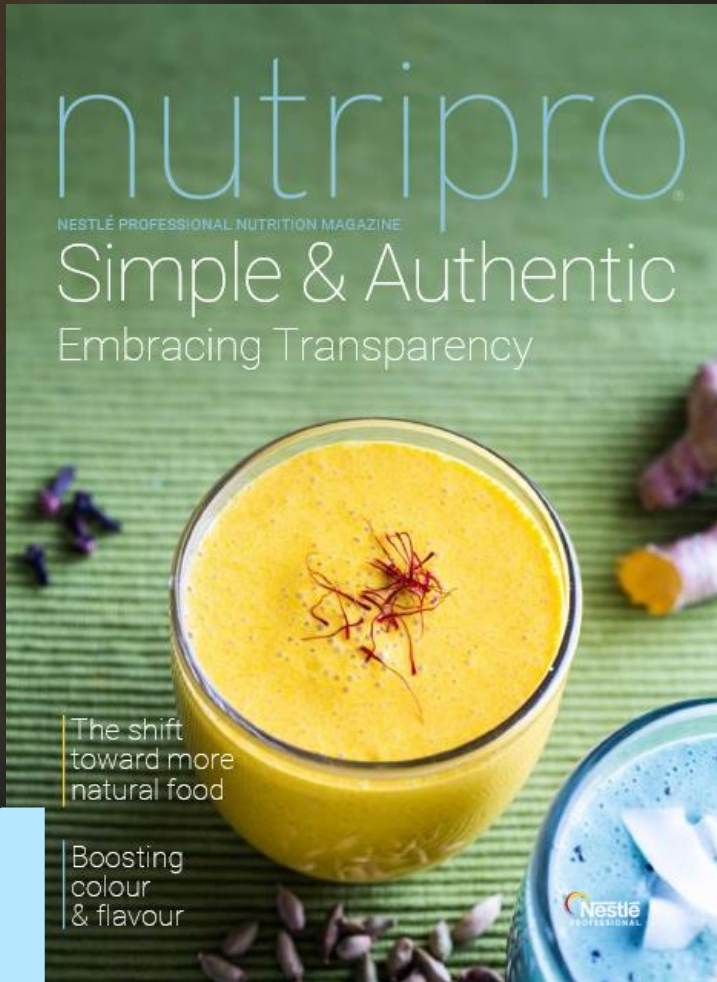
*Publishing the magazine...*

nutripro®



# Flexible Editing

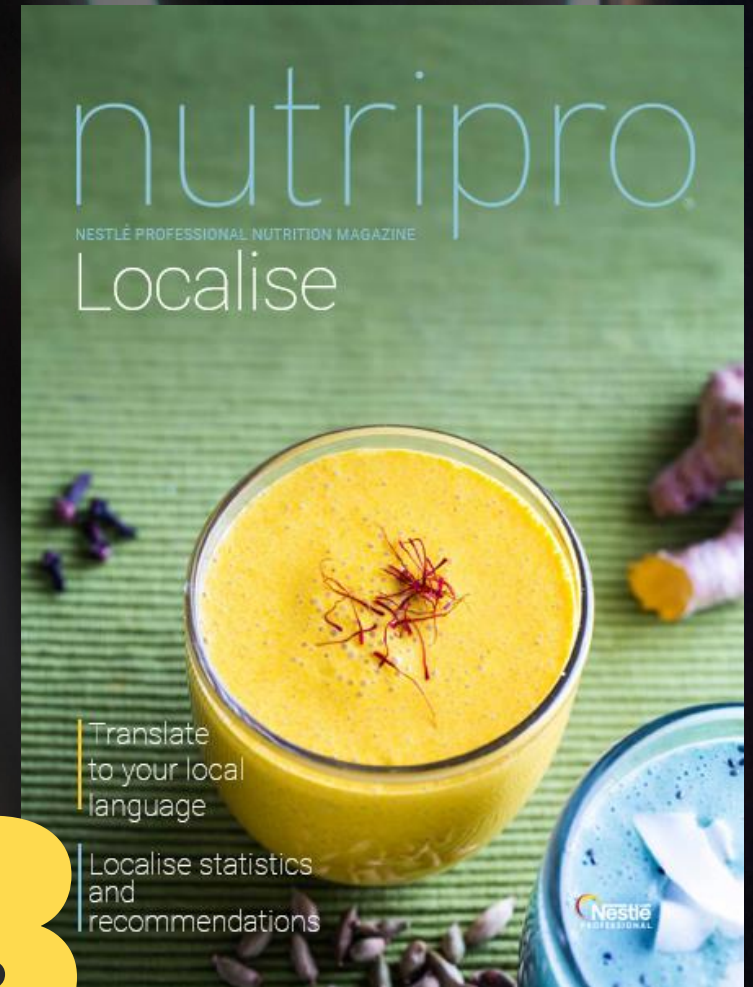
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# Using the magazine & videos

## *Flexible Editing*

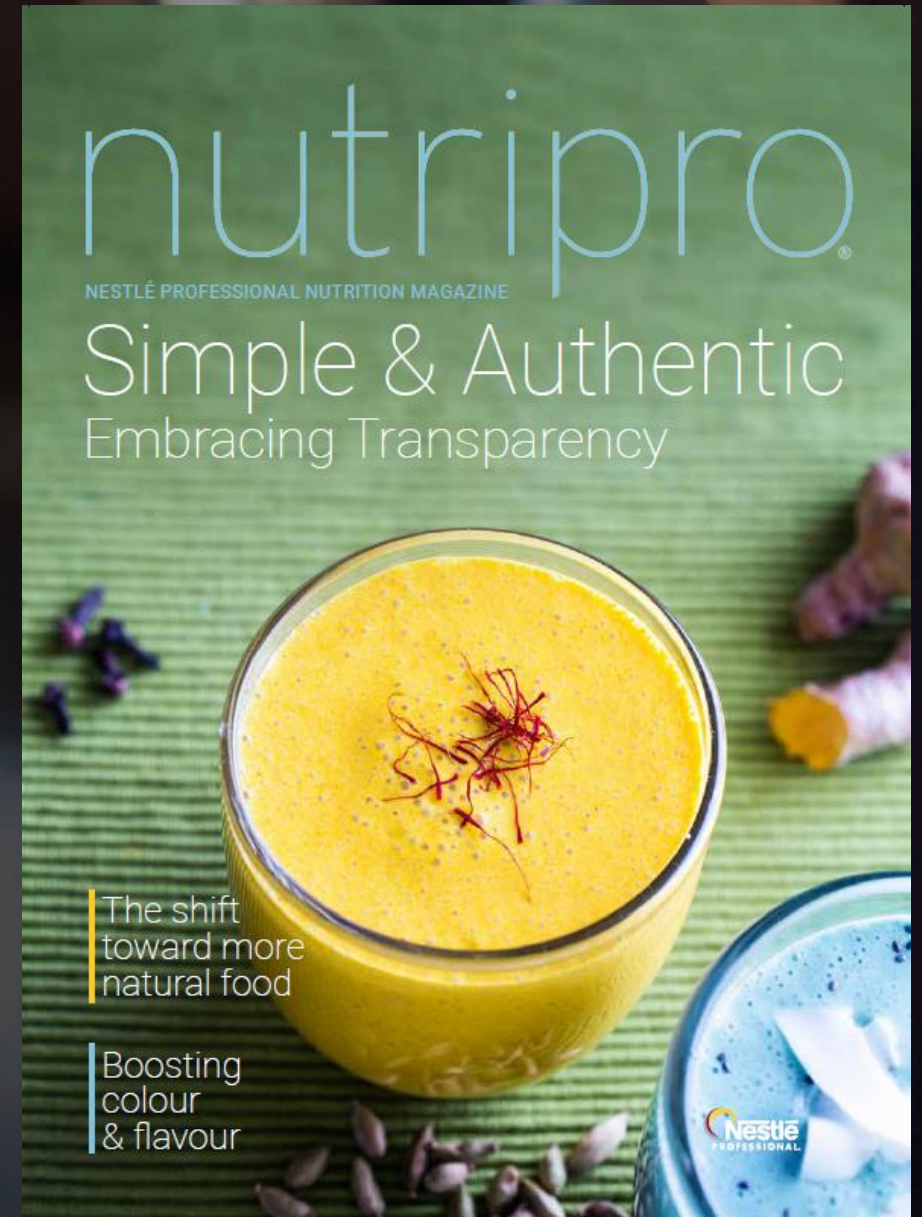
Text can be edited for local language and recommendations:

- Text can be translated
- Text boxes can be re-sized, moved, added or deleted
- Images are editable

Once the magazine is edited, simply save as a PDF file for distribution.

Other optimisations:

- Fonts are embedded in the file (no need for additional agencies!)
- Digital magazine compatible for use/display on tablets
- PDF is high enough quality for print versions



# Flexible Editing

*Edit the images...*

## DRYING

Drying is an ancient technique that removes water from food to prevent microbe growth. Food can be dried in the sun, oven, or freezer. Dried foods retain many of their nutrients, can be stored at room temperature, and can be used in their dried form or rehydrated.

## SALTING

Like drying, salting pulls the liquid out of foods to inhibit microbe growth. Meat and vegetables can be preserved by pressing them between layers of dry salt and sealing them, or brining them in a liquid solution.

## SMOKING

Meat, poultry, and fish can be preserved through smoking, another ancient preservation method that dries food while adding colour and flavour. The food is typically soaked in brine before being exposed to smoke and then refrigerated.

## MARINATING

Soaking or injecting meat or poultry with an acidic marinade made from vinegar, lemon juice, soy sauce, or wine can extend its shelf life by limiting microbial growth. Food should be stored in the refrigerator while marinating and cooked within five days.

## PICKLING

Green vegetables and fruit can be preserved by pickling, a 4000-year-old method which involves soaking them in a hot brine of water, salt, sugar, vinegar, and spices. Pickled foods can be kept in sealed containers for several months without spoiling.

## CONFITURE

Ripe fruit can be preserved by cooking it with a high concentration of sugar, sealing it in jars, and boiling the jars in water. This method can be used to make preserves, jams, and jellies, which last for about two years unopened.

## CANNING

Canning is much like preserving fruit, except that vegetables or sauces are placed in jars with only water, then sealed and immersed in a boiling water bath to kill microbes. These foods last approximately one year.



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BUILDING Flavours

One of the pleasures of cooking is playing with the flavour of foods, and adding or intensifying tastes with certain ingredients allows you to experiment while giving guests the natural, authentic experience they want.

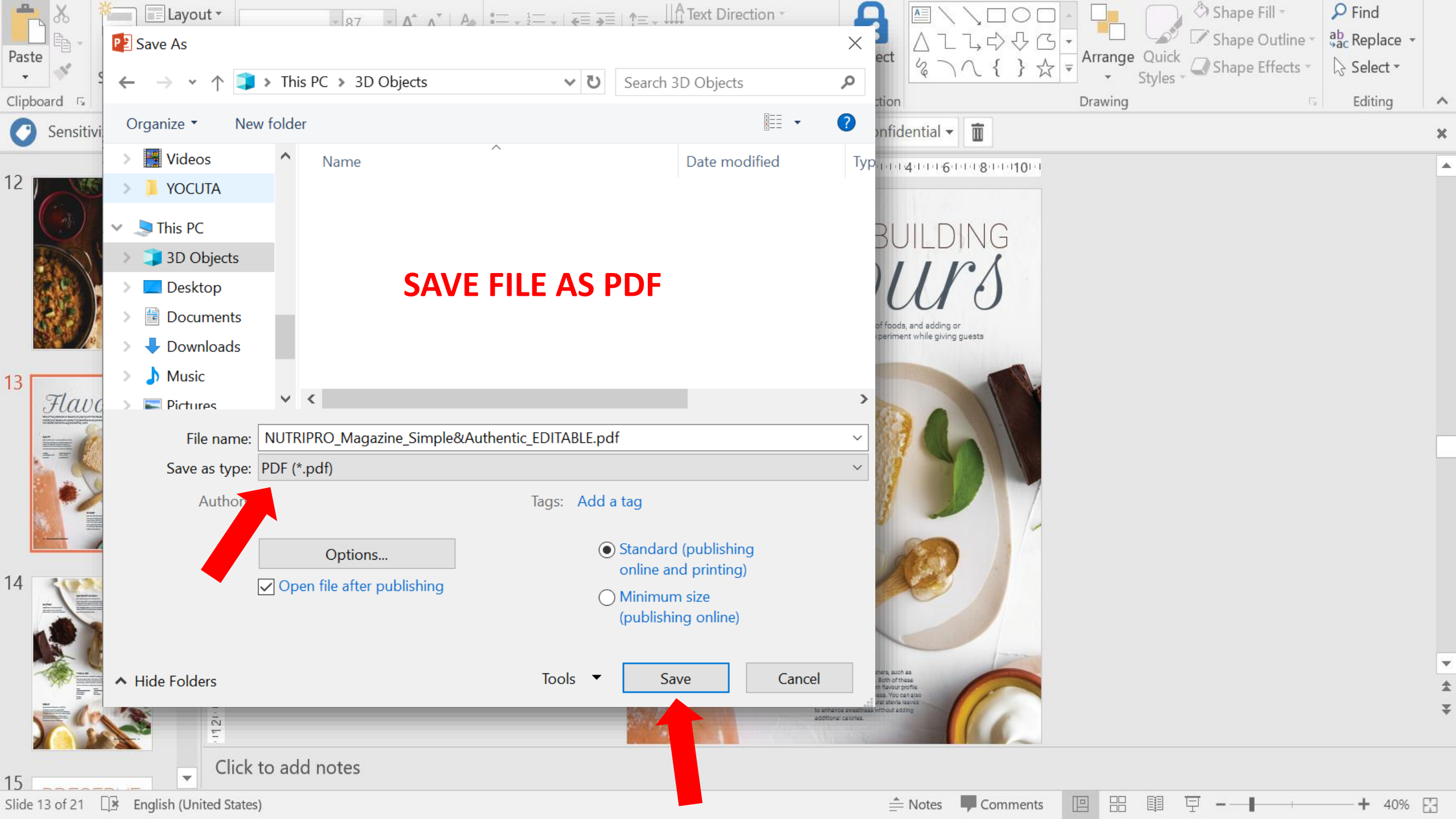
SALTY

White table salt is a standard, but it's far from the only choice. Salts from various parts of the world can add interest in terms of colour and texture, along with interesting variations in mineral flavours.

Kosher Himalayan pink Sea salt Black Hawaiian Fleur de sel Smoked salt

SWEET

Try nature's own sweeteners, such as honey and maple syrup. Both of these ingredients add their own flavour profile along with extra sweetness. You can also use ingredients like natural stevia leaves to enhance sweetness without adding additional calories.



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Authors:

Tags: Add a tag

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INGREDIENTS:

WHAT CONSUMERS WANT TO SEE ON A MENU

61% WANT NATURAL

31% WANT LOCAL

2/3 OF AMERICAN CONSUMERS ARE MORE LIKELY TO VISIT A RESTAURANT THAT OFFERS LOCALLY SOURCED FOOD

Slide 2 of 4 English (United States)

Notes Comments

61%

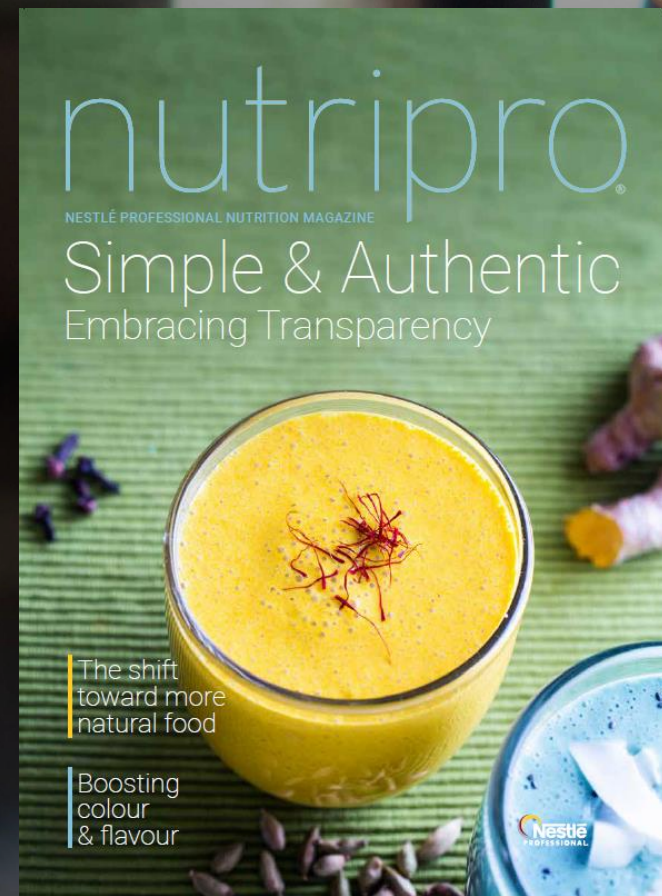




# Done!

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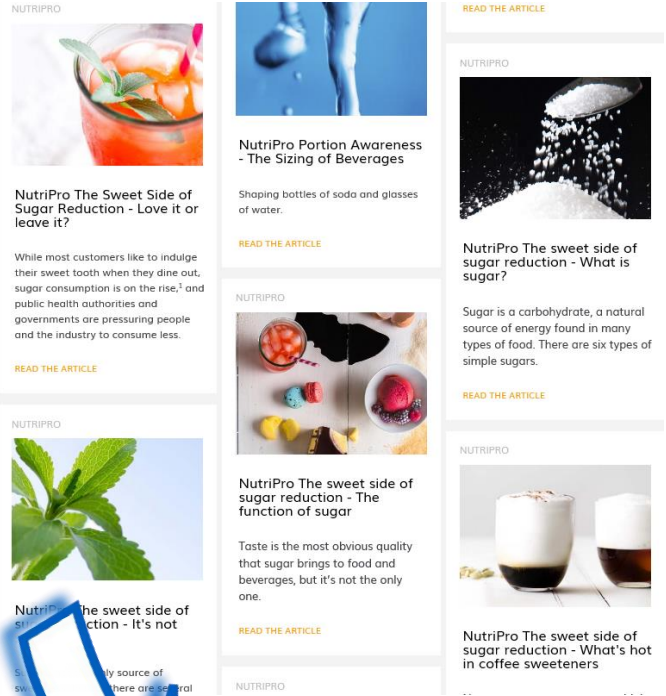
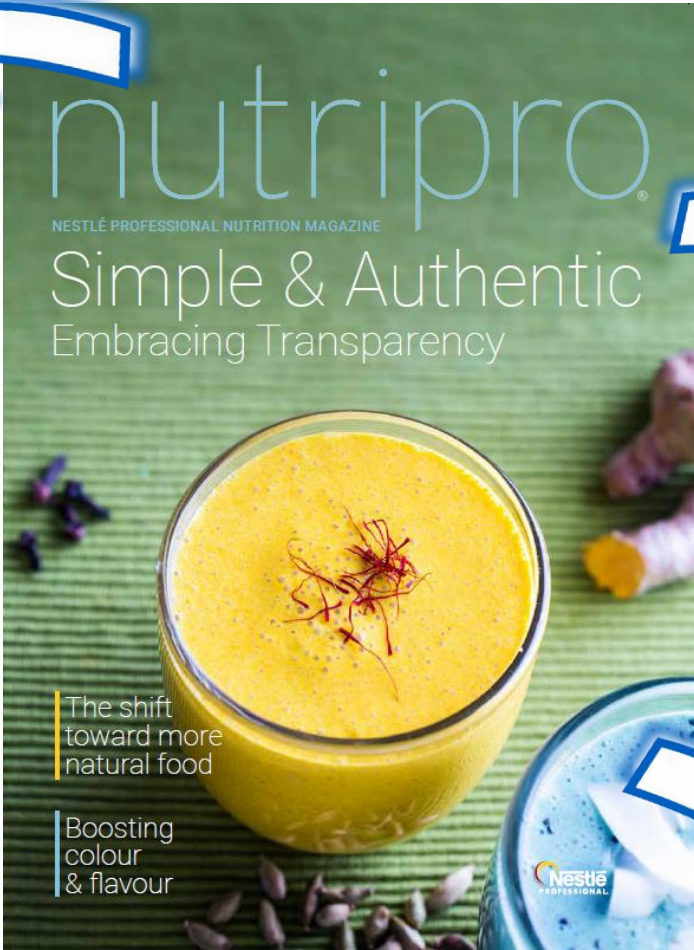
- 1) When citing information, remember to update the references both in the document, and at the end in the *Sources* section.
- 2) Information and edits should be validated with local nutritionist.
- 3) All files sent externally **MUST** be locked and in PDF format.



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# Communication Bundle



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Typically, carbohydrates make up the majority of calories in a balanced diet, so their quality is crucial. When planning your dishes, look for whole grains, and be creative by using ancient grains and in-season fruits and vegetables.

<https://bddy.me/33w0u72>

## WHOLE GRAINS VS. REFINED GRAINS

Made up of three key parts

**BRAN**  
Fibre-filled outer layer with B vitamins and minerals

**ENDOSPERM**  
Starchy carbohydrate middle layer with some protein and vitamins

**GERM**  
Nutrient-packed core with B vitamins, vitamin E, phytochemicals and healthy fats

Bran and germ removed

**ENDOSPERM**  
Refined grains contain only the endosperm, losing the fibre and some of the vitamins and minerals

**NutriPro All About Balance - Consider your carbs & starches - Nestlé Professional**

[nestleprofessional.com](https://www.nestleprofessional.com)

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## NUTRITION, HEALTH & WELLNESS

Your resource for science-based nutrition information and Nestlé Professional positions as well as food service trends and product information.

102 ARTICLES

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### NutriPro All About Balance – Simple tips for using fats in the kitchen

Did you know that oils should be treated with care and are sensitive to light? Or that fryer oil should be changed every 10 cycles? Read more to learn some simple tips for using fats in the kitchen.

[READ THE ARTICLE](#)

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### NutriPro All About Balance – Protein tips

There are many ways to flavour protein without adding excess fat or calories, with coating, stuffing or marinating protein sources, but also using spice blends or sauces. Learn our delicious tips.

[READ THE ARTICLE](#)

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### NutriPro All About Balance – Thoughtful Change

To help guests consume fewer calories, one strategy is to dial your portions back to the smaller amounts that were typical a few decades ago. While this strategy can make a dramatic difference in calorie intake, it may be best to make changes gradually so that it doesn't disrupt the perceived value equation that your guests have become accustomed to.

[READ THE ARTICLE](#)

[NUTRIPRO / ARTICLE](#)

### NutriPro All About Balance – Portions at hand, the ideal portion size

Portion sizes have been expanding steadily (along with people's waistlines) over recent decades. Typical portions now have double or even triple the number of calories that they had just 20 years ago¹.

[READ THE ARTICLE](#)

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### NutriPro All About Balance – Fruits & Vegetables: part of the solution

Are you looking at some simple ways to trim down calories while maximising the nutrients and flavours of your menu? Fruits and vegetables are part of the solution. Read more to learn ways to make the most of them.

[READ THE ARTICLE](#)

[NUTRIPRO / ARTICLE](#)

### NutriPro All About Balance – The Comeback of Ancient grains

Ancient grains are making a comeback with consumers, who crave quality, variety, and novelty, so try them in place of stand-bys like white rice or pasta.

[READ THE ARTICLE](#)

# All posts are stored in our Content Hub



- Objectives of this Hub
- What type of content will I find there?
- How can I access it?
- **Visuals: global usage rights are mandatory!!**

We create an article/news on our website

Convert article/news into

**a Word document**

**a Word document for the LinkedIn post**

**a Word document for the Twitter post**

Upload the 3 documents on the NP Global/ Categories & Markets' Content Workspace

Make available on master content calendar

# The NP Content Hub Master Content Calendar facilitates content copying

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Markets' content

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📄 Export to Excel

📄 Flow

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Yesterday at 10:39 AM

Gruener,Francine,VEVEY,N

	week 1	week 2	week 3	week 4	week 5	week 6	week 7	week 8	week 9	week 10	week 11	week 12	week 13	week 14	week 15	week 16	week 17
Internal Comms																	
Comms Panel	<a href="#">Emmanuel Lorieux, delegate for the "Toques Françaises" Swiss Chapter</a>	<a href="#">Let's talk Digital</a>	<a href="#">GlobalData Webinar</a>		<a href="#">NP Middle East goes digital to grow in the Office Channel</a>	<a href="#">NP SBU Publishes the third desserts concept catalogue for "MADE WITH" branded ingredients in OOH (Salak - Milkbar - Lion)</a>		<a href="#">Coffee Professional Academy - Ready to Launch</a>	<a href="#">Saying "Thank You" to a colleague is the most powerful form of appreciation</a>								
Global website																	
Trends & Insights				<a href="#">Trends &amp; Insights - Layer Your Flavors With these Steps</a>													
News	<a href="#">News - The coffee shop that comes to you</a>	<a href="#">News - Put Spice in your life to help stop weight gain!</a>	<a href="#">News - Raining days and milk cans: Saving water in Vietnam's coffee fields</a>	<a href="#">News - Unlocking the metabolic 'master switch' to potentially echo exercise effect</a>	<a href="#">News - The devastating cost of 'hidden hunger', and how to end it</a>	<a href="#">News - The ting bouillon cube that strikes a blow against iron deficiency</a>	<a href="#">News - Nestlé makes progress on empowering women in cocoa supply chain</a>	<a href="#">News - How a plastic bottle can help save water in Vietnam's coffee fields</a>	<a href="#">News - Breathing new life into leftovers: How one factory achieved zero waste</a>	<a href="#">News - Coffee: Friend or foe to your health?</a>	<a href="#">News - The coffee shop that comes to you</a>						
Social Studio																	
Twitter	<a href="#">NutriPro Sodium - Cooking with salt</a>	<a href="#">NutriPro The pleasure of eating &amp; drinking - What does taste bring to the table?</a>	<a href="#">NutriPro The pleasure of eating &amp; drinking - The science of the senses</a>	<a href="#">NutriPro The pleasure of eating &amp; drinking - Cooking for pleasure</a>	<a href="#">NutriPro The pleasure of eating &amp; drinking - The pleasures of the table</a>	<a href="#">NutriPro The pleasure of eating &amp; drinking - Food around the world</a>	<a href="#">NutriPro Desserts - Desserts feed the soul</a>	<a href="#">NutriPro Desserts - Around the globe</a>	<a href="#">NutriPro Desserts - Trending</a>	<a href="#">NutriPro Sweetened Beverages - Eat, drink &amp; be savvy</a>	<a href="#">NutriPro Sweetened Beverages - It's okay to be sweet</a>	<a href="#">NutriPro Sweetened Beverages - What about chocolate milk?</a>	<a href="#">NutriPro Sweetened Beverages - All sweeteners are not created equal</a>	<a href="#">NutriPro Sweetened Beverages - How Sweet?</a>	<a href="#">NutriPro Sweetened beverages - Happy customers</a>	<a href="#">NutriPro Sodium - Taste &amp; Health</a>	<a href="#">NutriPro Sodium - Striking a balance</a>
	<a href="#">News - The coffee shop that comes to you</a>	<a href="#">News - Put Spice in your life to help stop weight gain!</a>	<a href="#">News - Raining days and milk cans: Saving water in Vietnam's coffee fields</a>	<a href="#">News - Unlocking the metabolic 'master switch' to potentially echo exercise effect</a>	<a href="#">News - The devastating cost of 'hidden hunger', and how to end it</a>	<a href="#">News - The ting bouillon cube that strikes a blow against iron deficiency</a>	<a href="#">News - Nestlé makes progress on empowering women in cocoa supply chain</a>	<a href="#">News - How a plastic bottle can help save water in Vietnam's coffee fields</a>	<a href="#">News - Breathing new life into leftovers: How one factory achieved zero waste</a>	<a href="#">News - Coffee: Friend or foe to your health?</a>	<a href="#">News - The coffee shop that comes to you</a>						

# Social Studio facilitates advance content planning & coordination

8 -10 SoMe Posts per month

Published on Twitter and LinkedIn by NP SBU Comms Team

Post details can be found on the Content Hub and on Social Studio

List of the upcoming posts

**SOCIAL ACCOUNTS**

- ☐ Nestlé Professional  
nestle-professional
- ☐ Nestlé Professional  
@Nestlepro
- ☐ Nestlé Professional  
U.C.T. (United Kingdom) Ltd.
- ☐ Nestlé Professional UK & Ireland  
NestleProfessionalUK

**STATUS**

- ☐ Scheduled
- ☐ Published
- ☐ Pending Approval
- ☐ Rejected
- ☐ Draft
- ☐ Failed
- ☐ Scheduled on Facebook
- ☐ Sent as Unpublished
- ☐ Deleted
- ☐ Promoted
- ☐ Imported

**LABEL**

Match all of these labels

- ☐ Beverage
- ☐ Cheffy
- ☐ Corporate news
- ☐ Events
- ☐ Infographic
- ☐ Insights
- ☐ Interview
- ☐ NutriPro All About Balance
- ☐ NutriPro Food Allergies
- ☐ NutriPro Portion Awareness
- ☐ Recipe
- ☐ Video

**AUTHOR**

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**MEDIA TYPE**

- ☐ Photo
- ☐ Video
- ☐ Link
- ☐ Carousel
- ☐ Story

Time	Post 1	Post 2	Post 3	Post 4	Post 5	Post 6	Post 7	Post 8	Post 9	Post 10
12am										
1am										
2am										
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7pm										

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## Q&A



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## Simple & Authentic

### Embracing Transparency

