



## COLLEGES AND HOTELS – LEADERS IN SUSTAINABLE FOODSERVICE



At a time when foodservice operators seek ways to become more eco-conscious, they have only to look to restaurants at their local college campus or nearby hotels for inspiration.

Universities have always been more progressive and environmentally aware as their “customer base” is future-oriented and youthful. Hotels and the lodging industry have seen how eco-friendly policies and practices provide a marketing edge as well as significant cost savings.

Take Brown University, for instance, which recently won recognition for its sustainable approach to dining services. Specifically, the Providence, Rhode Island, Ivy League school’s facilities were recognized for its commitment to recycling, composting and energy practices.

*The three-star certification from the Green Restaurant Association made Brown’s dining venue the only restaurant in the state to achieve so high a rating.*

In an article in a Brown University newsletter, the facilities and sustainability manager Bob Chase said, “If you look at our 2015 Sustainability Report, you’ll see that we are eliminating bottled water use, increasing recycling, increasing composting, decreasing energy use, and decreasing our carbon footprint.”

*The university has also added ecoStick sweeteners to its offerings, a proven way to decrease a restaurant’s carbon footprint.*

UCLA, George Mason University, Pomona College and Syracuse University are among other sustainability leaders in the university foodservice world. They also share a common practice of serving ecoStick sweeteners in their dining facilities.

Similarly, there are several hotel chains which have committed themselves to be sustainable from the ground up. Red Lion Hotels, with 50 locations

*(Continued on the next page)*



## AT BLUE CORN BREWERY, CHEF “D” GETS AN “A” FOR ECO-EXCELLENCE

With its overarching commitment to the environment, Blue Corn Brewery in Santa Fe, NM offers a great example of what it means to be a sustainable restaurant. And, Chef Dave Sundberg (known affectionately as Chef “D”) wouldn’t have it any other way.

His restaurant’s commitment to sustainability goes beyond buying food locally, recycling and reducing waste – all of which it does under Chef Dave’s watch. He and the restaurant are also heavily invested in improving the quality of life in the Santa Fe community.

Chef D volunteers for a group called Cooking with Kids and participates in fundraisers for many organizations including: Esperanza Shelter for Battered Families, Santa Fe High School Scholarship Fund, Big Brothers Big Sisters, Farmer’s Market Institute, Brewer’s Guild,

*(Continued on the next page)*



## COLLEGES AND HOTELS

(Continued from previous page)

in 10 states, has taken a holistic approach to all facets of its business. Red Lion goes as far as to say that “community and sustainability are in our DNA.” Overall, the hotel chain has reported a 6.5 percent reduction in energy consumption over the past two years.

Starwood Hotels, one of the world’s largest hotel chains, has instituted a broad-reaching sustainability policy that the company believes is imperative to its own growth. On its website, the company explains: “As citizens of the world, we aim to reduce our impact on the environment in every aspect of our business, including in our kitchens. Eat Local, Think Global is Starwood’s Sustainable Food & Beverage policy to support Fair Trade practices, promote locally sourced, organic and sustainable ingredients, and minimize the use of over-harvested or endangered animals and plants in our food and beverage venues.”

Sustainability is a multi-faceted idea that encompasses all facets of foodservice operations. Over time, restaurants have been



seeking the best ways to reduce their carbon footprint, reduce energy usage and basically “do the right thing” when it comes to environmental practices. Examples of sustainable practices include:

1. **Buy locally – Think Farm to Table**
2. **Grow herbs, fruits and vegetables on premise**
3. **Buy grass-fed beef and free range chickens**
4. **Use free-trade coffee**
5. **Do away with single-use, carry out bags**
6. **Use sustainable servingware**
7. **Gain staff buy-in**
8. **Manage and minimize waste**
9. **Conserve energy**

These ideas can be the starting point for a serious sustainable program at any restaurant or foodservice operation.

Think of it as “Environment 101” and study what your peers at colleges and hotels are doing in what has become the most essential part of running a conscientious restaurant that is both profitable and relevant to its community.

## BLUE CORN BREWERY

(Continued from previous page)



and others. Chef D believes in the importance of building community through involvement.

“It could be something big or small, but the only responsible way is to put your money where your

mouth is when it comes to sustainability,” he explains. “We recognize it is a good thing to do for everyone. We need to be on the leading edge with local foods, sustainable seafood and better packaging or we are not doing everything we can that can be done. We have been around a long time and it is important to be a part of the community and give back.”

Blue Corn, which is part of a restaurant group called Santa Fe Dining with 12 locations, started more than 20 years which Chef D says makes it even more important to stay involved.

“When I started, I always was eco-conscious and noticed that Santa Fe had been struggling with recycling programs,” he recalls. “So, I helped start one with some other locals. We reduced waste and then did composting so we reduced the end usage stream. We teach as many people as possible about the importance of supporting local businesses by buying local foods.” Due to his efforts, Blue Corn has cut its landfill impact in half.

These decisions impact every aspect of the operation.

*“When I saw ecoStick sweeteners, packaged in the most sustainable way, I knew I wanted it on my tables,” says Chef D.*

“It is a very honest product that shows that even though something may be harder to

(Continued on the next page)





*ecoStick sweeteners are flying high at Sky City, which overlooks Seattle from the top of the Space Needle.*

## **BLUE CORN BREWERY** *(Continued from previous page)*

make, it doesn't mean you shouldn't make it. ecoStick might make an incremental change, but it is an important one."

Chef D describes Blue Corn as a restaurant dedicated to freshly prepared, locally sourced foods with an emphasis on New Mexican cuisine and beer-related foods.

Chef D also is sure to reflect the local culture in his food. "Being in New Mexico, chilies are king, so we incorporate them into many of our dishes. "One example is the traditional fried chicken with mashed potatoes smothered in a house-made cream gravy with roasted red chilies.

"The guests' expectations are higher than at any other time," says Chef D. "They look at our menu and ask where we get our ingredients. They want to know that we are supporting our local farmers and ranchers, and that we actually know the Alaskan fisherman who provides us with our salmon. That is something I am very proud of."

As he looks forward, the Chef hopes to add a waste management system. The restaurant group has also decided to make straws an optional item because they are wasteful.

Remarking on his goals for the restaurant company, Chef D says that no matter how sustainable or eco-conscious one gets there remain some very important and basic needs to be a success:

"We constantly train our staff to respect the idea that people have a lot of choices, especially in a town like Santa Fe. It is an honor for them to have chosen Blue Corn as a place to spend their time and money. So, we always focus on having fresh food made with honest ingredients and made by cooks who know to prepare dishes with full flavor. In other words, nothing can beat quality and freshness."

## **ePROMO**

Get a FREE ecoStick Countertop Display

**PERFECT FOR OFFICE COFFEE SERVICE, HOSPITALITY, RESTAURANTS, COLLEGES, CAFES AND CONVENIENCE STORES.**

To learn more email us at [makeachange@ecostick.net](mailto:makeachange@ecostick.net) or call 1-888-708-2222. Visit us at [www.ecostick.net](http://www.ecostick.net)

By purchasing ecoSticks, you can receive a FREE display. [Click here for more information](#)

**HURRY! OFFER ENDS DEC. 31, 2016**





## ICED TEA ON TREND

Iced tea has been a staple on quick-serve menus for more than 10 years, as it's served at more than 47 percent of quick-serve restaurants offering non-alcoholic beverages, according to Datassential research. Despite having been included on beverage menus for so long, there are no signs that iced tea will disappear from restaurant menus any time soon, as the long-term trend also shows three percent growth.

Read more – <https://www.qsr magazine.com/content/iced-tea-trend>



## CRAFT COFFEE HITS ITS STRIDE



Kelly Fields, executive pastry chef and partner at the year-old Willa Jean

"I wanted what I thought was the best coffee experience we could offer in New Orleans."

Looking beyond brewing methods and the beans, Willa Jean sought out a roaster to create a custom blend exclusive to the restaurant.

Read more – <http://bit.ly/2gv2YNE>

As a coffee aficionada, Kelly Fields—executive pastry chef and partner at the year-old Willa Jean in New Orleans, a restaurant also operated by celebrity chef John Besh—knew regular drip coffee just wouldn't do. "I am a little bit of a coffee snob," she says.

## ABOUT US

Sugar Foods is a multi-national food products company serving all segments of the food industry. Founded in 1948, Sugar Foods started as a local bulk sugar distributor in the New York metro area. Today, Sugar Foods product portfolio continues to expand and boasts mainstream commodity items and popular consumer brands, such as Fresh Gourmet® and Blue Diamond® Almonds.



For the foodservice market, the company offers a wide range of

products to include its branded NJoy® line of sweeteners and non-dairy creamers. Sugar Foods works with restaurant chains, hotels and institutional foodservice operators to offer private label and contract packaging services. As a healthy milk alternative, Sugar Foods distributes in foodservice America's no. 1 selling almond milk: Almond Breeze®.



Sugar Foods Corporation  
Corporate Office  
950 Third Avenue, 21st Floor  
New York, NY. 10022  
info@sugarfoods.com  
www.sugarfoods.com

