

500 Club® Member Newsletter

Fall 2008

Volume 1, Issue 2

About the newsletter

Welcome to the quarterly 500 Club® member newsletter! Throughout the year, the 500 Club would like to share with you updates, industry trends and member news. **If you have any comments that you would like to share in the newsletter, for example, your 500 Club biggest seller, why people are choosing your 500 Club menu, what people are saying about your 500 Club menu, how you make 500 Club visible, etc, please submit information to:**

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Tips to increase revenue during slow economic times

With slow economic times and food prices on the rise, you may find it difficult to stay within your food budget. Below are a few tips to help you continue to provide quality food and customer service, while cutting expenses.

1. Serve smaller meal portions without changing your prices. Not only will this save you money, it will promote healthier portion sizes.
2. Buy the generic brand of products. Most will provide the same taste and nutrition when compared to name brand items.
3. Create more frequent menu specials or run a promotion to increase volume of sales. Provide coupons to customers, for example, eat three lunch meals and get the fourth meal free.
4. Can you reduce your number of product deliveries each week?
5. Minimize use of food packaging, plastic and Styrofoam serving utensils. Increase use of kitchen flatware and dinnerware.

Welcome New Members

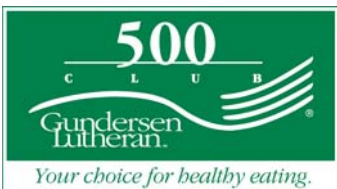
1. **Burnstad's European Café**
Tomah
2. **Central Express**
Cashton and Westby
3. **The Commodore**
La Crescent
4. **Pla-Mor Lanes**
La Crosse

I would also like to thank our current members for your commitment and partnership in providing healthy meal selections in the communities we serve. Your support encourages healthy eating choices among your patrons!

Tips to promoting your 500 Club menu items

Encourage your staff to use the following when appropriate.....

1. Would you like this 500 Club style?
2. Are you familiar with the 500 Club program?
3. Can I recommend a 500 Club item?
4. Ask us about the 500 Club!
5. Do something good for yourself, choose the 500 Club!



Culver's makes its 500 Club partnership and menu visible nationwide!

With much interest and focus on healthy eating, Culver's moves ahead, soon to introduce its 500 Club menu selections to its customers nationwide. As consumers look for healthy menu choices when dining out, it is important to make them easy to identify. Culver's is doing this, along with promoting choice and moderation within their menu. You can find more information about the Culver's 500 Club partnership and menu selections at www.getculverized.com or www.500-club.org.

Winning Weighs Reunion 2008

Thank you to all members who participated in this year's Winning Weighs Reunion! The event was held outside at the Onalaska Clinic where fun was had by all! There were various samples, demonstrations and recipes to enjoy!

500 Club Member Participants

The People's Food Co-Op
Schmidty's
Fayze's
The Cheese Corner
Laurie's in the Kitchen
McDonald's
WTC Café
Culver's
Quillin's
The Dragon Restaurant
Pickerman's



Dietitians Power Foods Tent

Recipe – Black Bean Wrap

Makes a great lunch entrée or can you create a new menu item containing beans?

Ingredients

Cooking spray	1 Tbsp. low-fat sour cream
1 garlic clove, minced	1 Tbsp. onion, chopped
½ cup black beans, rinsed	2 Tbsp. mashed avocado
½ tsp. Cumin	1 - 6" flour tortilla
2 Tbsp. salsa	

Preparation

1. Place a small non-stick pan on the stove top at medium heat; coat with cooking spray.
2. Add garlic and onion to pan, sauté until onions are translucent. 3. Add black beans and cumin and sauté until warmed. Turn off burner. 4. Place bean mixture, avocado, salsa and sour cream into tortilla and roll-up.

Nutrition information per wrap

290 calories, 8 g fat, 43 g carbohydrate, 12 g protein

Healthy Tips – Beans...

- ...contain cholesterol lowering fiber.
- ...aid in blood sugar regulation.
- ...are a great source of antioxidants.
- ...are a good source of protein and iron.

500 Club Supported Under American Dietetic Association Policy

Recent action and approval by the American Dietetic Association's (ADA) Board of Directors grants ADA members greater flexibility to lead community nutrition policies that can provide accurate, relevant restaurant menu labeling while helping consumers use the information. The 500 Club®, supported under the ADA's specific guidance on restaurant labeling initiatives is encouraging a healthy lifestyle with the commitment from you and your business! Thank you for your involvement in striving to improve the communities you serve!

Current Members

Adolf's Grille – Gundersen Lutheran Founders Building, La Crosse
Ciatti's – Onalaska
The Cheese Corner – La Crosse and Viroqua
Culina Mariana – La Crosse
Culver's – All locations
The Dragon Restaurant – La Crosse
Ebenezer's Wood-Fired Pizza and Grille – La Crosse
Festival Foods - Onalaska
Fayze's – La Crosse
Laurie's in the Kitchen – La Crosse
McDonald's – 12 locations
People's Food Co-op & Hackberry's – La Crosse
Pickerman's Soup and Sandwiches – La Crosse
Quillins – Food Fest and The Village, La Crosse
River Jack's – La Crosse
Schmidty's – La Crosse
Seven Bridges – Onalaska
Stansfield Vending – Coulee Region
Wendy's – Onalaska
Western Technical College Café – La Crosse