



### About the Produce Excellence in Foodservice Awards Program

The United Fresh Foundation's Produce Excellence in Foodservice Awards Program pays special tribute to chefs and their companies for excellence in the use of fresh produce in the culinary arts.

Through a competitive application process, one finalist in each of six business categories is selected based on his/her excellence in incorporating fresh produce into menu development, using protocols for correct storage and handling of produce and building an overall positive dining experience that features fresh produce. The six business categories are: Business in Industry and Colleges, Casual and Family Dining Restaurants, Fine Dining Restaurants, Hotels and Healthcare, K-12 School Foodservice and Quick Service Restaurants. All finalists receive complimentary registrations, travel and hotel accommodations to the annual United Fresh convention, where they and their companies are honored during the association's Annual Awards Banquet.

While only a few of the many thousands of chefs from across the country can be recognized through this program, United Fresh salutes all chefs working to promote the consumption of fresh fruits and vegetables and the better health of their diners. This program honors all of their efforts and serves to promote role models of excellence across our industry and the foodservice sector.

### Special thanks to our sponsor



### Look for the 2012 Produce Excellence in Foodservice Awards Program!

Applications for the 2012 Produce Excellence in Foodservice Awards Program will be available this fall, with winners to again be honored at the United Fresh convention in 2012. We encourage all foodservice establishments and produce marketers to use this program to honor the chefs that work everyday to incorporate fresh fruits and vegetables in the culinary arts.

Applications for the 2012 Produce Excellence in Foodservice Awards Program will be available on the United Fresh website: [www.unitedfresh.org](http://www.unitedfresh.org).



# PRESENTING THE 2011 *Produce Excellence in Foodservice* AWARDS WINNERS

Honoring the Use of Fresh Produce in the Culinary Arts

SPONSORED BY



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On behalf of the United Fresh Board of Directors, all of our members, and our program sponsor, Pro\*Act, LLC, we are proud to introduce the recipients of the 2011 United Fresh Produce Excellence in Foodservice Awards:

## BUSINESS IN INDUSTRY & COLLEGES



### *Chef Martin Breslin*

**Director for Culinary Operations, Harvard University Dining Services, Cambridge, Mass.**

Harvard's students, faculty and the community have Chef Martin Breslin to thank for introducing them to kale, mustard greens, swiss chard, macomber turnips, Long Island cheese, blue hubbard and delicata squash. He is responsible for overseeing and directing all culinary, nutrition and technical services that relate to food technology, food science and food presentation for all culinary operations within Harvard University Hospitality and Dining Services. Chef Breslin is committed to ensuring that Harvard's community experiences fresh produce in fun and exciting ways. With an ever growing vegan, vegetarian and health-conscious dining population, Chef Breslin has introduced unique produce-centric dining concepts, such as a Korean kimchi station, make your own panzanella salad station and a "Heart of the Plate" station for the School of Public Health that features fresh vegetables, beans and grains. Chef Breslin is a seated member of the Harvard School of Public Health's Nutritional Roundtable, and works closely with the Harvard Food Literacy project, which educates the Harvard community on nutrition, food preparation and food related community service through cooking classes and demos, film screenings, farmers' markets and organized outreach to food banks, homeless shelters and public school system gardens. Breslin has won Four American Culinary Federation (ACF) gold medals, as well as a silver and a bronze. Additionally, he is chairman of the board of Le Cordon Bleu's culinary arts school in Boston, and a member of the Research Chef's Association of America, the American Culinary Federation and Slow Foods USA.



## CASUAL AND FAMILY DINING



### *Chef Regis Holden*

**Senior Director of Culinary Services, Eat'n Park Restaurants, Homestead, Pa.**

Chef Regis Holden has "turbocharged" the Eat'n Park menu with innovative fresh produce dishes. With the goal of attracting a new generation of customers while continuing to satisfy local guests, Eat'n Park's offerings have expanded to include homemade vegetable soups, baked chicken bruschetta with fresh tomatoes, fresh-steamed corn and a salad bar stocked with seasonal salads featuring Western Pennsylvania local produce. Chef Holden takes an active role in training the 6,000 team members at Eat'n Park's 73 locations on produce handling and food safety through annually produced training videos and visiting individual restaurants for hands-on training and coaching sessions. Passionate about giving back to the community, Chef Holden organizes healthy cooking demonstrations at the Greater Pittsburgh Community Food Bank's neighborhood Farm Stands and volunteers his time with Grow Pittsburgh, a program committed to educating elementary school students about farming and fresh food. Chef Holden's commitment to the community has earned him a Jefferson Award for Public Service, as well as Eat'n Park's Walter Lowry Volunteer of the Year Award. He was also awarded with the 2009 Chef of the Year Award and the 2010 President's Award from the American Culinary Federation Laurel Highland Chapter.



## FINE DINING RESTAURANTS



### *Chef Clifford Pleau*

**Senior Director, Culinary and Beverage, Seasons 52, Orlando, Fla.**

How do you provide guests with a delicious menu where every item has no more than 475 calories? Chef Clifford Pleau accomplishes this feat by putting produce at the center of the plate at Seasons 52, where he is responsible for the menu development and recipe design for all nineteen locations. With a firm belief that chefs should "let the product do the work," Chef Pleau delights diners with seasonal menu items such as roasted golden beets with wasabi dipping sauce, grilled Portobello turkey burgers and spicy chipotle shrimp flatbread with pineapple and roasted poblano peppers. Chef Pleau maintains a database that provides all kitchen staff and servers access to food safety and handling information, allergy and vegan/vegetarian dining requirements, and background on where ingredients are sourced, all of which contribute to a healthy and positive experience for diners. He delights in engaging with his customers and fellow culinarians, saying "It's what I was put on the planet to do — teach people about the basics of good food and inspire people, whether they are consumers or chefs in training." In 2007, Chef Pleau received the Nation's Restaurant News MenuMasters Award as Chef/Innovator and was named "Master of Taste" by the American Academy of Taste.



## HOTELS & HEALTHCARE



### *Chef Jacques Wilson*

**Executive Chef, El Camino Hospital, Mountain View, Calif.**

Chef Jacques Wilson ably meets the challenge of the variety of menu items needed for both patients and visitors to a 542-bed, two-campus hospital facility. The El Camino café menu spotlights produce with "Meatless Mondays" entrees such as polenta and spinach casserole and eggplant parmesan. Produce also plays a starring role on dishes such as grilled mango salmon and black barley, as well as sides of broccolini, butternut squash, cauliflower and fresh fruit. Chef Wilson actively participates in El Camino's iHeartRecipes contest, providing a Grand Prize dinner and demonstration to a member of the El Camino and Mountain View communities who creates a winning, heart-healthy recipe. Chef Wilson provides culinary delights for countless fundraisers in the Monterey Bay area, and serves as Culinary Coach/Mentor for the Pacific Grove High School ProStart Culinary Team. Active in the American Culinary Federation, he serves as the ACF Monterey Bay Chefs Association by serving as ACF Certification Chairman and Co-Chairman of their annual golf tournament for their Scholarship Fund. Chef Wilson's many accolades include 2003 ACF Western Region Chef of the Year, 2009 Chef of the Year for the ACF Monterey Bay Chef's Association and the 2011 Excellence in Action Award at El Camino Hospital.



## K-12 SCHOOL FOODSERVICE



### *Jenilee McComb*

**Director, Child Nutrition Program, Provo School District, Provo, Utah**

Knowing that healthy eating and educational success go hand-in-hand, Jenilee McComb and the Child Nutrition Program have developed innovative and fun programs that encourage their students to try new items, expand their produce horizons and make school meals a "magical experience." Serving more than 345,000 breakfasts and more than 1,300,000 lunches annually, McComb and her team take school menus to a whole new level by incorporating items such as chayote squash, canary melons, seckle pears and persimmons. The district's "Fruit and Vegetable of the Month Program" exposes students to a variety of produce items and provides them with informational flyers so they can share the nutritional benefits of produce with their families. McComb is an active member of the School Nutrition Association and the School Nutrition Association Utah, serving on the SNAU board several times and as Supervisors Chapter President for Utah for 2008 and 2009. The Child Nutrition Program won 'Best of State' for Utah, 2010, in the Educational Support Division, and Jenilee and her team members were recognized by the Utah State Office of Education for going above and beyond program requirements for the program's promotion of "nutritional well-being of children."



## QUICK SERVICE RESTAURANT



### *Chef Dan Barash*

**Executive Chef, Moe's Southwest Grill, Atlanta, Ga.**

With quirky menu items such as the Joe Bag of Donuts burrito, Super Kingpin vegetarian quesadilla, Personal Trainer salad and Alfredo Garcia fajitas, Chef Dan Barash makes the Moe's fast-casual dining experience, fresh, healthy and fun. All meals at Moe's 420 locations are prepared to order, using fresh produce ingredients such as romaine lettuce, ripe tomatoes and Hass avocados. With a "food mission" steering guests to select delicious and healthy choices, Moe's diners have the option to choose from vegetarian, vegan, gluten free and low-calorie options that encourage guests to take advantage of the nutritional benefits of roasted vegetables and freshly prepared pico de gallo and guacamole. Chef Barash created Moe's quality control program, which ensures all of Moe's suppliers and locations provide a consistent, high quality ingredients and meals. Chef Barash and Moe's partner with the "Meatless Monday" movement, which encourages consumers to explore the health and environmental benefits of meatless meals. Under Chef Barash's leadership, Moe's was honored by PETA as the best Vegetarian Mexican Restaurant and ranked #1 in the Mexican Fast Food Category in Entrepreneur's Franchise 500.

