THE DREAM

• Customized Restaurant Company
• Chef Driven
• Great Food – Authentic
  Fresh
  Alive with Flavor
• Culture – Challenged the Status Quo
  Fiercely Focused
  Intense Passion and Commitment
  Innovation and Entrepreneurship
  Fun
BUILDING THE BRAND

- Immediate Recognition
- Signpost in a Cluttered Marketplace
- Guarantee or Promise
- Emotional Attachment
- Set Priorities, Direction and Purpose
- A Sense of Belonging
- To Make a Contribution – A Significant Difference
Our dream is to be the premier onsite restaurant company known for its culinary expertise and commitment to socially responsible practices. We are a culture driven to create food that is alive with flavor and nutrition, prepared from scratch using authentic ingredients.

We do this in a socially responsible manner for the well being of our guests, communities and the environment.
BON APPÉTIT MANAGEMENT CO.

- Pioneer of onsite restaurants
- Committed to fresh, seasonal food
- Cook from scratch in every location
- Industry leader in socially responsible practices
- Flavor is at the heart of everything we do
- 500 locations in 30 states
- $650+ million in revenues
- 10,000 employees
- 130 Million meals annually

BON APPÉTIT MANAGEMENT COMPANY

food services for a sustainable future®
CLIENTS

The Getty
Nordstrom
Intuit
Oracle
Google
Cisco
Abercrombie & Fitch
Stanford Graduate School of Business
University of San Francisco
San Francisco Giants
Yahoo!

Bon Appétit Management Company
food services for a sustainable future®
EARLY 90’S

• Lost Flavor on our plates

*Food Services for a Sustainable Future.*

• A Culinary Act Not a Political One.
Food choices that celebrate flavor, affirm regional cultural traditions, and support local communities without compromising air, water or soil now and in the future.
TIMELINE

- Farm to Fork (since 1999)
- Environmentally-friendly disposables (since 2001)
- Seafood Watch (since 2002)
- rBGH-free (since 2002)
- Reduced antibiotics (since 2003)
- Circle of Responsibility (since 2003)
- Trans fat-free (since 2004)
- Cage-free shell eggs (since 2005)
- BAMCO Foundation (since 2005)
- Low Carbon Diet (since 2007)
- Agreement with Coalition of Immokalee Workers (Since 2009)
FARM TO FORK

Ingredients are purchased from an owner-operated small farm (sales under $5M/year) or artisan producer located within 150 miles of each kitchen. All products are seasonal and minimally processed.
All of our seafood purchases follow the Monterey Bay Aquarium’s Seafood Watch guidelines for sustainability.
1. Collapse of worldwide commercial fisheries is anticipated in 40 years if significant changes don’t occur.
2. Aquaculture is growing but with little regulation; there is no ‘gold standard’.
3. China is quickly becoming the largest producer of farmed fish but without environmental regulations.
4. There is no adequate supply of sustainably farmed salmon or shrimp.
• Rampant overuse of antibiotics in poultry and livestock industry
• 70% of antibiotics in U.S. are fed to animals that are not sick
• Antibiotic resistant infections cost the U.S. health care system 26 billion annually
  • MSRA (staphylococcus) resulted in 18,000 deaths – more than HIV/AIDS
REDUCED ANTIBIOTICS

We only buy turkey breast and chicken raised without antibiotics as a routine feed additive.

Our hamburgers are made with natural ground chuck:
– No antibiotics
– No added hormones
– Vegetarian feed
CAGE-FREE EGGS

We proudly serve cage-free shell eggs that are Certified Humane by the Humane Farm Animal Care program.
LOW CARBON DIET

food choices to reduce climate change

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The Facts:
- The food system is responsible for 1/3 of global greenhouse gas emissions
- 18% of global greenhouse gas emissions comes from livestock

The Low Carbon Diet:
- Reduce beef & cheese consumption by 25%
- Purchase all meat, vegetables, bottled water, and non-tropical fruit from North America
- Eliminate air-freighted seafood
- Reduce food waste by 25%
- Conduct energy & water audits
We created the science-based Low Carbon Diet Calculator to calculate the effect of your individual food choices on global warming.

www.eatlowcarbon.org
AGREEMENT WITH COALITION OF IMMOKALEE WORKERS

 Created a Ground-breaking Code of Conduct:

• Wages to include a fair premium for difficulty of work.
• Zero tolerance of slavery, harassment and abuse.
• Progressive goals regarding health care and overtime.
THE FOOD SYSTEM AND HEALTH ARE INTIMATELY LINKED

- Obesity
- Environmental Health Impact
- Animal Welfare Concerns
- Antibiotic Resistance
- Contaminated Foods
U.S. CENTER FOR DISEASE CONTROL ESTIMATES

• 76 Million Cases of Foodborne Infections

Resulting In:

• 325,000 Hospitalizations
• 5,000 Deaths
NEW DIRECTION

Move from an industrial agriculture model to an ecological model.
CURRENT MODEL

• Run on agrochemicals
• Federal subsidies for feed crops
• Dependent on fossil fuels
• No respect for soil health
SUSTAINABLE MODEL

• Environmentally sound
• Economically viable
• Socially equitable
BON APPÉTIT
MANAGEMENT COMPANY

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