

# graze.

WHERE SALAD IS JUST THE BEGINNING

The salad bar is a great place for guests to personalize their own salads, with a variety of greens, fresh vegetables, cheeses, composed and marinated salads, whole grains, proteins, legumes, and dry and crunchy toppings. Signature dressings, seasonal selections, local produce, and composed salads are the cornerstones of this popular station. As the chef, you have the ability to build the salad bar of your choice, with the flexibility of choosing from a rotating array of the best seasonal produce, harvested at its peak, and beautifully arranged for guests to enjoy, while following the menu guidelines. Now with the Graze application, you can offer guests the option of hot proteins and composed dishes to take their salad to new levels.

## Why will sales grow?

- Salad bars rank either first, second, or third as the most popular station in 95% of our business.
- This station gives guests the option to personalize and build a salad to their specifications.
- 46 percent of guests say they prefer to build their own salads rather than order one from a menu.
- Hot extensions allow us to compete with the street's most popular self-serve food bars.

**Pricing Opportunity:** With cashier-less conversions and the addition of premium offerings, this is an important time to have conversations with your operations team and clients around pricing for anything weighed throughout your marketplace. Adding premium offerings and extensions to the salad bar can be a great opportunity to increase price point. Work with your Regional Chef to see if this is an option for you.

## WHY CHANGE THE NAME?

The salad bar as we know it has fundamentally changed. What was once the basic salad bar is now a vibrant assortment of on-trend ingredients and bold flavors. Walk into any of the new, wildly popular high-end salad bars that have opened over the last decade and you'll find that the greens are not the appetizer, or a lunchtime side, but the main course. Salads are seeing a surge in popularity, with nearly half of consumers now choosing this menu option, up from about a third in 2009. With the influx of hot bars in many popular lunch spots, many guests are expecting not only hot proteins, but more premium items. Graze allows you to extend the salad bar into other day parts and across the marketplace with one seamless marketing message.



**CORE BRAND**  
**everyday**  
with daily specials

Refer to "defining our brands" for more details on how to identify and execute this brand.

# Menu Implementation

## How & When

Graze salad bar should be a daily station in your marketplace wherever possible. The salad bar looks best in white coated pans; they can be used in iced or refrigerated wells. It is also optimal to display all toppings in the same style vessel with appropriate risers. If room allows for ambient bottled water, ensure that it is displayed neatly and in one area.

For larger, busier marketplaces and when your station allows, consider mimicking your salad bar on both sides to provide maximum exposure for your guests.

### Best Practices

The Eastern Division has taken a deeper dive into their salad bars to create the ideal ingredient salad bar, focusing on Marketplace Contribution Margin. They have identified ingredients that should be highlighted and rotated seasonally within their Division to maximize profitability. Eurest Culinary Leadership is working to make this a best practice obtainable nationwide. To view the Eastern Division best practices and their seasonal suggestions, please [click here](#).

## Menu Guidelines

### STANDARD SALAD BAR

MINIMUM INGREDIENTS	CHEF MANAGER	MID/LARGE ACCTS
<b>GREENS</b> Must include one dark leafy green and iceberg lettuce. DO NOT use shredded lettuce.	2	3 – 4
<b>TOPPINGS</b> Local, seasonal vegetables and fruits, not canned or frozen. Must include tomato, cucumber, carrot, red onion, bell pepper, one bean, broccoli or cauliflower (blanched), mushrooms, and roasted seasonal veggies.	8	12
<b>GRAINS/COMPOSED SALADS</b> Composed salads are kept seasonal, simple, and themed/regional with a minimum of one grain, one fruit, and one pasta or whole wheat pasta option. Labeled with PIDs.	3	3
<b>DRESSINGS</b> Two must be vinaigrettes. Balsamic, red vinegar, and olive oil are available daily. Bottles are clean and labeled.	4	6
<b>PROTEINS</b> Always include grilled chicken, boiled eggs, plus one plain bean or legume.	3	4
<b>TOPPERS</b> House-made croutons are offered daily. At least five dry toppers are offered, two of which are not fried.	5	6
<b>CHEESE</b> Must include 1% or fat-free cottage cheese and shredded cheddar cheese.	2	4
<b>BREAD EXTENSIONS</b> A selection of freshly baked artisan breads or LaBrea rolls, including a whole grain option are offered.	1	2

**As a reminder, raw sprouts cannot be served at any Compass Group accounts.**

## Brand Requirements

- Must follow purchasing standards and core ingredients as found in your [Culinary Blueprint](#).
- Consider utilizing [Imperfectly Delicious Produce \(IDP\)](#) where available through your produce house.
- Work with your produce provider on seasonal and local ingredients. Buying in-season ensures the products are at their peak of freshness and are normally the lowest cost to you.
- Utilize the [In Season](#) Map for a seasonal chart for your state.
- Any ingredients not commonly provided by Distribution Channels (DC) and/or Model Market vendors should not be considered.
- Dressing specifications should be adhered according to our Culinary Blueprint, or house made from Webtrition recipes.

## Is your salad bar profitable?

Completing a Yield Analysis of ingredients and recipes is key to pricing menu items to obtain the best margin. Take a look at the [core list and price per ounce](#) to determine if you're charging accurately.

Utilize the chart on the core list to decide what you should be serving at your salad bar based on your cost per ounce to maximize your profit. The same pricing chart can be found in many of our core station and brands guides, allowing you to cross utilize recipes throughout the marketplace at the same price point in a Graze application.

[Click Here](#)  
 **CORE LIST**

**UPSELLING TIP:** Offer mini or half sandwiches at your salad bar and upcharge!



## ADDING A HOT MENU COMPONENT

Redefining the salad bar with Graze allows you to include a hot protein extension, popular at many of our competitors' self-serve bars. This premium offering helps us compete with the street, where guests can get both hot and cold options at a self-serve salad bar. Below are several options on implementing this new extension.

### EXISTING SALAD BAR ADD-ON

Add an area to the end of your salad bar with hot composed dishes and hot proteins. This can be easily executed by taking an existing protein offering and serving it hot. Avoid chafing dishes whenever possible.

### GRAZE FEATURE ITEM

For smaller accounts or those who may not have the capabilities to add a hot extension to the station itself, consider adding a Graze feature at an existing station that can be self-served. Ensure you communicate this new feature with a PID or clip and charge the same by the ounce price as your salad bar. Remind guests to look for the "Graze" logo. If momentum picks up, consider creating a "Graze" dish at several stations.

### HOT GRAZE STATION

Where location permits, you can pair your salad bar with a hot unmanned Graze station featuring several proteins and other dishes by the ounce at the same price per ounce, allowing guests to graze this station, in addition to the salad bar. This is great for Fridays or flex weeks, as well!

Ensure you are utilizing items that are cost effective. Utilize Webtrition<sup>2</sup> MenuWorks, as well as incorporating ingredients you may have over-purchased or over-prepped to create hot dishes that will attract your guests and generate profit. Consider creating a theme throughout the station. Remember, this Graze hot station should be unmanned and self served. An example of a suggested Graze hot bar can be found [here](#), as well as suggested pricing standards that you should adhere to when creating your menu and theme ideas.

NOTE: When offering a hot Graze station, ensure you have scales out for guests to weigh as they go.

**In need of alternative heat sources?** Please refer to the current Eurest smallwares [catalog](#) and [order guide](#) on MyCompass for choices.

## THEMED SALAD BAR

Don't miss the opportunity to 'wow' your guests by featuring a theme, which should cover 25% of the salad bar, and leaving the rest of the area for your normal, everyday ingredients. Themed salad bars are a great way to break up monotony and educate your guests about the ingredients and flavor profiles of places such as the Mediterranean and Asia. Ensure the ingredients that you are featuring fall into your current pricing structure. Utilize the second tab of your core list for themed items. You can offset costs by rotating in one expensive item and two inexpensive items.

## Station Guidelines

- Only use fresh, house-made croutons that are free of crumbs.
- Only use real bacon.
- Blanch broccoli, cauliflower, celery, and green beans for salads. Trim and fully cook asparagus.
- Use a mandolin to ensure consistency and variety.
- Ensure that the only canned items used are olives, beans, artichokes, and tuna. Beans, olives, and artichokes must be drained and re-dressed.
- Ensure that the salad bar reflects the season.
- Do not pre-dress lettuce or salad greens.
- Do not use kale or whole leaf lettuce as a bed or garnish under any circumstances.
- Utilize and market local items and superfoods whenever possible.

## Station Maintenance

- Maintain an adequate supply of food; clean and remove any food spillage; replace dropped utensils; refill supplies of plates or take-out containers.
- Monitor guests to ensure that they are using serving utensils, and to prevent possible contamination of foods.
- Frequently change utensils during service period with clean replacement utensils that have been properly washed and sanitized. Stir sauces frequently during service to distribute heat.
- Ensure that specialty oils and vinegars are clean, full, and labeled.
- Offer proper portioning utensils whenever possible.
- PIDs: Limit use to only items that can't easily be identified by the guest.

# Food With Purpose

Refer to the [Food with Purpose Manager's Guide](#). Incorporate superfoods, whole grains, and local ingredients, while utilizing the Food with Purpose PID backers as described in the Food with Purpose Manager's Guide.

Rotate whole grains such as quinoa, whole wheat pasta, brown rice, and new items like farro, freekeh, black barley, and wheat berries.

- Offer FIT composed salads.
- Incorporate seasonal superfoods and display the Superfood recipe card at the salad bar when featuring the recipe.
- Guests can be hesitant to try new foods. When featuring something for the first time, offer samples to increase participation.
- Cut back on food waste by using [IDP](#) produce where available.
- Try using choice architecture when setting up your salad bar so the better-for-you items are first in line. For example, place dark leafy greens before iceberg, and place grilled chicken ahead of breaded chicken.
- If offering rolls and mini sandwiches as a salad bar extension, include whole grain breads as an option.

**TIP:** InHarvest has an incredible variety of whole grains, rice, and blends. [Click here to order online!](#)

**DO NOT make any health claims for in-house prepared foods** (ex: fat-free, low-sodium, healthy, low-fat, etc). You can only use the name of a product as stated on a manufacturer label (ex: Kraft low-fat ranch dressing).

## Packaging and Serving Guidelines

- The use of china plates is preferred if you have the hand-washing capabilities.
- Paper boats are the most cost-effective choice for salad bars.
- Clear 5x5 and 8x8 clam shells can also be utilized.
- Only use compostable if requested by client.

## Chef Tips

- Include heavier items to maximize your price per ounce, such as sweet potato wedges, miniature wrap sandwiches, caprese stackers, Ingredients Select items, antipasto salad, bone-in chicken, hummus, quarters or wedges of specialty greens or roasted fruit, tabbouleh, tofu, etc.

**BEST PRACTICE TIP:** Replace olives and mushrooms with Marinated Olive Salad (#96871) and Marinated Mushroom Salad (# 96871.1). Lower cost, heavier, and delicious!

- Keep your salad bar regional and seasonal, featuring fresh food simply arranged to maximize margin.
- Iceberg lettuce should be included on all salad bars, especially at all P&L accounts. It is traditionally the least expensive and the heaviest green! Mixed with romaine, or red cabbage, or presented in wedges are great options, as well.
- When offering tuna on your salad bar, be sure to follow the Euresst guidelines for the [Proper Tuna Handling Technique](#) for the best presentation. Label tuna with the Food with Purpose PID FAD Free Tuna backer.
- **Consider plate weight!**

# Quality Assurance

## Preparation

- Double wash all fresh produce (refer to QA Standard 4.35).
- Pre-washed, bagged salads do not need to be washed in the unit.
- Wash your hands frequently, and wear single-use gloves when handling washed produce.
- Use green cutting boards and a clean, sanitized knife when cutting washed produce.
- If there are salad bar items that are heated during a preparation step—like grilled vegetables, cooked grains, or chicken tenders—the food must be thoroughly cooled to 40°F or below prior to placement on the salad bar. Use quick chilling methods, such as ice baths, cooling wands, or shallow metal pans in the refrigerator, freezer, or blast chiller to properly cool potentially hazardous foods (refer to QA Standard 4.6).

## Station Set-Up

- **If the salad bar is refrigerated**, make sure that the refrigeration unit is operating and the temperature inside the unit is 40°F before placing food on the salad bar. Do not place the food containers above the rim of the refrigeration unit.
- **If the salad bar is iced**, fill the salad bar with ice prior to placing potentially hazardous food in the unit. Once the containers of food are in the ice, fill in the spaces between the food containers so that the level of the ice is even with or higher than the level of food in the containers.
- All unwrapped foods must be protected with a sneeze guard or food shield. This includes all condiments, breads, and whole fruit such as apples and pears.
- Provide at least one serving utensil for each food item. The handle of the serving utensil must extend out of the food product and preferably above the rim of the serving container.
- Post the “Please Use Serving Utensils” (QAS-17) and “Clean Tableware for Additional Servings” (QAS-18) signs at the salad bar. Available on [Eurest Prints](#).

## Temperature Control

- All potentially hazardous foods on the salad bar must be kept cold at 40°F or below.
- Check the internal temperature of potentially hazardous salad bar items with a digital thermometer at least once per hour. Record the temperatures on the “Food Temperature Holding Log” (QAF-3). If the food is not 40°F, take corrective action, such as adjusting the refrigeration thermostat, adding more ice, quickly cooling the food, or positioning the food to colder areas of the salad bar. Train your associates to alert the manager immediately and take corrective action.
- Effective methods of keeping salad bar foods cold include using shallow containers, metal containers, and containers that can be pre-chilled.

## Supervision

- At least one associate or manager should be assigned to supervise the salad bar to maintain an adequate supply of food, to clean and remove any food spillage, to replace dropped utensils, and to refill supplies of plates or take-out containers.
- Monitor guests to ensure that they are using clean tableware and serving utensils, and to prevent possible contamination of the salad bar foods.

## Portion & Waste

- Portioning should follow all program guides and associated Webtrition<sup>2</sup> MenuWorks recipes.
- Production & Waste Not records must be kept accurately to ensure lower waste and increased margins.

[Waste Not](#) is a web-based tool that allows accounts to track and measure their food waste at the station level. Use this tool to take ownership of your product and food cost and tell each station’s waste story to your client.

**Be mindful of your waste!** There are three categories of waste:

- |                |            |                              |
|----------------|------------|------------------------------|
| ①              | ②          | ③                            |
| Overproduction | Production | Unused/Out of Date Inventory |

**QA CRITICAL:** Garlic-in-oil and infused oil mixtures must be commercially processed and obtained from a Foodbuy-approved vendor. Garlic-in-oil and infused oil mixtures may not, under any circumstances, be prepared in Compass Group operations.

# Signage

For questions on the proper way to display signage, please refer to the [Eurest Identity + Standards Guide](#).

## BE SURE TO LABEL ITEMS THAT ARE NOT COMMON OR EASILY IDENTIFIABLE:

- Composed salads
- Unique greens
- Uncommon produce
- Dressings

# Marketing

Below are the marketing materials available to successfully market this brand and get your guests excited! Visit [MyCompass](#) to download the full marketing materials. Many of the marketing is available for print on [Eurest Prints](#) > Eurest Brands.



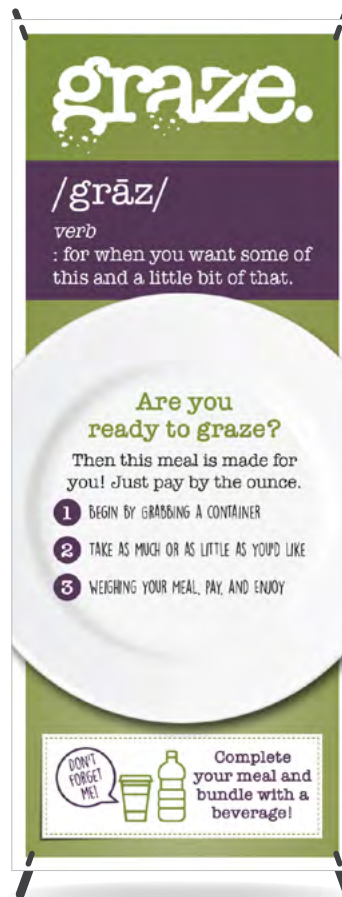
## USE THIS MARKETING WHEN OFFERING A SINGULAR, COMPLETE GRAZE STATION:



GRAZE STATION BRAND LOGO



GRAZE STATION PRICE SIGN  
8.5X11 WITH EDITABLE PRICE



X-BANNER 24X60



DIGITAL SIGNAGE  
WITH EDITABLE PRICE



USE THIS MARKETING WHEN OFFERING GRAZE ITEMS AT OTHER STATIONS WITHIN YOUR MARKETPLACE:

**graze.**  
WHERE SALAD IS JUST THE BEGINNING

Ever want to try a little of everything and simply graze?

Then this meal is made for you! Just pay by the ounce.  
\$X.XX / OZ

- 1 VISIT ANY STATION WITH **graze.here**
- 2 TAKE AS MUCH OR AS LITTLE AS YOU'D LIKE
- 3 WEIGHING YOUR MEAL, PAY, AND ENJOY

**DON'T FORGET ME!** Complete your meal and bundle with a beverage!

**GRAZE STATION PRICE SIGN WHEN OFFERING AT ADDITIONAL STATIONS**  
8.5X11 WITH EDITABLE PRICE

**graze.**

**/grāz/**  
verb  
: for when you want some of this and a little bit of that.

**Are you ready to graze?**

Then this meal is made for you! Just pay by the ounce.

- 1 VISIT ANY STATION WITH **graze.here**
- 2 TAKE AS MUCH OR AS LITTLE AS YOU'D LIKE
- 3 WEIGHING YOUR MEAL, PAY, AND ENJOY

**DON'T FORGET ME!** Complete your meal and bundle with a beverage!

**X-BANNER 24X60**

**graze.**  
WHERE SALAD IS JUST THE BEGINNING

Ever want to try a little of everything and simply graze?

Then this meal is made for you! Just pay by the ounce.

- 1 VISIT ANY STATION WITH **graze.here**
- 2 TAKE AS MUCH OR AS LITTLE AS YOU'D LIKE
- 3 WEIGHING YOUR MEAL, PAY, AND ENJOY

**DON'T FORGET ME!** Complete your meal and bundle with a beverage!

**DIGITAL SIGNAGE AT GRAZE STATION WITH EDITABLE PRICE**

**graze.**  
WHERE SALAD IS JUST THE BEGINNING

**Introducing! graze.**  
**/grāz/** verb  
: for when you want some of this and a little bit of that.

**Are you ready to graze?**

**FLOOR CLINGS 18X18**

**graze.**

**/grāz/**  
verb  
: for when you want some of this and a little bit of that.

**Are you ready to graze?**

Then this meal is made for you! Just pay by the ounce.

- 1 VISIT ANY STATION WITH **graze.here**
- 2 TAKE AS MUCH OR AS LITTLE AS YOU'D LIKE
- 3 THEN CASH OUT BY WEIGHING YOUR MEAL

**DON'T FORGET ME!** Complete your meal and bundle with a beverage!

**COUNTER SIGN 6X14 & 10X20**

Use the appropriate method that fits your additional station to identify a Graze menu item.

Use to identify stations offering a Graze option.



**STATION CLING 8 INCH ROUND**

Use at stations that use PIDs to identify menu items.



**PID BACKERS 3.75X2.75**

Great for counter top menu signs



**SIGN CLIP 4 INCH ROUND**

Add to existing digital menu templates next to Graze menu item.



**MENU IDENTIFIER ICON**

**graze.** | verb : for when you want some of this and a little bit of that

**/grāz/**

**GRAZE STATION CLING 18X3.75**