

Spring Semester 2010 • 'berg dining
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focus

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MUHLENBERG
DINING

"Meet the New Faces
of Muhlenberg Dining"
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WANTED

MYSTERY SHOPPERS

Suspect Description

Muhlenberg Student
City: Allentown, PA
Age: Between 18-22
Good appetite

Apply at Seegers Union Info Desk

REWARD:
\$20 Dining Dollars

"It's easy but more than that it is beneficial to the student body. Letting dining services know where they need improvement and what they are good at helps to improve the campus community's dining experience."

- Jonathan Falk

Class of 2010

CATERING STAFF

Earn Some Cash
Flexible Schedule
On Campus
Competitive Rate
Training on Site

CONTACT:
Heather Hausman
Assistant Catering Director
484-664-3934

"I enjoy working for catering services because it's a fun job that pays well. Also, scheduling is flexible and I'm able to work whenever it's convenient for me."

- Genna Goldner

Class of 2011

INTERNSHIPS

Student Promotion Coordinator
Student Sustainability Coordinator
Pepsi Marketing Intern

"My internship has allowed me to obtain real world job experience right on Muhlenberg's campus. I have learned so many things, not only about my key focus, which is marketing, but essential life lessons such as team work, leadership, and responsibility."

- Barrie Schessler

Class of 2010

Email JBreidinger@muhlenberg.edu



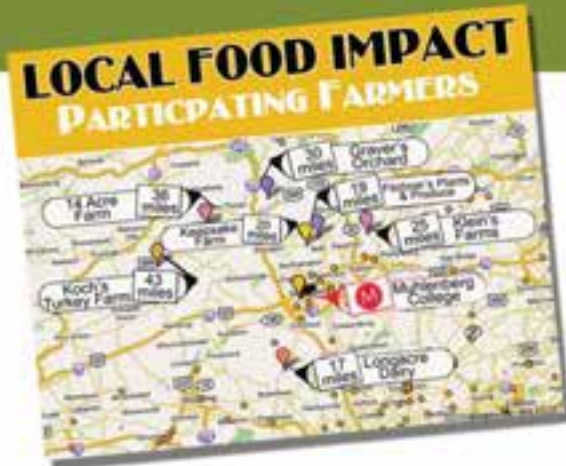
Local Food Impact

“Our meal was completely vegetarian and I heard comments from students that were very supportive for the options. One young man came back three times because he said it was so good.”

- Dean Karen Green



Local, Sustainable & Organic Dinner
Chef Deb Noel & Dean Karen Green



Local food isn't just a smart idea- it works, and always has. It wasn't that long ago that local food was pretty much all we had to eat. Progress, in the form of technology and profit incentive has provided the abundant and inexpensive foods that sustain us today.

What we need is a self-reliant, sustainable food system that takes the entire cycle into account: what's grown, where and how, by whom, how's it's processed, distributed and sold, etc. Mass factory farming for maximized profit hasn't worked. Our health, our environment and our economy has suffered.

Muhlenberg Dining understands the importance of using local foods when they are seasonally available. We've highlighted these efforts with delicious and creative culinary creations at our seasonal local dinners in the Garden Room with Chef Jon Middleton.

On a daily basis, we purchase several of our basic ingredients, such as eggs and milk, from local producers in-state. Partnering with student groups, such as EnAct, as well as staff members has shown the campus how many people support the initiative.

Purchasing locally has many benefits:

Maximizes freshness & nutrition

During the average 7-14 day travel period of most fruits and vegetables, a significant amount of nutrition can be lost. For example, in a recent study by Penn State, only 53% of folate in packaged spinach was retained after 8 days at 39°F.

Reduces CO₂ emissions

Consider that 1 diesel powered truckload of conventional food traveling 1500 miles at 8mpg uses 187.5 gallons of fuel; and produces 4162.5 pounds of CO₂ emissions. Consider that 1 diesel powered truckload of local food to travel 75 miles at 8mpg uses 9.4 gallons of fuel and reduces CO₂ emissions to 209 pounds.

Supports our local economy

Lehigh Valley residents spent \$1.6 billion on food in 2007; however, local farmers only received \$3 million from direct food sales to individuals. That's 0.19% or less than 1/5th of one cent for ever dollar that went into our local farming economy.

Fresh Perspectives

with a Student Focus



John Pasquarello General Manager

"Students are the core of our business. I particularly enjoy the daily interaction with them. To be part of students everyday life is unique and rewarding and something I don't take for granted. Muhlenberg is a great place and I'm thrilled to be back!"

John was the GM here at Muhlenberg College from 2000 through 2007, and returned in Fall of 2009. He is known for knowing everyone's name and having a welcoming personality. John is committed to satisfying each student's specific needs on a daily basis. Don't hesitate to approach John with a suggestion, request, or help with a student event you're planning this semester!



Michele Hassay Catering Director

"Dining is a 'life experience' everyone should enjoy. I am looking forward to bringing a new level of culinary experiences and tastes to our student body, faculty and guests. I welcome your input and suggestions as we move forward in this adventure together."

Michele has over 18 years of experience in catering in the Lehigh Valley. She has been working on college campus accounts since 2005 and most recently was the Assistant Director of Catering at Lehigh University. Michele believes catering should transcend food by a delivery of service with warmth, friendliness, individual pride and a united company spirit.



Jon Middleton Director of Culinary Operations

"I cook for my customer, not for myself. I am excited about the opportunity to learn the tastes of Muhlenberg students so I can personalize our menus and programs for their palettes."

Jon came to Muhlenberg with the initiative to support a program on locally grown foods. He is a jack-of-all-trades, especially when it comes to the food industry. From planting the seeds to creating his own culinary creations, he has a real passion for bringing the focus back on food. The college atmosphere has sparked his mind for creating customized programs for the students here at Muhlenberg. Look for his developments throughout the semester.

CHEFS' FARE



“It's Worth Waiting In Line For!”

Chefs' Fare has got to be one of Muhlenberg students' favorite events of the entire year. Executive chefs from all over the Lehigh Valley and beyond come together to battle for the best culinary creation! What could be better than top notch chefs trying to win over your taste buds!

These chefs will set up their stations all over the Garden Room. This year, you will be able to travel all over the world as they will be featuring the 7 Medieval Wonders.

Chef Zoraida Rivera from Muhlenberg will be creating a meal around the Hagia Sophia from Istanbul, Turkey.



I've become one with Turkish food and so will you! Wait until you see what I've concocted to become the # 1 chef!

- Chef Rivera
Executive Chef @ 'Berg



INNOVATION

A Dining Renovation

General Manager John Pasquarello is excited about the future.

“What the College has designed is going to take the campus dining experience to a whole new level. My team is excited and we look forward to being part of it!”



When is a burger (beef or veggie) more than just a burger? When it's perfectly char-broiled, served on a toasted bun and topped the way you like it. It just wouldn't taste the same made in the microwave.

The **perfect** burger or omelet or salmon filet depends upon having the right **tools** for the job.

With the **renovation** of the Seegers Union, the new student restaurant will be transformed into a **transparent** kitchen designed for the way students eat **today**.

A diverse and essential group of individuals, from chefs to students, put their input into every piece of equipment and every square inch of layout to ensure the new state-of-the-art facility will not only look great, but will also enhance the dining experience by creating a “food gallery” to prepare and serve food at the peak of flavor and freshness.

From international cuisine and vegan designed dishes to kosher style options and the ultimate burger, just about everyone will be able to find something to satisfy their palette.

Each station in the new Garden Room will be chef-attended and will feature a **complete** meal option so students can spend less time searching and more time dining and relaxing.

For example, soup will be available at the deli AND at the salad bar. If you're in the mood for Italian - baked ziti, sautéed spinach and cannolis will all be available at the same station for a convenient **one-stop shop**.



The different time demands on students' schedules were also taken into consideration. Lunch often requires a quick meal while dinner can be more leisurely. The new dining room will be able to accommodate both. Students will have the choice of a meal made-to-order or opting for a daily special that is already prepared. The flexibility to meet a variety of student needs was central to the design and development of the new dining room.

With the students' needs in mind, this space was designed **With** the students, **for** the students.

A Snapshot of New Programs

Made exclusively for Muhlenberg Students

THE VEGAN CHALLENGE

The "Vegan Challenge" is a voluntary exploration of the mind and body. Participants will be encouraged to eat essential foods that they don't currently eat enough of on a regular basis.

The benefits of consuming more fruits, vegetables and grains are numerous. Incorporating more of these foods into your diet will improve your overall eating habits.

It takes on average 6 weeks to learn or modify a habit or behavior. The "Vegan Challenge" will be a controlled test to limit intake of animal protein and integrate a more logical, sustainable and human-friendly diet. This includes limiting everything from choosing a hamburger, cheese on your pasta or cream in your coffee. Watch this program develop during the spring semester in the Garden Room.

Chef Jon Middleton will be developing this program.

BRAIN FOOD

Did you know... You can improve your brain function just by eating certain foods? Have a big exam coming up? It's been proven that specific foods can trigger specific areas of the brain. For instance, blueberries are known to have compounds that boost neuron signals that can lead to help with memory!

Muhlenberg Dining is preparing to make you aware of them at stations in the Garden Room as well as in retail locations such as the G.Q. and Java Joe. This way, it will be that much easier for you to prepare your brain for that massive Chemistry exam!

Keep your eye out for brain food signage this semester to see what Chef Jon Middleton will be featuring!

THE BALANCED PLATE

You're not going to school to be a nutritionist. So, let us do the work for you! In the Garden Room, we will be featuring a balanced plate during each meal period with appropriate food groups and portions.

A healthy and varied diet helps you to maintain your wellness and to control your body weight. At the same time, it reduces the risk of many diseases, such as cardiovascular diseases, certain cancers, type 2 diabetes, and osteoporosis.

The Balanced Plate Program is an easy way to eat healthy. We'll leave the work-out plan to you!