



# Transitioning To *Trans-free*

## The Compass Group Experience

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# Compass Group, PLC

- World's leading foodservice company
- 23.5 billion revenues
- 400,000 employees
- 90 countries



# Our Strategy: Push-Pull

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- A horizontal blue bar with silhouettes of people. On the left, a person is pushing a large wheel. On the right, two people are pulling a large wheel.
- US, Canada, UK
  - Use sector innovators in each country to “push” initiatives
  - Others will be “pulled along”

# Reducing *Trans* Fats

## Phase 1



- 2002-2003 Bon Appetit and Flik International Corp. initiate *trans* free fry oil
- “Premium sectors” headed by visionary CEO’s- Fedele Bauccio and Scott Davis
- RD provided cost/benefit analysis, education, purchasing assistance and audits
- Major west coast and east coast pilot for Compass Group NAD

# Reducing *Trans* Fats

## Phase 2



- October 2005-May 2006 all North American sectors transition fry oil
- 50% to trans free canola; 50% to *trans* free soy
- Multi- million investment
- Distribution challenges
- Major customer education campaign

The health and wellness  
of our customer is our highest  
priority, therefore we fry  
our menu items in...

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## **Trans Fat Free Oils**

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# Reducing *Trans* Fats

## Phase 2: The Impact



### Case Study:

- 1 corporate client with 17 locations
- Completed transition to *trans*-free frying oil  
May 1, 2006
- Eliminated 5 grams of *trans* fat per 6 oz serving of french fries
- July, 2006: 88,990 fewer grams of *trans* fat were consumed via french fries

# *Trans* Fats Beyond Fry Oil



- 4/6/2006 NEJM review article on *trans* fats and CV disease calls for “rapid removal of *trans* fats from diet” and states “by replacing *trans* fats in the diet we can prevent >264,000 CV deaths/ yr
- 6/19/2006 AMA Guidelines urge <1% calories from *trans* fats
- 7/2006 Canadian Task Force recommends legislation to limit *trans* fats in ALL foods
- Municipalities propose legislation banning *trans* fats

# Compass Group NAD Strategy 2007:Phase 3



Goal: Reduce *trans* fats in all other foods we serve by  
at least 50%

- Evaluate all food purchases for trans fat content
- Prioritize items to convert to 0 trans fat
  - Solid margarine
  - Snacks
  - Baked goods
  - Other products

# Compass Group NAD

## Strategy 2007:Phase 3



- Flik International, Bon Appetit and Restaurant Associates to eliminate all sources of artificial trans fat by September 1, 2007
- Pressure on suppliers works
  - French fry vendor changing entire line to 0 trans fat at no additional cost by fall 2007
  - Bakery vendors must provide nutrition info on all products they provide to our units
- Support AHA recommendation of reducing trans without increasing saturated fat