

**Welcome! We will
begin shortly.**

WEBINAR:

Transforming Hospital Food—Bringing Home-Style Comfort

Moderator



Brigitta Reinhardt
Healthcare Marketing
General Mills Foodservice

Today's Speaker



Sergio Alessio
Director of Food Services at
Lee Memorial Health System

Objectives

- Learn strategies to enhance the comfort and home-style appeal of patient menus.
- Understand effective methods for engaging staff and patients in menu development and gaining organizational buy-in for new menu items.
- Identify how to integrate new menu offerings into existing hospital foodservice operations.
- Learn how to evaluate the impact of menu changes on patient satisfaction.

Transforming Hospital Food: Bringing Home-Style Comfort

*How One Father's Journey Sparked a Culinary Mission
in Healthcare*

Grounding Moment Exercise

Close Your Eyes

- What's a food that brings you comfort, joy, or a specific memory?
- Now imagine getting that... in a hospital.

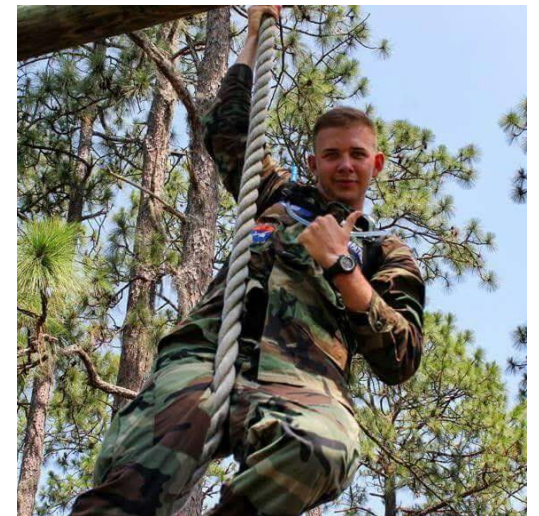
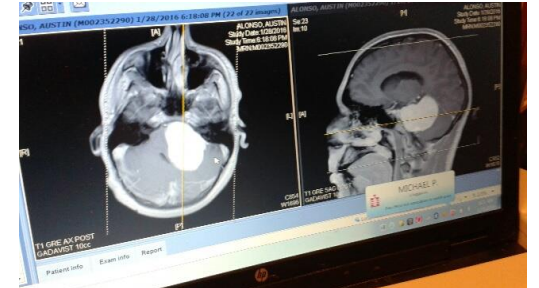


Poll Question Opportunity!

My Story: A Life Changing Call

- My son collapsed during Air Force ROTC training
- Discovered a brainstem tumor the size of a baseball
- Two major surgeries, both life-threatening

***"They told us to say goodbye. But we stayed.
We fought."***



The Constant in Chaos: The Healing Power of Food

- Doctors' rounds were unpredictable
- Nurses' schedules varied
- But meals? Always on time
- Patients are fragile. We can't cure them, but we CAN comfort them



Food = Medicine



Insight: He smiled most when comfort food arrived

A New Purpose: The Call to Serve

- Left my career to serve in healthcare foodservice
- **Mission:** No more institutional food
- Bring dignity, flavor, and comfort to patients and staff

What We Share in Foodservice: Fear, Stress & the Unknown



- We serve people who don't know what's wrong with them
- They're scared, vulnerable, and searching for comfort

Challenge: How do we bring light to the darkness?

Poll Question Opportunity!



Enhancing Comfort & Homestyle Appeal

- Regional flavors, aroma strategy, familiar favorites with twists.
(e.g., sweet plantains, mojo pork)
- Biscuits & gravy, cinnamon rolls
- Use familiar meals!



Pro Tip: Use the tray line and food carts to release smell

Smells & Memories: The Psychology of Comfort



Question: *What Music Sparks a Memory For YOU?*



- Smells and taste evoke powerful memories
- A cinnamon roll can transport a patient home
- A warm croissant can shift a mood



The Croissant that Changed Everything

- Saw a trend at Starbucks and Panera
- Tested it with General Mills
- Used QR codes for staff votes
- Result: Massive approval + smiles everywhere



Gaining Buy-in Through Engagement

- Tasting tours across campuses
- Created hype and ownership
- Partnered with patient care director
- Lesson: Inclusion builds momentum

Poll Question Opportunity!



Making It Work In Your System

- Menu crossovers (BBQ nachos → Havana bowl)
- Manufacturer partnerships (like GM's croissant! Hormel Smoked meats)
- Pre-smoked proteins for BBQ
- Sous vide mojo pork for Cuban sandwiches
- Bistro concept with scratch-made bowls



Integrating New Menu Items

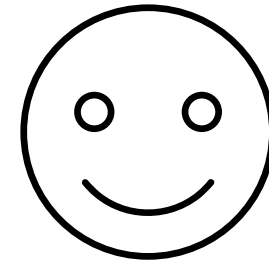
- Start with Grab & Go
 - Let the smells guide them
 - Scale slowly
-
- Key: Smart sourcing = Flavor + Labor Savings



Measuring Impact

What 3 things will you track with your next menu rollout?

- Patient satisfaction scores
- Tray waste reduction
- Staff & patient testimonials



Pro Tip: Measure smiles and surveys "Smile Metrics"

Poll Question Opportunity!



Beyond the Walls: Community Engagement

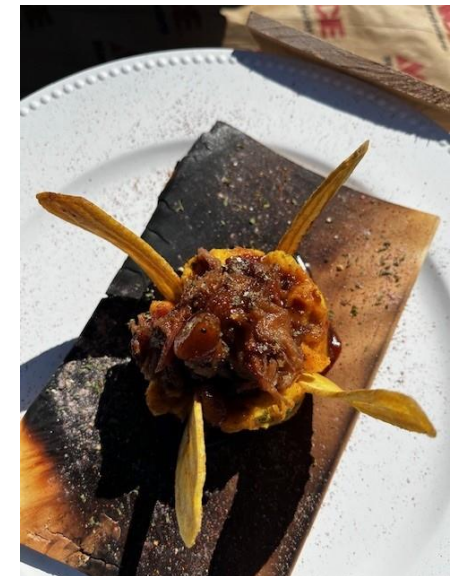
- Representing hospitals in public food events
- Shifting the narrative of what hospital food can be
- Mission: Break the stigma through flavor



Changing Perceptions: Competing Like a Chef

- We Won a BBQ Competition:
Green Egg Grill | Adobo mashed
potatoes + rum pork
- Beat Michelin chefs
- “Rum-Drunk Pork” & “Flying Hogs”

***“People asked where our restaurant
was. We said: a hospital.”***



You're Not Just Serving Food...

- You're comforting them
- You're healing them
- You're transforming lives - one bite at a time
- Every tray is a chance to comfort



Let's serve hope on every tray.

Poll Question Opportunity!



Full Circle: The Miracle Boy

- Tumor couldn't be fully removed
- But he walks, runs, and thrives today
- Now a school counselor & happily married



"He's my why"



Q&A

Submit your questions for Sergio!

General Mills Resources

Need some menu ideas?

[Check out our Senior Living Event Calendar!](#)



[Best of Senior Living: A Round Up of the Top Senior Living Resources](#)

[Best of Hospital: A Round Up of Top Hospital Resources](#)

Marketing Tools

- Point of sale danglers and clings
- Social toolkit with imagery



Healthcare Food Service Resources



Check out our rebates page for these and more!

[Rebates | Earn and Save Foodservice Products \(generalmillscf.com\)](#)



Frozen Baked Goods (FBG) Rebate



National Biscuit Rebate



Pizza Rebate



Variety Pack Cereal Rebate (Non-Commercial Only)



Bulk Cereal Rebate (Non-Commercial Only)



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