

**Dining Dollars &
Culinary Creativity:
Maximizing Flexibility
and Engagement in
Senior Living**

*We will begin
shortly!*

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Moderator



Brigitta Reinhardt
Healthcare Marketing
General Mills Foodservice

Objectives

- The "Why" Behind Declining Dollars: How these programs offer residents more control and choice, leading to increased satisfaction.
- Key Implementation Strategies: From resident education and tiered plans to smart rollover limits and diverse spending options.
- Pricing and Menu Optimization: How to price like a restaurant, balance your budget, and use culinary as a marketing tool.
- And much more!

Today's Speakers



Ann Marie is a distinguished Senior Director of Dining with Brio Living Services. With over 30 years of experience shaping dining services across restaurants, hospitals, and senior communities—including 25 years dedicated to senior living—she has a deep-rooted passion for crafting dining experiences defined by excellence and a commitment to residents. A graduate of Michigan State University and a Certified Dietary Manager, she is an expert in managing large-scale operations. Ann Marie has successfully led key projects like new construction and large-scale renovations, while also implementing innovative programs to enhance dining venue experiences and offer a variety of meal plan options, including the use of robotics. She brings a proven track record of excellence in both operations and customer service. When not working, Ann Marie enjoys gardening and traveling to cheer on her twin sons at their baseball games.



*Since joining the Chefs of the Mills in 2006, **Chef Sonja Kehr** has focused on troubleshooting recipes and product performance, reverse-engineering products, developing and standardizing recipes, mapping flavor combinations, maximizing ingredients, and menu engineering. These skills help Chef Sonja lead product-knowledge workshops and training sessions for General Mills Foodservice's internal and external partners.*

Chef Sonja built more than 25 years of previous foodservice experience working in restaurants, bakeries, colleges and universities, hospitals and healthcare, and catering organizations. Additionally, Chef Sonja has earned certifications including Executive Chef, Sous Chef, Dietary Manager, and Food Protection Professional.

A dedicated learner, Chef Sonja has an associate degree in culinary arts from the University of Toledo and a bachelor's degree in culinary management from the Art Institutes International of Minnesota. She has also completed the Cook's Apprenticeship with the American Culinary Federation.



Brio
LIVING SERVICES

Decline Dollars & Culinary Creativity
Maximizing Flexibility and Engagement in Senior Living

Decline Dollar Balance

Benefits: The Why:

- Choice & Control
- Financial Value
- Flexibility



Decline Dollar Balance

Key Implementation Strategies:

- Financial Parameters
- Meal Plan Scope
- Accounting Method
- Meal Plan Credits

Decline Dollar Balance Key Implementation Strategies



- Financial Parameters:
 - Monthly
 - Quarterly
 - Tiers
 - Roll Over
 - Stagger Dates



Decline Dollar Balance

Key Implementation Strategies



- Meal Plan Scope

- Food
- Salon
- Mini Markets
- Guest Meals
- Catering
- Delivery Charges



Decline Dollar Balance Key Implementation Strategies



- Accounting Method
 - Decline Dollars
 - Point System
 - Meal Credit



Decline Dollar Balance

Key Implementation Strategies



- Credits
 - When to allow – 30 days, 2 weeks, etc.
 - How much – Full, 50%, Food Cost only
 - Health Restrictions
 - Absence: Vacation/Illness



Decline Dollar Plan

- Menu Optimization
- End of Quarter Spend
- Meal Plan Usage
- Themed Events



Decline Dollar Plan

- Menu Optimization
 - Pricing Structure
 - Menu Design
 - Multiple Dining Restaurants
 - Culinary Marketing Tools
 - Participation/Usage



Decline Dollar Plan

- End of Quarter Spend
 - Grocery Shopping
 - Increased Reservations
 - Fix amount spend per day
 - Donating to Local Food Bank

Decline Dollar Plan

- Meal Plan Usage
 - Target Participation is 85%
 - Experience 95%
 - Follow Up with those with low participation



Decline Dollar Plan

- Specialty Events
 - Themed Events
 - Monthly Focus
 - Buffets
 - Holiday Meals

Decline Dollar Plan Roll Out

- **Implementing New Structure:**
 - Communication, Communication, Communication
 - Memos
 - Meetings
 - Culinary Demos
 - Relationships & Trust



NOTE TO AV TEAM: INSERT CULINARY DEMO HERE!



Q&A

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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