



**FOR IMMEDIATE RELEASE**

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**UNILEVER FOOD SOLUTIONS CALLS ON FOOD SERVICE INDUSTRY  
TO UNITE FOR SUSTAINABLE GROWTH  
AND ANNOUNCES ITS NEW PARTNERSHIP WITH THE CULINARY INSTITUTE OF AMERICA IN  
THIS JOINT AMBITION**

[Unilever Food Solutions](#), the food service division of Unilever, today shares its ambition **to help chefs make 200 million meals healthier, tastier and more enjoyable every day by 2020**. In North America, in support of this ambition, the goal is to help operators reduce 1 billion calories on restaurant menus and through a partnership agreement with The Culinary Institute of America (CIA), to help develop a sustainable food service industry.

The food service industry, and its tens of millions of chefs who prepare dishes every minute in 17.5 million outlets<sup>1</sup>, has the potential to make a big collective impact. Small actions, like reducing food waste and calories on menus, can, when multiplied by tens of millions, make a big difference.

Through this exciting partnership, Unilever and The Culinary Institute of America will provide resources and expertise to help operators and chefs focus on implementing healthier, and more sustainable, business practices. Current research on culinary excellence, social responsibility and business innovation will be presented as part of the Menus of Change First Annual Leadership Summit, hosted by The Culinary Institute of America and the Harvard School of Public Health in Cambridge, MA, June 10-12.

Simon Marshall, President of Unilever Food Solutions North America says: “We are pleased and excited to have forged this new partnership with the CIA. Our goals to help the food service industry create a sustainable future are well-aligned. We are on this journey together, and by combining our unique resources I believe we can have a really positive impact on the health and sustainability of the food service industry.”

Dr. Tim Ryan, President of The Culinary Institute of America says: “Half of all meals consumed today on a dollar cost basis are being prepared by culinary professionals. Chefs shape taste preferences and national food trends, and with that they are in the best position to make healthy, sustainable foods craveable. We, at The Culinary Institute of America, are thankful for Unilever’s partnership and vision in focusing on well-being in the food service industry.”

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<sup>1</sup> Source: Datamonitor

Unilever Food Solutions is contributing to – and involving chefs directly in – the sustainability targets of its parent company Unilever, which announced in 2010 the vision to double the size of the business while reducing its environmental footprint and increasing its positive social impact. Next to its lead commitment to **help chefs make 200 million daily meals healthier, tastier and more enjoyable by 2020**, Unilever Food Solutions is driving global change in the following areas:

- **Help chefs to run a more efficient kitchen and reduce their waste**
  - In a number of countries, including North America, through the United Against Waste Program, Unilever works with organizations and operators to reduce and redirect waste away from landfills and into sustainable opportunities such as compost for community gardens.
- **Sustainably source 100% of agricultural raw materials by 2020**
  - In 2007, Unilever was the first major tea company to commit to sustainable sourcing of tea on a large scale. By 2015, 100% of Lipton® teas will be Rainforest Alliance Certified.
- **Help chefs to improve food safety in their kitchen**
  - In China, Unilever Food Solutions partnered with the State Food and Drug Administration to deliver Food Safety Workshops to 1,000 operators. The Food Safety Service also reached over 100,000 operators in 28 key cities.

Simon Marshall adds: “Our food service industry in North America feeds millions of people daily. With scale comes responsibility. Tackling big sustainability issues has to be a priority for the food service industry in North America, not because we say so, or because it’s a nice thing to do, but because it is the only way we can continue to grow as an industry. That’s why we at Unilever Food Solutions are committed to helping operators deliver healthier menus sustainably. We ask that operators and chefs join us and take the [Seductive Nutrition pledge](#) to remove 100 calories from a top dish.” With each pledge from today through December 31, 2013, Unilever Food Solutions will help provide eight meals<sup>2</sup> to Feeding America® up to 50,000 meals. Over the past five years, Unilever has contributed more than 20 million pounds of product, including food and personal care items, as well as donated more than \$2.7 million to Feeding America.

**Find out how to make your menu healthier and your kitchen more efficient and sustainable at [www.ufs.com](http://www.ufs.com).**

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<sup>2</sup> Source: Feeding America: \$1 = eight meals



## **Unilever Food Solutions - Who We Are**

At Unilever Food Solutions, we help chefs all over the world serve tasty, wholesome meals that keep guests coming back for more.

Our service offering around Your Guests, Your Menu and Your Kitchen provides insights and tools to help make your business more profitable. We create ingredients that save precious prep time in the kitchen, without compromising on flavor or flair and constantly provide ideas and inspiration that keep your menu fresh and exciting. Our ingredients are some of the staples of professional kitchens in 74 countries around the world: Knorr<sup>®</sup>, Hellmann's<sup>®</sup>, Lipton<sup>®</sup> and more.

We've been in the food service industry since the 1880s. We're chefs ourselves. We understand that critical balance between impressing your guests and making a profit, and how to keep your menus and recipes fresh and exciting, as times and tastes change.

## **About Unilever North America**

Unilever is one of the world's leading suppliers of Food, Home and Personal Care products with sales in over 190 countries. Our products are present in 7 out of 10 homes globally and are used by over 2 billion people on a daily basis. In the United States and Canada the portfolio includes brand icons such as: Axe, Becel, Ben & Jerry's, Bertolli, Breyers, Caress, Clear Scalp & Hair Therapy, Consort For Men, Country Crock, Degree, Dove personal care products, Fruttare, Good Humor, Hellmann's, I Can't Believe It's Not Butter!, Just for Me!, Klondike, Knorr, Lever 2000, Lipton, Magnum, Motions, Nexxus, Noxzema, Pond's, Popsicle, Promise, Q-tips, Ragu, Simple, Slim-Fast, Soft & Beautiful, St. Ives, Suave, tcb, TIGI, TRESemmé, Vaseline, and Wish-Bone. All of the preceding brand names are trademarks or registered trademarks of the Unilever Group of Companies.

Our ambition is to double the size of our business, whilst reducing our overall environmental footprint (including sourcing, consumer use and disposal) and increasing our positive social impact. We are committed to helping more than a billion people take action to improve their health and well-being, sourcing all our agricultural raw materials sustainably by 2020, and decoupling our growth from our environmental impact. Supporting our three big goals are more than 50 time-based targets. See more on the Unilever Sustainable Living Plan at <http://www.unileverusa.com/sustainable-living/> or <http://www.unilever.ca/sustainable-living/>.

Unilever employs more than 12,000 people across North America – generating over \$10 billion in sales in 2012. For more information visit [www.unileverusa.com](http://www.unileverusa.com) or [www.unilever.ca](http://www.unilever.ca).



### **About Feeding America**

Feeding America is a nationwide network of more than 200 food banks that leads the fight against hunger in the United States. Together, we provide food to more than 37 million people through 61,000 food pantries, soup kitchens, and shelters in communities across America. Feeding America also supports programs that improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry.

Individuals, charities, businesses and government all have a role in ending hunger. Donate.

Volunteer. Advocate. Educate. Together we can solve hunger. Visit <http://www.feedingamerica.org/>.

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[www.twitter.com/FeedingAmerica](http://www.twitter.com/FeedingAmerica).