



the russell partnership  
www.russellpartnership.com



**FOOD FOR THE BRAIN**

[www.foodforthebrain.org](http://www.foodforthebrain.org)

# The Commercial Nutritional Audit Model

The Russell Partnership, in association with Food for the Brain, have developed a unique Best Practice Nutritional Model. This is a first hand assessment of your nutritional rating based on a site visit from our Nutritional Team, led by the Partnership's own Nutritional Therapist, Fiona McDonald Joyce, Dip.ION, mBANT.

The resultant comprehensive report offers advice and information on how best to deliver the key principles of nutrition, in a commercial market, working within your budget and team capabilities.

The report also delivers practical advice on how to promote these efforts (and those that may well already be in place) in order to appeal to your customers' growing interest in healthy eating and assist them in making informed food choices.

In addition, support is available to implement these changes through complementary modules such as the Menu Design Service, Staff Training Workshops, Menu Classification System, as well as follow up re-assessments to monitor progress. Food for the Brain accreditation is also available.

## ASSESSMENT CRITERIA

- Menu balance and nutrient value
- Food sourcing and provenance
- Ingredient selection
- Preparation methods
- Menu variety
- Suitability for special diets
- Staff awareness

## BENEFITS

- Income protection by meeting growing customer needs
- Builds the 'Student Experience'
- Supports staff and student mental and physical performance leading to increased productivity
- Demonstrates corporate social responsibility
- Universally applicable (to students, staff and conference delegates)
- Practical Chef's Guide for easy implementation
- Implementation of supporting modules

Leading to  
Food for  
the Brain  
accreditation

All The Russell Partnership Team can be contacted at: 17 Cavendish Square, London W1G 0PH 020 7665 1888

# The Commercial Nutritional Audit Model

Optimum nutrition plays a crucial role in human performance and productivity, helping to increase concentration, boost memory and brain function plus reduce incidences of sickness. A recent survey by The Shaw Trust of over 550 UK businesses estimates the cost of mental illness at £9 billion in the UK alone. Another survey undertaken by Unilever shows 34% of the population hold a health risk, as a result of poor nutrition. As awareness of nutrition grows in schools in particular, it is crucial that employers, universities and commercial caterers respond to the increasing demand for good value nutritional

meals and snacks in order to avoid losing customers to competitors, and to actively support human performance and well-being. Fiona McDonald Joyce has particular experience in the nutritional needs of staff and students as nutritional consultant to Food for the Brain, a foundation promoting awareness of the link between learning, behaviour, mental health and nutrition. Fiona is regularly consulted by the media, including the BBC, ITV and The Times. She is the author of several cookbooks and works closely with leading nutrition writer Patrick Holford.



## The Audit Model will help to develop and direct your nutritional strategy.

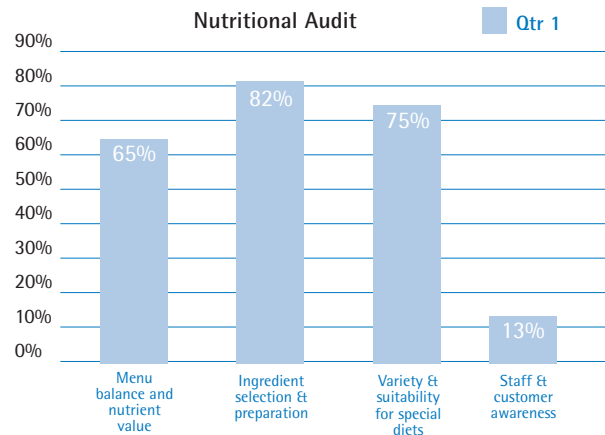


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7 1/2% of all fees will go to the charity Food for the Brain to further develop their activities

### Example of Summary Performance



**TO BOOK  
your audit**

Please call Nicola Rees on 020 7665 1888  
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### Menu Balance & Nutrient Value (28/40)

### Extract from Report

#### 1. Use of wholegrains

Benefit:	Wholegrains (such as brown rice, wholemeal bread, pasta and flour, oats and rye bread) contain fibre, vitamins and minerals. They are more filling and less fattening than refined versions, as the body has to work a lot harder to break them down. They also have more flavour.
Current comment: Rating1:	Low (white bread, rice, pasta, flour, biscuits for cheese).
Recommendations:	Switch to Brown Rice. Continue serving white pasta as a better end product but serve with a protein in order to slow down the sugar release from the refined pasta flour. Serve oat cakes with cheese in addition to refined wheat biscuits. Offer oat cakes with a protein rich spread for high energy snacks. Consider pumpnickel rye bread open sandwiches in addition to paninis and rolls. Re-introduce oat based breakfast dishes.

#### 2. Low saturated fat menu items

Benefit:	Saturated fat is stored as fat and contributes to heart disease and constipation. It is richest in intensively reared red meat and full fat dairy products.
Current comment: Rating3:	Predominance of red meat on supper menu. Good variety of lean poultry and fish at lunch.
Recommendations:	Reduce the frequency of red meat at supper in favour of lean poultry and fish. Address menu weighting so that each day does not feature red meat on more than one occasion.

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