

Association *for* Healthcare Foodservice

A photograph of a busy trade show booth, overlaid with a semi-transparent blue filter. The scene shows several people, including a man in a dark polo shirt and a woman in a red shirt, engaged in conversation. In the background, there are product displays, including a sign for "PLANT PROTEIN CRUMBLE Southwest Seasoned" and another for "FOODSERVICE". A large, stylized white logo for "AHF NATIONAL CONFERENCE" is centered over the image. The logo features a fork icon within the letter 'H'.

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Association *for* Healthcare Foodservice



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Session Title: Cultural Competence and Heritage Cuisine for Foodservice Professionals

Presenters

Dr. Danielle Kronmuller, DHSc, RDN (West Chester University)

John J Hudak Jr., CEC, AAC (Geisinger)

Emily Black, MS, RD, LDN (Geisinger)

Disclosures

- Danielle Kronmuller is an employee of West Chester University of Pennsylvania
 - She is the Education Chair of the Philadelphia South Jersey AHF
- John Hudak is an employee of Geisinger
- Emily Black is an employee of Geisinger
 - She is a member of the AHF Benchmarking Committee
 - She is a member of the Vizient Medical Nutritionals and Nutritional Supplements Taskforce

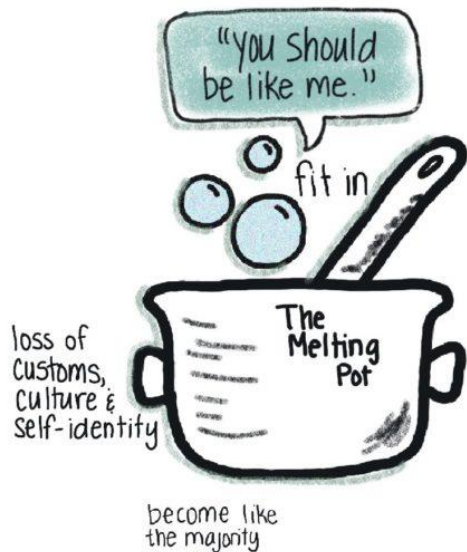
What Is Culture?



Image Credit- Nmac.org

- Values, beliefs, attitudes, and practices accepted by members of a group or community
- Learned, not inherited
- Dynamic not static
- Ethnicity not necessarily defined by national origin (e.g., Jewish)
- Diversity within each cultural (i.e., no two States or countries completely ubiquitous)
- Multiple cultures represent each of us

Assimilation, Acculturation, Enculturation



ASSIMILATION

ACCULTURATION

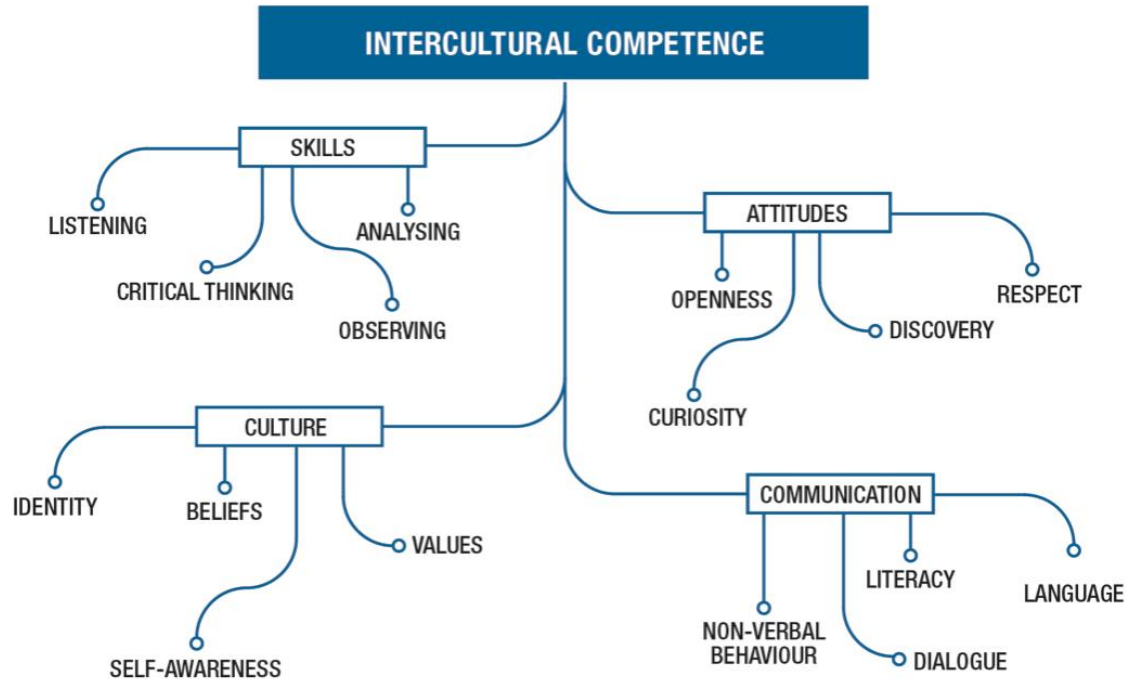
@ValentinaESL
Valentina Gonzalez



"Our differences make us better."

Image Credit- Valentina Gonzalez @ValentinaESL

Domains of Cultural Competence



monash.edu/monash-intercultural-lab

Source: McKinnon, 'What is intercultural competence?', Glasgow Caledonian University, accessed 10/06/18 and the UNESCO 'Intercultural Competences. Conceptual and Operational Framework', 2013

Cultural Diffusion

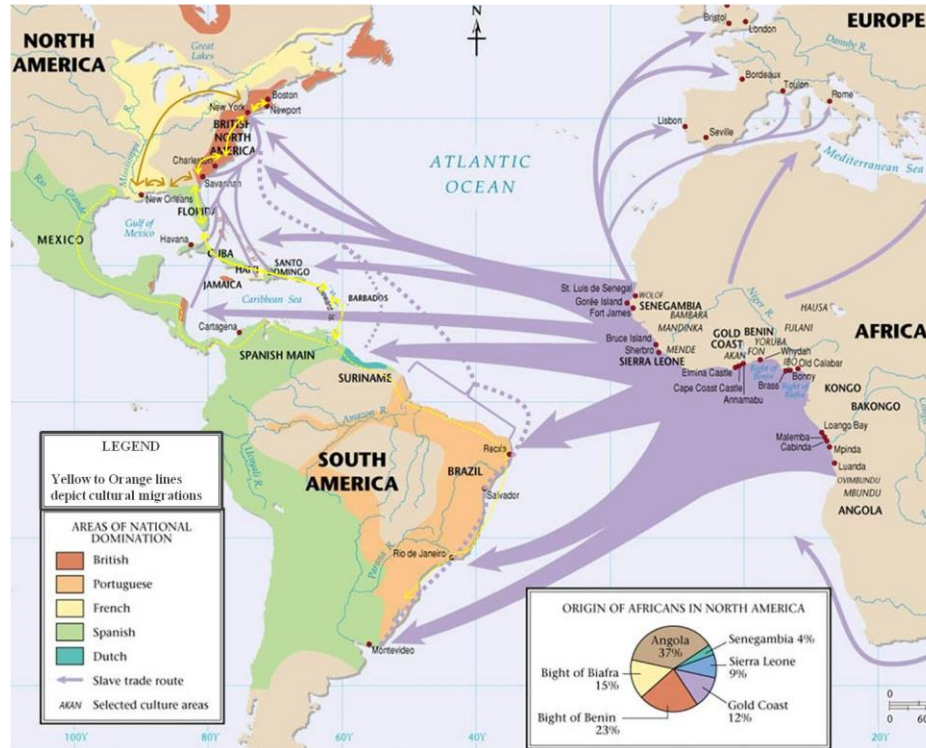


Image Credit- Athromania

Continuum of Cultural Competency

Continuum of Cultural Competency

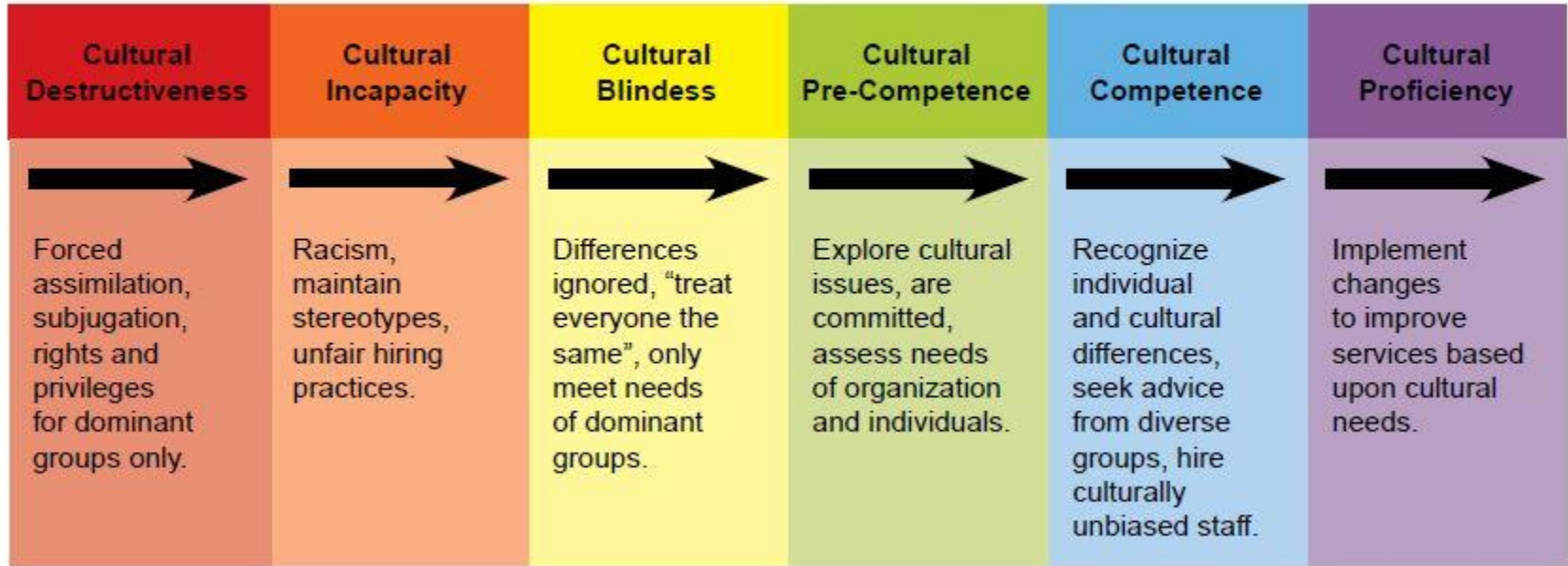
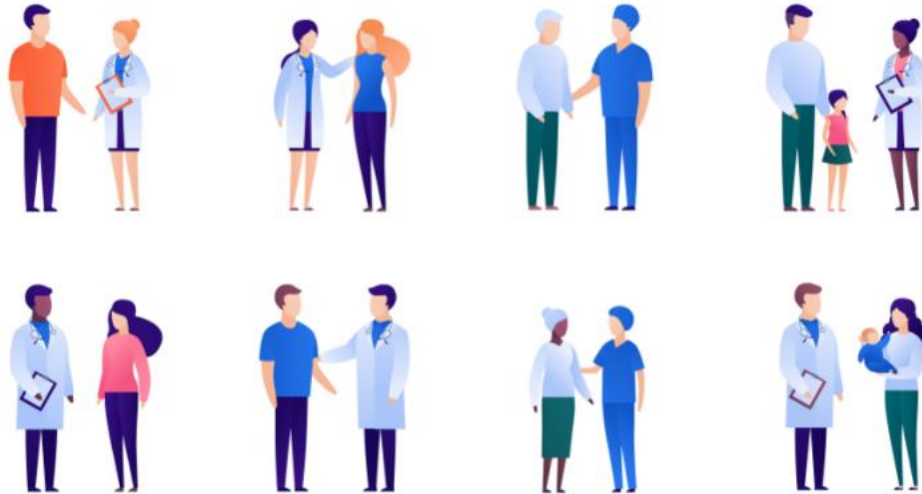


Image Credit- Cross, T. Georgetown University

Cultural Competence and Patient Care



Cultural Considerations in Nutrition and Food Preparation



Image Credit- SLO Food Bank

- Benefits of offering culturally appropriate food options in the healthcare setting
- In the hospital setting, obtaining quality nutrition is not the individual's responsibility
- Change will require revisiting the regulations around dietary quality in healthcare facilities
- It will require increased cultural sensitivity and competency among care providers and staff and pushing systems to continue to drive this change.

Cultural Considerations in Nutrition and Food Preparation

- It is important to understand cultural differences to provide the best care to the consumer regardless of race, origin, gender, age, religion, sexual orientation, social class, economic situation, and/or disability
- Understanding impact of cultural diets on your work
- Try not to assume
- Ask Questions
- Understanding and respecting differences
- Clear Communication

Culturally Preferred Foods and Why Are They Important to Offer in Food Service

- “Culturally Prepared Foods”
- Religious Traditions
- Offering culturally preferred food options that meet the Dietary Guidelines for Americans allows customers and patients to choose foods that meet their cultural and dietary needs
- How do I Make Decisions and Get Support for Culturally Prepared Foods?
- Visit CDC’s Cultural Food Preferences in Food Service for more tips

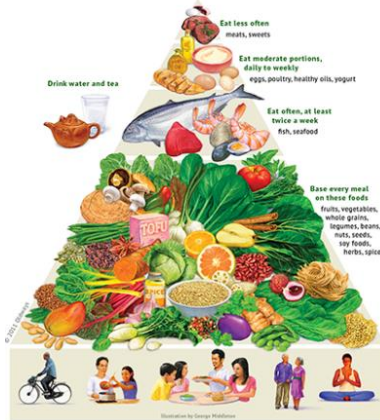
Traditional Heritage Diets

“Patterns of eating inspired by the rich culinary histories of cuisines around the globe”

rediscover  **OLDWAYS**
CULTURAL FOOD TRADITIONS

ASIAN HERITAGE DIET PYRAMID

Claiming Your Health by Claiming Your History



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CULTURAL FOOD TRADITIONS

LATIN AMERICAN HERITAGE DIET PYRAMID

Claiming Your Health by Claiming Your History



rediscover  **OLDWAYS**
CULTURAL FOOD TRADITIONS

AFRICAN HERITAGE DIET PYRAMID

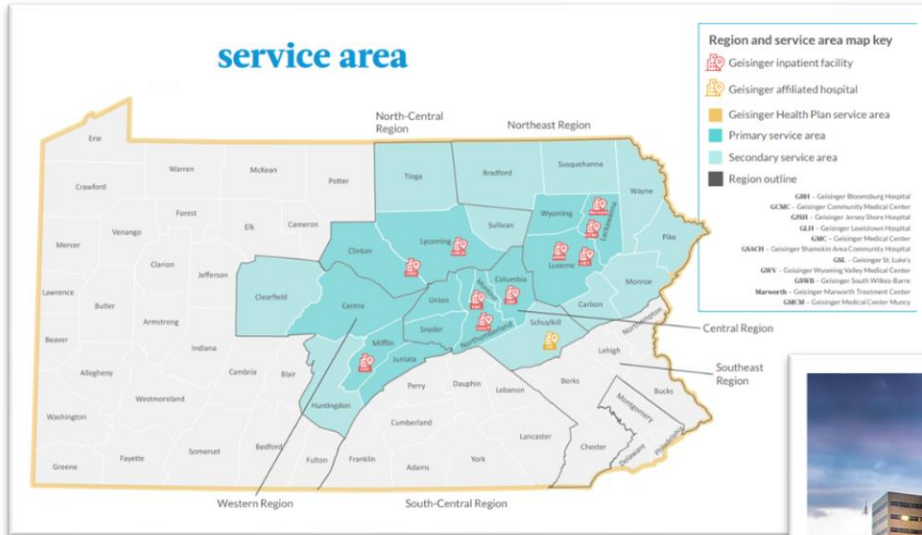
Claiming Your Health by Claiming Your History



References

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- Butler et al. (2016). Improving cultural competence to reduce health disparities. *Agency for Healthcare Research and Quality*. Comparative Effectiveness Reviews, 170. Available from: <https://www.ncbi.nlm.nih.gov/books/NBK361120/>
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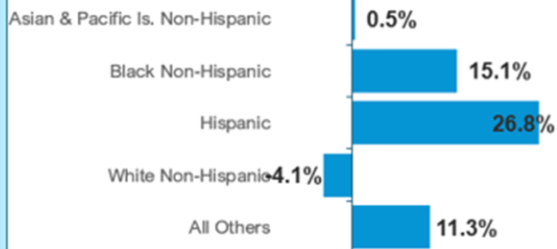
About



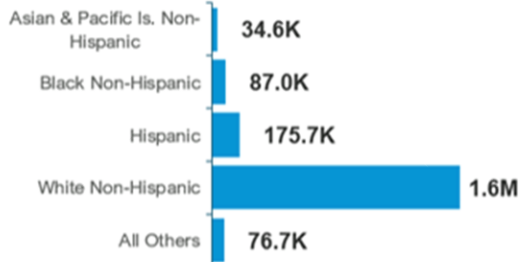
Demographics

Core Regions 2024

RACE / ETHNICITY – 5 yr. % Change

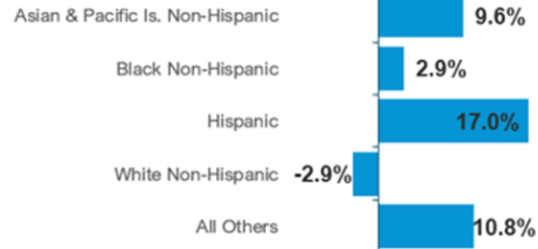


RACE / ETHNICITY – 2024 Population

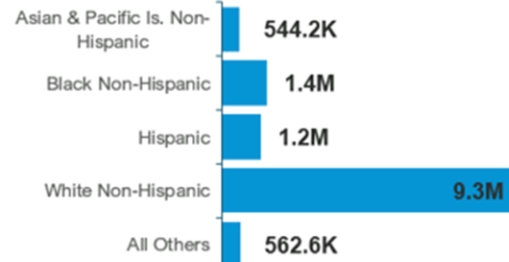


Pennsylvania 2024

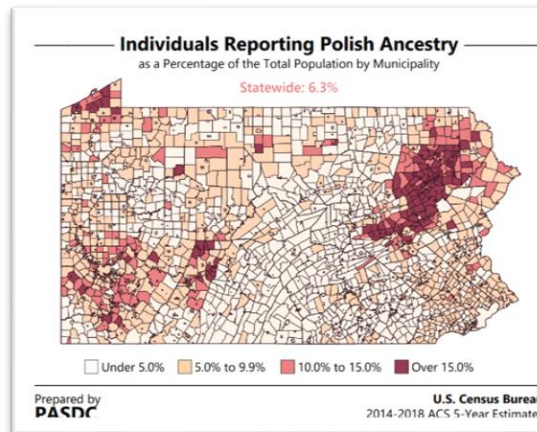
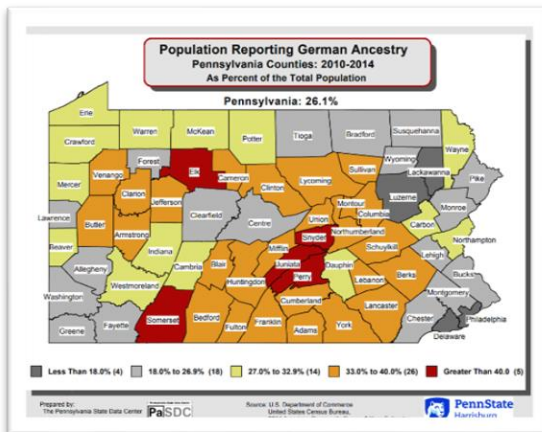
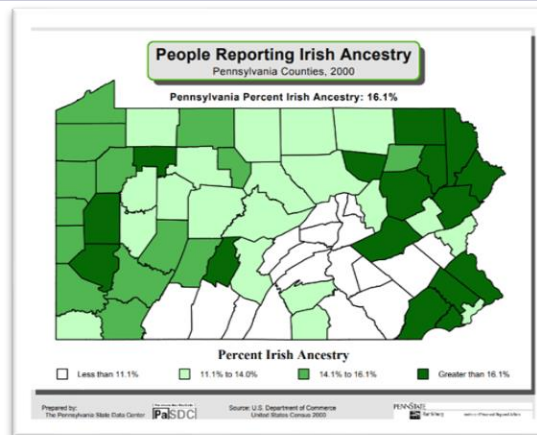
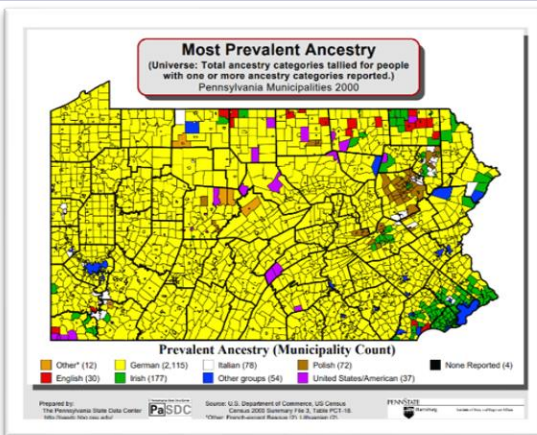
RACE / ETHNICITY – 5 yr. % Change



RACE / ETHNICITY – 2024 Population



Ancestry



Diversity, Equity, and Inclusion

Our DEI Strategic Focus Areas

- 1** Strengthen our culture of inclusion
 - Build upon our Leadership Expectations and model what **valuing differences** looks like in day-to-day activity.
 - Develop and begin implementation of DEI learning model across the health system
- 2** Enhance our talent recruiting and retention practices.
 - Embed inclusive practices and processes into how we attract, recruit, retain and advance a diversity of talent across all entities at Geisinger.
- 3** Embed an appreciation for DEI in our communities.
 - Identify and begin building partnerships with faith and community-based organizations that help improve the health of our communities.
 - Develop processes to track spend on diverse suppliers.
- 4** Strengthen our execution toward Health Equity
 - Increase our capabilities to collect demographic data from patients and members.
 - Train our workforce on the value and process for collecting demographic information.

Employee Resource Groups (ERG)

- BOLD: Black Outreach Leadership and Development
- G-PRIDE: People Ready for Inclusion, Diversity and Equality
- Salud: Hispanic/ Latino

Student Affinity Groups

Cultural & Heritage Celebrations: How it Started

July & August 2022

1. Request from Salud ERG
2. AHF Scottsdale


**Celebrate Cultural Diversity
with Culinary Traditions**

Presenters:

*Dana Fillmore, RD
Healthcare Marketing Manager
Gordon Food Service*

*Amanda Goldman, MS, RD, LD, FAND
Healthcare Industry Sales Strategist
Gordon Food Service*

*Dugan Wetzel
Director of Culinary & Executive Chef
Eskenazi Health*

 ANNUAL CONFERENCE
AUGUST 8-11 | SCOTTSDALE, AZ

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**National Heritage Months
Celebrate Culinary Traditions**

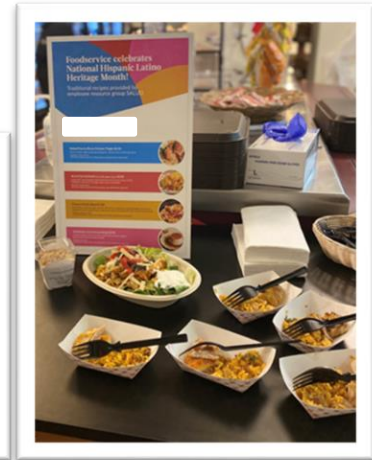
Feb	Black History (USA)	June	Caribbean-American
Mar	Greek-American	July	French-American
	Irish-American	Sept	Hispanic (Sept 15 - Oct 15)
Apr	Arab-American		German-American (Sept 15 - Oct 15)
	Tartan (Scottish-American)	15)	
May	South Asian	Oct	Filipino-American
	Haitian		Italian-American
	Asian Pacific		Polish-American
	Jewish American	Nov	American Indian & Alaska Native

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September/October 2022

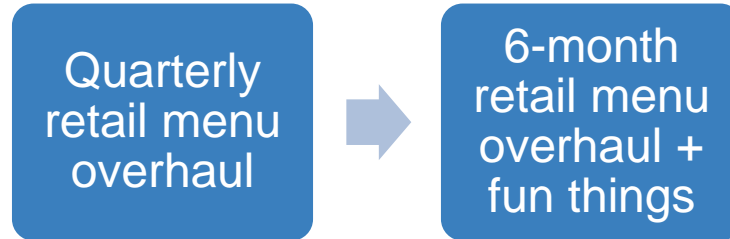
- First heritage celebration: Hispanic Heritage Month
- Chef John developed recipes with help from Salud members
- Each hospital featured menu for one day
- Representatives from Salud ERG onsite



Operationalizing

Identified cultural & heritage months as a priority. Next:

- Assessed current retail operations
- Changed current retail operations
- Made a (overly ambitious) plan



Operationalizing cont.

- Developed menus & system for organizing in database
- Set guidelines
 - Mandatory vs. optional
 - Dates/ timeframe

Menu - Retail Holiday & Specials - Lunch - 07/03/17

Menu Retail Holiday & Specials Meal Lunch Date 07/03/17

General Costs/Prices Production Nutrients Publishing

Additional Meal Description Total Count
[July Heritage - French 2024] 0

Menu Selections		Forecast	Main Item
Name	Category	Portion Size % Servings	
*****REQUIRED*****	(Unassigned)	1 each 100 0	<input checked="" type="checkbox"/>
July Heritage, Coq au Vin	*Retail Entree	5 ounces 100 0	<input checked="" type="checkbox"/>
July Heritage, Coq au Vin Style Cannellini Beans	*Retail Entree	5 ounces 100 0	<input checked="" type="checkbox"/>
July Heritage, Ratatouille	*Retail Side Dishes	4 ounces 100 0	<input checked="" type="checkbox"/>
July Heritage, Dauphinoise Potatoes	*Retail Side Dishes	1 serving 100 0	<input checked="" type="checkbox"/>
July Heritage, Nicoise Salad REC	*Retail Entree	1 salad 100 0	<input checked="" type="checkbox"/>
July Heritage, Baguette	*Retail Side Dishes	1 serving 100 0	<input checked="" type="checkbox"/>
July Heritage, Chocolate Mousse Crepe REC	*Retail Desserts	1 each 100 0	<input checked="" type="checkbox"/>
*****OPTIONAL*****	(Unassigned)	1 each 100 0	<input type="checkbox"/>
July Heritage, Sole Francaise	*Retail Entree	6 ounces 100 0	<input type="checkbox"/>
July Heritage, Croissant	*Retail Side Dishes	2 each 100 0	<input type="checkbox"/>

Delete Meal At A Glance... Delete Insert... Replace...

6- Month Retail Cycle: Monthly Specials

Spring/Summer (April-September)

April:

- Arab- American Heritage Month
- Asparagus
- Easter (4/9/23)

May:

- Asian/ Pacific Islander American Month
- Strawberry Week
- National Hava a Coke Day (5/8/23)
- Cinco de Mayo (5/5/23)
- Mother's Day (5/14/23)
- Memorial Day (5/29/23)

June:

- Juneteenth (BOLD ERG)
- Caribbean-American Heritage Month
- Blueberries
- Pride Month

- Father's Day (6/16/23)
- First Day of Summer (6/21/23)

July:

- French-American Heritage Month
- Cherries/Corn/Zucchini
- 4th of July (7/4/23)

August:

- National Chocolate Chip Cookie Day (8/4/23)
- Dog Days of Summer (National Dog Day 8/26/23)
- Peaches

September:

- Hispanic Heritage Month (9/15- 10/15)
- NFL Kickoff
- Pumpkin Spice

Operationalizing cont.

Communicating information

- Monthly retail meetings
- Central location for materials and information
 - *Marketing materials & signage*
 - *Decorations*
 - *Register key names*
 - *Site dates*

Fast Facts for Foodservice: Retail

<French American Heritage Month> <Mandatory>

When:

> July

What:

> Recognizing and honoring the contributions made by people of French descent to the USA

Mandatory Recipes	Selling Price	Micros Key	New Items/Ingreds./Any Order Time
Coq au Vin	\$6.00	Coq Au Vin	
Coq au Vin Style Cannellini Beans	\$5.00	Cannellini Beans	
Ratatouille	\$2.00	Ratatouille	
Dauphinoise Potatoes	\$3.00	Dauph Potato	
Nicoise Salad	\$7.00	Nicoise Salad	
Baguette	\$1.25	Baguette	
Chocolate Mousse Crepe	\$3.00	Choco Crepe	
Optional Recipes			
Sole Francese	\$6.00	Sole Francese	
Croissant	\$2.50	Croissant	

Decorations or Smallwares:

> France Flags French Small String Pennant \$6.99 (Amazon Prime)

Other details:

> Will representatives be there with tables, will the sites be providing samples, etc.?

Dates:

GCMC 7/24/24

GBH 7/25/24

GSVB 7/31/24

GMC 7/24/24

GMCM 7/23/24

GSACH 7/25/24

GMAR 7/17/24

GWV 7/26/24

GJSH 7/19

GLH 7/25/24

Marketing

Sharepoint Search Outrigger

Foodservice happenings: May is Asian American and Pacific Islander Heritage Month

Starting Tuesday, May 21, Foodservice is observing and celebrating Asian American and Pacific Islander (AAPI) Heritage Month by serving up delicious traditional dishes that highlight the cultures' rich heritage.

Each Foodservice site across the system will feature these foods on a select date in their retail area. Stop by during lunch hours from 11 a.m. to 2 p.m. (or dinner at locations with evening hours) to try some new foods.

Geisinger Foodservice celebrates Asian American and Pacific Islander Heritage Month

May 2024

Item	Price	Availability
Japanese Teriyaki Chicken	\$4.00	Available daily
Teriyaki Chicken Bowl	\$4.00	Available daily
Teriyaki Chicken Plate	\$4.00	Available daily
Teriyaki Chicken Burrito	\$4.00	Available daily
Teriyaki Chicken Quesadilla	\$4.00	Available daily
Teriyaki Chicken Tostitos	\$4.00	Available daily
Teriyaki Chicken Soft Shell	\$4.00	Available daily
Teriyaki Chicken Salad	\$4.00	Available daily
Teriyaki Chicken Sandwich	\$4.00	Available daily
Teriyaki Chicken Wrap	\$4.00	Available daily
Teriyaki Chicken Pasta	\$4.00	Available daily
Teriyaki Chicken Rice	\$4.00	Available daily
Teriyaki Chicken Noodles	\$4.00	Available daily
Teriyaki Chicken Soup	\$4.00	Available daily
Teriyaki Chicken Smoothie	\$4.00	Available daily
Teriyaki Chicken Drink	\$4.00	Available daily
Teriyaki Chicken Dessert	\$4.00	Available daily

Dates and locations:

- Tuesday, May 21
 - Geisinger Medical Center Muncy
- Wednesday, May 22
 - Geisinger Medical Center Muncy

Foodservice celebrates Caribbean American Heritage Month

Jamaican Jerk Chicken \$4.00
 Baked chicken thighs marinated in vibrant Jamaican jerk spices and fresh garlic.
 Allergens: Soy, wheat
 Calories: 220 • Fat: 12g • Sat. Fat: 2.5g • Sodium: 330mg • Carbohydrates: 1g • Protein: 24g

Jamaican Jerk Coffee Eggplant \$4.00
 Fresh eggplant medallions baked in aromatic Jamaican jerk seasoning.
 Allergens: Soy, wheat
 Calories: 60 • Fat: 0g • Sat. Fat: 0g • Sodium: 290mg • Carbohydrates: 13g • Protein: 1g

Panini (Peanut Rice) Pork \$4.50
 Pork built rice roasted in a mixture of fresh garlic, scallions, scallions, and herbs and spices.
 Allergens: Soy, wheat
 Calories: 340 • Fat: 12g • Sat. Fat: 2g • Sodium: 560mg • Carbohydrates: 4g • Protein: 20g

Dominican Bokkoush Rice \$2.00
 Long grain rice tossed with peppers, onions, corn, and fresh herbs and seasonings.
 Allergens: Milk
 Calories: 340 • Fat: 7g • Sat. Fat: 4.5g • Sodium: 320mg • Carbohydrates: 59g • Protein: 5g

Trinidad Fish \$2.00
 A medley of fresh passion fruit, dragon fruit, and mango.
 Allergens: Milk
 Calories: 120 • Fat: 1g • Sat. Fat: .5g • Sodium: 30mg • Carbohydrates: 28g • Protein: 2g

Chicken Tinga
 A classic Mexican dish of shredded chicken simmered in a tomato-based chipotle sauce with onions, garlic, herbs and spices. Traditionally it is served over crispy tostitos and refried beans, but it is versatile and can be used as taco filling, piled on top of rice, layered in a burrito bowl... the possibilities are endless!

Ingredients	Amount	Instructions
Browned, skinless chicken thighs	1.5 lbs	1. Preheat oven to 350°F. In a large pot, sauté onion, garlic, and spices for 5 minutes. Add chicken and simmer for 20 minutes. Shred chicken and set aside.
Tomato sauce	1.5 cups	2. In a large bowl, combine tomato sauce, chipotle sauce, and spices. Add shredded chicken and mix well.
Onions	1 cup	3. Add shredded chicken and mix well.
Garlic	1 cup	4. Add shredded chicken and mix well.
Spices	1 cup	5. Add shredded chicken and mix well.
Chipotle sauce	1 cup	6. Add shredded chicken and mix well.
Refried beans	1 cup	7. Add shredded chicken and mix well.
Crispy tostitos	1 cup	8. Add shredded chicken and mix well.
Light mayonnaise	1 cup	9. Add shredded chicken and mix well.
Shred lime juice	1 cup	10. Add shredded chicken and mix well.
Crushed red pepper	1 cup	11. Add shredded chicken and mix well.
Kosher salt	1 cup	12. Add shredded chicken and mix well.

Makes 10 four-ounce servings
 200 calories, 70g carbs, 1.6g sat fat, 920g sodium, 11g protein, 10g fat, 24g fiber, 24g protein

Mexican street corn
 Oven-roasted corn is tossed with fresh herbs, lime juice, seasonings, and mayonnaise, then topped with scallions and cotija cheese. Use frozen corn kernels to enjoy this dish year-round, or roast corn on the cob for a seasonal summer dish!

Ingredients	Amount	Instructions
Corn kernels, fresh	2 cups	1. Preheat oven to 350°F.
Salsa verde	1 cup	2. Roast corn, season with oil, and toss in a preheated oven for 15 minutes, rotating once or twice (medium heat and slightly charred).
Carrots	2 cups	3. Place roasted corn in large mixing bowl.
Wash scallions, sliced thinly	1 cup	4. Add the remaining ingredients and toss well combined. Serve immediately.
Fresh jalapeños, minced (optional)	1 cup	
Cotija cheese, crumbled	1 cup	
Fresh-squeezed lime juice	1 cup	
Light mayonnaise	2 cups	
Shred lime juice	2 cups	
Crushed red pepper	1 cup	
Kosher salt	1 cup	

Makes 4 half-cup servings.
 Per serving: 121 calories, 16g fat, 2.1g sat fat, 64g carbs, 20g carbohydrates, 1.1g protein



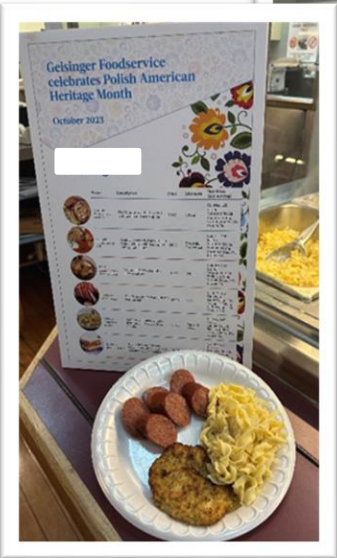
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Measuring Success

- Sales data
- Word of mouth
- Staff feedback

2023											
Required	Price	GBH	GCMC	GISH	GMC	GSACH	GSWB	GWV	GMCM	GLH	Totals
		14-Jun	15-Jun	16-Jun	14-Jun	16-Jun	16-Jun	15-Jun	13-Jun	22-Jun	
Jamaican Jerk Chicken	\$ 4.00	8	62	5	108	5	9	52	10	15	274
Jamaican Jerk Eggplant	\$ 4.00	1	15	2	22	3	5	10	1	2	61
Puerto Rican Pork	\$ 4.50	3	7	4	44	17	12	18	10	1	116
Dominican Rainbow Rice	\$ 2.00	9	78	9	156	15	17	64	19	17	384
Tropical Fruit	\$ 2.50	0	23	3	29	6	9	14	4	0	88
TOTALS		21	185	23	359	46	52	158	44	35	923
Optional											
Optional	Price	GBH	GCMC	GISH	GMC	GSACH	GSWB	GWV	GMCM	GLH	Totals
		14-Jun	15-Jun	16-Jun	14-Jun	16-Jun	16-Jun	15-Jun	13-Jun	22-Jun	
Medianoche	\$ 5.50	0	37	0	0	0	11	42	0	34	124
Pina Colada	\$ 2.00	0	6	0	0	0	0	0	0	0	6
Strawberry Daquiri	\$ 2.00	0	44	0	0	0	0	0	0	0	44
TOTALS		0	87	0	0	0	11	42	0	34	174
2024											
Required	Price	GBH	GCMC	GISH	GMC	GSACH	GSWB	GWV	GMCM	GLH	Totals
		19-Jun	27-Jun	28-Jun	19-Jun	27-Jun	14-Jun	14-Jun	18-Jun	28-Jun	
Jamaican Jerk Chicken	\$ 4.00	11	51	11	126	12	5	62	13	20	311
Jamaican Jerk Eggplant	\$ 4.00	1	4	2	24	0	2	7	5	9	54
Pernil	\$ 4.50	1	13	2	61	1	5	41	14	14	152
Dominican Rainbow Rice	\$ 2.00	12	62	7	185	13	14	107	20	33	453
Pineapple w/ Rum Sauce	\$ 2.50	5	24	4	59	11	5	19	4	15	146
Strawberry Daquiri	\$ 2.00	19	27	1	22	3	7	40	37	0	156
TOTALS		49	181	27	477	40	38	276	93	91	1272
Optional											
Optional	Price	GBH	GCMC	GISH	GMC	GSACH	GSWB	GWV	GMCM	GLH	Totals
		14-Jun	15-Jun	16-Jun	14-Jun	16-Jun	16-Jun	15-Jun	13-Jun	22-Jun	
Medianoche	\$ 5.50	0	41	0	0	0	3	0	0	0	44
Pina Colada	\$ 2.00	0	13	0	8	8	0	0	0	0	29
TOTALS		0	54	0	8	8	3	0	0	0	73

2023



Pride 2023

Try our limited-time only
Pride Breakfast Sandwich

\$5.00 each

From Monday, June 26 through Friday, June 30, enjoy a locally-baked rainbow bagel toasted and topped with pesto, a freshly fried egg, provolone cheese, spinach and avocado.

Member Rate: \$6.95. Tax: \$0.75. Tip: \$2.00. Sides: \$1.99. Additional Items: \$1.99. *Price varies by location. © 2023 Geisinger Health Services. All rights reserved.

Eat the Rainbow: Match the pride flag with a healthy, colorful salad!

The rainbow flag representing the LGBTQIA+ community was created for the San Francisco Gay Freedom Day Parade on June 25, 1978. The colors of the rainbow, when found in nature, indicate powerful nutrition benefits.

June 26 - 30 \$2.28/oz. (regularly \$3.45/oz)

Color	Pride Flag Meaning	Ingredients and health benefits
Red	Life	Try tomatoes, red peppers and radishes for heart-healthy lycopene, vitamin C and antioxidants.
Orange	Healing	Carrots, oranges, peppers and hard-boiled egg yolks provide vitamin A and beta-carotene to support good eyesight and heart health.
Yellow	Sunlight	Corn, popcorn, pineapple and citrus are full of immune-supporting vitamin C.
Green	Nature	Leafy greens, cucumbers, celery, broccoli, peas and edamame provide probiotics, vitamin K, and folates for maintaining gut and neurological health.
Blue	Harmony/Peace	Purple and blue foods like beets, berries, cabbage, grapes and red onions contain anthocyanins to protect brain and cellular health.
Violet	Spirit	

Rainbow pride flag: LGBTQIA+ Lesbian, Gay, Bisexual, Transgender, Queer, Asexual, and others. Associated with the + indicates inclusion of other communities, including allies.

*June 28th is officially designated as Pride Day

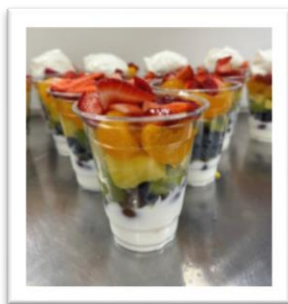
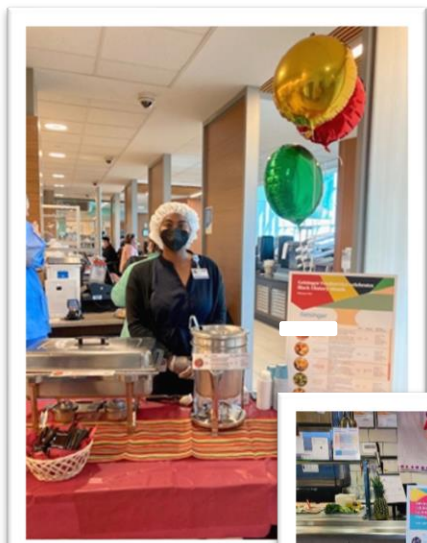
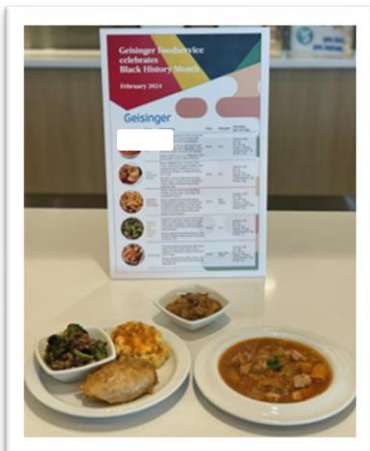
Challenges

- First year: building recipes and menus
- Systematizing menus & dishes
- Balancing workload
- Nutrient guidelines
- Authenticity
- Customer reception

2024

2024 Retail Calendar

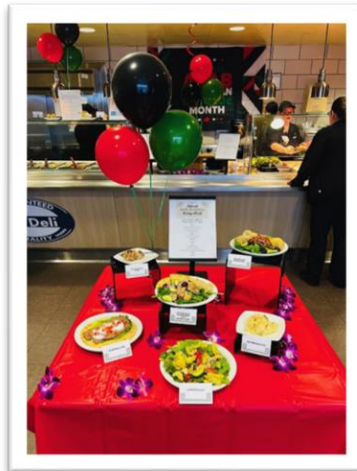
Spring/Summer (April-September)	Fall/Winter (October-March)
April: Arab-American Heritage Month, Easter	October: Polish-American Heritage Month, Fall/Halloween features
May: AAPI Heritage Month, Mother's Day, Cinco de Mayo, Memorial Day	November: Veteran's Day, Thanksgiving
June: First Day of Summer, Caribbean-American Heritage Month, Pride	December: Christmas, Hanukkah
July: French-American Heritage Month, 4 th of July	January: Citrus
August: Fresh produce feature	February: Valentine's Day, Black History Month, Superbowl
September: Hispanic-American Heritage Month, Labor Day	March: St. Patrick's Day/ Irish-American Heritage Month, National Nutrition Month



Case Study: Arab American Heritage Month 2024

Conversation with Muslim Affinity Group

- Request for Halal items & labeling for all retail items



Foodservice celebrates National Arab-American Heritage Month
April 2024

Name	Description	Price	Allergies	Nutrition (per serving)
Mediterranean hummus bowl	This popular plate with garlicky golden hue from organic olive oil in Moroccan rubin.	\$3.00	N/A	Calories: 330 Fat: 7g Sat. Fat: 1g Sodium: 75mg Carbohydrates: 22g Protein: 6g
Grilled chicken kababs with tahini dressing	Fresh chicken thighs marinated in yogurt, lemon juice, olive oil, garlic, and seasonings.	\$4.00	N/A	Calories: 280 Fat: 16g Sat. Fat: 3g Sodium: 230mg Carbohydrates: 7g Protein: 28g
Mediterranean bowl	Seared trout fillets together with organic, kosher chicken, Mediterranean flavors: spinach, kalamansi, red onions, kalamansi slices and a drizzle of garb sauce.	\$10.00	With hummus	Calories: 520 / 790 Fat: 12g / 27g Sat. Fat: 2g / 4g Sodium: 220mg / 220mg Carbohydrates: 12 / 14g Protein: 38g / 40g
Turkish gyros	Meat with chicken breast cooked on a vertical rotisserie, garb sauce, "Yeni" or Greek. Our rotisserie is a beef-based gyro with tomato, onions, and hot sauce with homemade tartar.	\$7.00	N/A, wheat, soy	Calories: 340 Fat: 17g Sat. Fat: 2g Sodium: 230mg Carbohydrates: 21g Protein: 21g
Fattoush salad	A traditional Lebanese and Syrian salad with tangy lemon and olive oil dressing and homemade garb sauce.	\$3.00	N/A, wheat	Calories: 400 Fat: 12g Sat. Fat: 1g Sodium: 80mg Carbohydrates: 41g Protein: 10g
Halawa	A traditional Levantine confection featuring layers of buttered dough, lightly炒糖 and nuts & honey, topped with a simple syrup.	\$4.00	N/A, tree nuts	Calories: 300 Fat: 15g Sat. Fat: 2g Sodium: 10mg Carbohydrates: 31g Protein: 3g

Fast Facts for Foodservice

Halal Retail Labeling

What is happening?

- Items served in Retail which meet Halal standards will be marked at point of service with symbols

What is a Halal diet?

- A Halal diet is free from any component that Muslims are prohibited from eating according to Islamic law (shariah). Halal items are made, served, and stored using machinery, equipment, and/or utensils that have been cleaned separately or follow certain Islamic standards
- For Geisinger Foodservice, this translates into anything that meets vegan standards. Recipes which use no animal products (meat, fish, dairy, eggs, honey) will be considered Halal

Why?

- Customer satisfaction: we serve a substantial (and growing) population of people who follow a Halal diet, and signalling if an item is appropriate for a Halal diet creates a positive customer experience for these individuals
- Per request: this decision was made after a few thoughtful conversations with representatives of the Islamic communities within Geisinger

When does this start?

- Spring/Summer retail menu goes live April 1st; please have all retail signs printed or re-printed as needed to reflect these new symbols

What else do I need to know?

- Be extra mindful of best practices for food safety and keeping foods separate as to not cross-contaminate. Dishes must be prepared using clean and dedicated utensils to be considered Halal. These are the same guidelines already in place for food allergy purposes
- Maintain standards for cross-contamination prevention when preparing and serving items. As always, use a dedicated serving utensil to serve each dish in retail (do not cross-utilize)
- Maintain standards for cleanliness when preparing items. Always use a separate and clean cutting board and knife



Takeaways & Advice

- Leverage the experts around you: your own staff, ERGs, affinity groups, and DEI folks
- Start slow and know your capabilities
- Build & organize resources
- Reevaluate frequently
- Keep an open mind
- Learn from others

References

- [US Census 2022 ACS 5-Year Survey \(table B04006\)](#)
- Service area map, www.Geisinger.org/about-Geisinger
- Healthcare Dynamics 2024: Demographics. Geisinger Strategy & Market Advancement, April 2024
- Research Briefs, Ancestries by Municipality. Pennsylvania State Data Center
<https://pasdc.hbg.psu.edu/Data/Research-Briefs>
- “Cultural Competence and Heritage Cuisine for Foodservice Professionals,” presentation. Wetzel, Goldman, Fillmore, 2022