

# The *fresh* Difference



*Eat* In Season

Nothing can match the flavors of produce harvested at the peak of freshness. Look for the icon above to identify menu items featuring in season ingredients.



*Eat* Local

Eating items locally produced ensures freshness and supports our local economy. Look for the icon above to identify items grown or produced within 200 miles of your café.

"The FRESH DIFFERENCE with American Dining Creations . . . where simple and authentic culinary traditions blend seamlessly with engaging guest service, cutting-edge technology and a broader conception of health and wellbeing."

## CULINARY FOUNDATIONS

Embrace our roots . . . chef inspired menus prepared from scratch using fresh ingredients sourced locally and in season whenever practical.

## TECHNOLOGY

Embrace the modern . . . incorporate digital technology to increase the flow of dynamic, visually stunning information to our customers.

## HEALTH & WELLNESS

Embrace a broader conception . . . provide a wellness program that transcends the typical emphasis on fat and calories and arms our customers with the information necessary to make informed nutritional choices.

## CUSTOMER SERVICE

Embrace sincere engagement . . . provide responsive services that engage our customers within the life of their café and focus on a positive overall customer experience.

## INDIVIDUAL CAFÉ PROGRAMS

Embrace multi-dimensionality . . . create synergistic café programs that address and support each of the underlying foundations of the café philosophy described above.