Promoting Plant Based Diets: Wegmans Innovative Produce Programs

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It’s All Fruits & Veggies – Since 1916!
Want veggies your family will crave? Try these easy techniques for amazing, flavorful vegetable dishes all week long.

Craveable Veggies

What’s the secret to enjoying more vegetables? Make them easy to fix and delicious. We’ve done just that with our convenient bagged Cleaned & Cut selections and the three easy techniques in this section:

- Pan-Simmered Veggies
- Craveable Cooking Greens
- Roasted Veggies

And—as you’ll see with the recipes here—the secret is in the sauce (or the basting oil or a sprinkle of cheese). They make these easy dishes even more delicious.

Kid-friendly choices
See page 28 for simple ways to get your kids to enjoy more veggies.
“Since my arthritis makes it hard to prep vegetables, I love the bagged and store-cut vegetables. I bought 4 trays on Monday and I’ve used them in salads and quesadillas and on an incredible veggie pizza using a Wegmans shell. The store-cut Brussels sprouts were so good steamed in the microwave that they didn’t need any seasoning at all. Having such a beautiful array of vegetables I don’t need to process is going to bring me back every week to expand my creativity and eat like I used to be able to do. Thank you!”
Pan-Simmered Veggies

Make these dishes in minutes with our simple pan-simmering technique and finish with our sauce recommendations.

You’ll need:
- 1 Tbsp Wegmans Pure Olive Oil
- 1 1/2 lbs cut vegetables or 1 lb cooking greens
- Salt and pepper to taste
- 1/2 cup water
- 3 cup sauce

4 easy steps:
1. Get started
Drip oil around sides of skillet pan; lift pan to distribute evenly. Heat oil in pan on high until oil thinly smokes. (If oil smokes too much, pan is too hot.)
2. Skillet
Add vegetables; season with salt and pepper. Stir and toss, keeping things moving, 2 min.
3. Cook
Add water (1 cup), stirring, 5-8 min., or until tender.
4. Finish
Stir in sauce; cook, stirring to heat through, 2-3 min; season with salt and pepper.

new item!
Developed by Wegmans chefs, these tasty sauces are made from ingredients from the Innovation Center:
- Vegetable Simmer Sauce
- Spicy Indian Simmer Sauce
- Spicy Thai Red Curry Simmer Sauce

Scan this to see our Pan-Simmered Vegetables technique video or visit wegmans.com/pansimmerveg

Eat well. Live well.
Eat Well Live Well on the Plate

Principle 1: Strive for 5 cups of fruits & vegetables

Principle 3: Calories count, so watch your portions

eat well. live well.™
Choose one entrée + any 2 veggie sides:

- Broccoli with Basting Oil
- Roasted Brussels Sprouts
- Harvest Vegetables
- Butternut Squash, Spinach & Craisins

“Side Dish Meal”
Take Your Fruits & Veggies To Go
4th Grade Tours

Enjoy a Variety of Fruits & Vegetables

Eat a Rainbowl Every Day

- Reds: Apples, Red Peppers, Strawberries, Watermelon
- Blues & Purples: Grapes, Blueberries, Purple Peppers, Purple Cabbage, Plums
- Greens: Broccoli, Kale, Green Grapes, Green Beans, Lettuce, Kale, Lacinato Kale
- Whites, Tans & Browns: Grains, Mushrooms, Cauliflower, Onions
- Yellows & Oranges: Carrots, Sweet Corn, Pineapples, Oranges, Winter Squash

Wegmans Veggie Patch

Eat well. Live well.
Kids in the Kitchen

Join the over 9,000 kids and parents who’ve had fun learning to cook in our in-store classes. Here are a few of our favorite upcoming classes.

Veggies

Veggies your kids will love to eat

kid-approved favorites

From no-prep, ready-to-go solutions to simple recipes—that’ll have them loving their healthier eating choices.
Helping to Build Healthy Communities

8 Week Competition

- Count cups of Fruits & Veggies
- Count Steps

Started in 2003 with Wegmans employees only.

Now offered by other employers in 4 cities with over 200,000 participants.
Questions?