



Weekly Produce Newsletter

MARCH 8TH 2010



Aaron Kennedy envisioned a quick-service concept that showed off the world's best noodle dishes. He opened his first Noodles & Company in Denver in October 1995. A second unit opened six months later near the University of Wisconsin in Madison, and the rest they say is history. Aaron Kennedy now oversees more than 200 units nationwide.



Colorful and comfortable, Noodles & Company offers an extensive menu of made-to-order noodle dishes, soups and salads. Divided among three flavor options, Asian, Mediterranean and American, diners can pick their favorites from a number of delectable dishes, including Japanese pan noodles, Bangkok curry, whole grain Tuscan fettuccini, house Marinara and American macaroni and cheese among others.

When no one can decide where to go for dinner, this place should hit the spot for everyone. From vegetarians to meat-eaters, bland to bold, young to old, this place has something to please everyone.

America's Healthiest Restaurants: Shining Examples of Fast-Food Fare

Why does this Colorado-based chain top our quick-serve list? Noodles & Company combines 19 fresh vegetables with seven types of pastas.

We love: The Trio—soup, noodles, or salad paired with your favorite protein, plus a side salad or a cup of soup.

Noodles & Co. Launches Good Balance educational program

Ross Kamens, Noodles & Company's Executive Chef, said, "With the launch of the Good Balance program, we're teaching guests about our dishes and how to easily satisfy their palate while achieving personal balance in all categories of our menu. Two-thirds of Noodles & Company's menu can be enjoyed for less than 500 calories."





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Noodles & Co. adds family-style option



Looking to build its takeout and catering sales, Noodles & Co. has introduced Square Bowls for family-style serving options. The 220-unit chain will offer its eclectic range of pastas — from pad Thai to spaghetti and meatballs — as well as various salads in the Square Bowls, which feed four to five people. The bowls can be customized with the addition of various proteins, such as chicken, tofu or meatballs. Guests who pre-order can skip the line when they pick up, said Jill Preston, Noodles & Co.'s director of corporate communications. Preston said Noodles & Co. is hoping to build on its already brisk takeout business, which currently accounts for about 30 percent to 40 percent of sales. With the ability to serve up to 50 people, the Square Bowl option will be appealing for family dining, as well as business meetings, sports teams and parties.

“Our customers have been asking us for an option like this for years, so we’re excited to be meeting their needs,” said Preston. “And, as opposed to hitting a drive thru or ordering pizza again, you feel good knowing you’re providing your group with a great-tasting, wholesome meal.”

Where did the Famed Noodle Originate?

Some say that noodles were first formed in China and have been a staple here for thousands of years. According to culinary lore, Marco Polo carried home to Venice the secrets of Chinese pasta making. However, evidence shows that the Italians had, in fact, been using noodles for centuries--in recipes passed down from the Romans and North Africans. In fact, the first noodle may have actually been boiled in Jerusalem. Whatever the origin, one thing is certain, Chinese and Italians both agree that noodles are an ideal delivery system for tasty sauces.

Visit www.noodles.com to check out their very creative website and to find one of the six convenient locations near you



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HEALTH MATTERS

The Truth About Metabolism

There's only one way you can boost your metabolism legitimately. Find out what works and what doesn't.

If you've ever tried to lose [weight](#), you've probably wished you could speed up your metabolism and burn calories more easily. Weight-loss programs often promise to provide "metabolism-boosting" secrets. While most nutritionists agree that eating meals based on whole grains and lean proteins is a healthy diet practice, this approach won't actually help you burn calories faster. Neither will "fat-burning" foods like grapefruit or cabbage. "Unfortunately, there isn't a food that we can eat that is going to burn away those excess pounds," says Jenna Anding, PhD, RD, of the department of nutrition and food science at Texas A&M in College Station, Texas. Here's the truth about other popular metabolism-boosting theories, including the one that actually works.

5 Metabolism Boosters: Separating Fact From Fiction

Don't eat close to bedtime. You may have been told not to eat too close to bedtime because of the theory that your metabolism slows down at night and you'll lose less weight than you would if you ate the same food earlier in the day. Not true, says Donna L. Weihofen, MS, RD, health nutritionist at the University of Wisconsin Hospital and Clinics in Madison, Wisc. "Calories count whether you eat them in the morning or at night. The problem with nighttime eaters is that they are usually eating far more calories than they think, and the calories are denser."

Drinking water speeds metabolism. Drinking plenty of water is healthful for a number of reasons, but it doesn't make your body burn calories faster. It can help you feel full, which may keep some cravings at bay. "But that effect doesn't last very long," Weihofen cautions. "One of the things that does help is soup before a meal. A broth-type soup does help cut down on the amount of calories you will eat." Of course, broth won't speed metabolism, either, but it will help you stick to your diet plan.

Eat at the same time or at certain times every day to burn calories. Some diets recommend eating every couple of hours, while others advise sticking to a consistent schedule or number of meals for weight-loss success. Following a set schedule may help you stick to a diet plan, but doesn't help you burn more calories. "There's no magic to that," explains Weihofen. "It's whatever fits your lifestyle and your diet."

Eating breakfast boosts metabolism. Eating breakfast on a regular basis is important for shedding pounds, but not solely because it improves your metabolism, says Emily Banes, RD, clinical dietitian at Houston Northwest Medical Center. "People who eat only one meal a day will shut down their metabolism. So [breakfast](#) is partly a metabolism-booster and it is partly to make sure you stay on track for the rest of the day," notes Banes. People who eat breakfast are less likely to binge later in the day, which of course promotes weight loss.

Build muscle. The reality is that there is only one way to enhance metabolism: Build more lean muscle mass. "The best way to increase metabolism is by incorporating physical activity, both cardio and weight training, to increase lean muscle mass, which is what burns the calories!" advises Dr. Anding. Even at rest, muscle tissue burns more calories than fat, Anding says. So weight-loss programs that encourage strength training and other forms of [exercise](#) to improve your metabolism are your best bet.