

It's all about **WELL**[™]—Wolfgang's Eat. Love. Live.
Redesigning the plate for a more responsible culinary future.



LIVING WELL™ MEANS EATING WELL™ (MISSION STATEMENT)

For Wolfgang Puck Catering, it's all about WELL™. We are dedicated to treating our bodies, our produce and animals, our farm families, our purveyors and, always, our customers, well. We do so by striving to provide our customers, at any given price point, the freshest, organic and humanely-treated ingredients, the most delicious, innovative tastes, the best in genuine hospitality, and the highest-quality products we can. Only then can we truly meet Wolfgang's standards for "Eat, Love, Live!"

EXPLORE THE POSSIBILITIES. TASTE THE DIFFERENCE.


Over the years, our clients have repeatedly revealed to us that they want to ensure what they eat reflects positive, healthy and responsible choices. You want food that is good for your body, your community, and your environment. This doesn't alter the fact that you still want it to taste delicious! What we've come to realize is that we can live, love, and eat WELL™ without causing unnecessary harm to other living things and to our ecosystem. Wolfgang Puck's pioneering program emphasizes the critical need to create a new standard in food production that results in a better product, a more humanely treated animal, promotes a sustainable environment and still tastes delicious.

WELL™ is a natural progression for Wolfgang Puck Catering. We have long set the gold standard for dining and events with our dedication to using only the freshest, seasonal ingredients to create delicious, unadulterated "à la minute" cuisine that dazzles the palate in its simplicity. We are the catering partner you trust; the team you depend on to fulfill your visions. We are driven to honor our commitments - to quality, to service, to environmentally friendly and ethically produced foods, and ultimately, to you.









“ It’s as simple as living WELL. ”

- Wolfgang Puck

THE POWER OF THE FORK

WELL's™ nine-point program is the tangible expression of a healthy and humane consciousness. Our goal is to help create an ethical and sustainable food production system—a new gold standard—to better our lives today and for the health of future generations to come. We are the first national catering company wholly dedicated to incorporating comprehensive ethical decision-making into our worldwide businesses. We are making informed choices about the origins of our food so that you can savor a conscientiously raised harvest. Food has power and we can use the power of the fork to make enlightened decisions about the foods we eat.

In an effort to curb the worst animal cruelties associated with factory farming, by year-end 2007 the Wolfgang Puck Companies will:

- 1** Only use and serve eggs from cage-free hens not confined to inhumane battery cages.
- 2** Only serve all-natural or organic crate-free pork. Crates prevent pigs from engaging in natural behaviors as basic as turning around.
- 3** Only serve all-natural or organic crate-free veal. Crates prevent calves from turning around or even extending their limbs.
- 4** Only serve certified sustainable seafood from a renewable fishing supply.
- 5** Eliminate foie gras from our menus. Force feeding swells ducks' livers up to 10 times their normal size.
- 6** Only serve all-natural or organic chicken and turkey from farms that are compliant with progressive animal welfare standards.
- 7** Continue to feature and expand certified organic menu selections.
- 8** Continue to offer and expand vegetarian selections on all menus.
- 9** Send a letter to suppliers regarding methods of poultry slaughter that involves less suffering.



WELL™ DEFINED

Cage/Crate-free

Animals reared un-caged, inside barns or warehouses, that have the ability to engage in natural behaviors such as walking and nesting.

Certified Organic

Beef & Pork: Reared without the use of antibiotics or hormones and fed 100% pesticide-free, organic feed. Animals must also have access to the outdoors and the ability to graze on land that has been pesticide-free for at least three years.

Eggs: Cage-free hens are housed in barns or warehouses that have outdoor access and are fed an organic, vegetarian diet, free of antibiotics and pesticides.

Produce: Grown on farms that have been inspected by an independent third-party certifier. Laws prohibit the use of synthetic herbicides, fumigants, fertilizers and pesticides on soil or produce as well as excluding genetically modified organisms (GMOs) from certification.

Veal: Fed with mother's milk and reared outdoors with adequate space for exercise and grazing.

Free Range

Beef, Pork & Veal: Products coming from animals raised on the range with pasture access and the ability to graze.

Poultry: Chickens, turkeys or ducks primarily raised on pasture.

Local

Produce and animal products grown or raised within 150–200 miles of the home base, beneficial because it supports family farmers and the local economy and it cuts down on the amount of fossil fuels burned in the transportation of products.

Natural and All-Natural

Food containing no artificial flavor or flavoring, coloring, chemical preservatives or any other artificial or synthetic ingredient. Ingredients are not more than minimally processed.

Sustainable Seafood

Seafood coming from sources, fished or farmed, that can maintain or increase production into the long-term without jeopardizing the affected ecosystems.



Wolfgang Puck

catering

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COVER STOCK: Neenah Environment PC 100 White. Made from 100% post-consumer fibers. Certified process chlorine-free. Produced with 100% certified renewable energy.
INSERT STOCK: Neenah Environment, Desert Storm. Made from 100% recycled fibers (minimum 30% post-consumer fibers). Produced with 100% certified renewable energy.