

BRAIN FOOD FOR MEETINGS

Brain Food is a new concept developed by Radisson Blu for meetings and conferences to help maintain delegates' concentration levels right the way through events.

It's all about serving food that keeps blood sugar levels stable and supplies optimal nutrition for the brain, providing benefits for both delegates and meeting organisers alike.

WE DEVELOPED Brain Food because we know that the food we eat affects how the brain functions. Research has shown that eating the right food at the right time improves our ability to learn and concentrate, promotes quicker reactions and even lowers stress levels – all factors that can impact on the quality of a meeting.

MEETING DELEGATES often experience a 'sugar crash' after lunch and this is generally temporarily resolved by placing a bowl of sweets on the table. This is something we would like to avoid by helping delegates achieve more stable blood sugar levels, and by providing a delicious culinary experience throughout the day.

THE SIX BRAIN FOOD PRINCIPLES

1. Lots of fish, wholegrain products, fruit and vegetables
2. Primarily fresh, locally sourced ingredients
3. Pure ingredients with minimal industrial processing
4. Less meat and always a maximum 10% fat content
5. Natural sweeteners and never more than 10% added sugar
6. Focus on good taste and satisfying the senses

BRAIN FOOD HAS BEEN DEVELOPED together with nutritionists in various countries. Over several weeks, our skilled chefs have gathered in workshops under the supervision of nutritionists; a collaborative effort which has been central to the development process. In consultation with nutritionists, the chefs have enjoyed creative freedom to convey the essence of what Brain Food represents in their respective hotels. This means that the fundamental principles always remain the same – but that the experience and product can vary from hotel to hotel.

WHEN PARTICIPATING in a meeting, there are a few simple tips you can follow to avoid becoming tired, and help boost your concentration levels:

- Eat more slowly. This improves digestion and aids the body's absorption of beneficial nutrients
- Turn off your mobile phone and remain present while you eat. You can always take that phone call when you have finished
- Eat less. When you eat high-quality food that tastes good, you do not need to eat large quantities

Brain Food is standard at meetings and conferences - but if you have other requests we can always offer creative solutions with high quality.

RESPONSIBLE BUSINESS

Using local ingredients is corporate responsibility and good for the environment, but we also ensure more nutritious products and more energy to the participants.