



# Focus Food

BRING OUT THE BEST IN YOUR DELEGATES



AMADEUS™



# Bringing out the best in your delegates



## NOT JUST A FAD

It's hard not to recognise the rise of superfoods all around us today - we are increasingly concerned about improving our health and well-being to balance out the stress of busy work/life balance. Your delegates are no different! Apart from meeting the growing expectation of healthy food options during your event by providing brain food you can significantly boost delegates' energy levels, concentration and performance. Getting the best of your delegates and your event.

## FOOD FOR THE BRAIN

The ICC is the first conference centre to achieve the accreditation from Food for the Brain - a non-profit, educational charity who advocates the link between nutrition and mental wellbeing and performance. This accreditation recognises Amadeus' (our in-house catering team) achievements in offering nutritionally balanced menus to support performance and wellbeing at a conference whilst also retaining choice. Accreditation was achieved by way of a nutritional audit of six pillars;

- 1 Keeping delegates mentally alert
- 2 Maintaining a balanced blood sugar level throughout the day covering menu analysis, ingredient quality and provenance
- 3 Provision for special diets
- 4 Production methods
- 5 Staff training in nutrition
- 6 Healthy eating marketing

# Start the day



## HERE'S THE SCIENCE



It is recommended that breakfast should be eaten within two hours of waking



A healthy breakfast should provide calories in the range of 20-35% of your guideline daily allowance (GDA)



Breakfast also restores glucose levels, an essential carbohydrate that is needed for the brain to function



Many studies have shown how eating breakfast can improve memory and concentration levels and it can also make us happier as it can improve mood and lower stress levels



Regular breaks may increase productivity by 95%



## MORNING FUEL

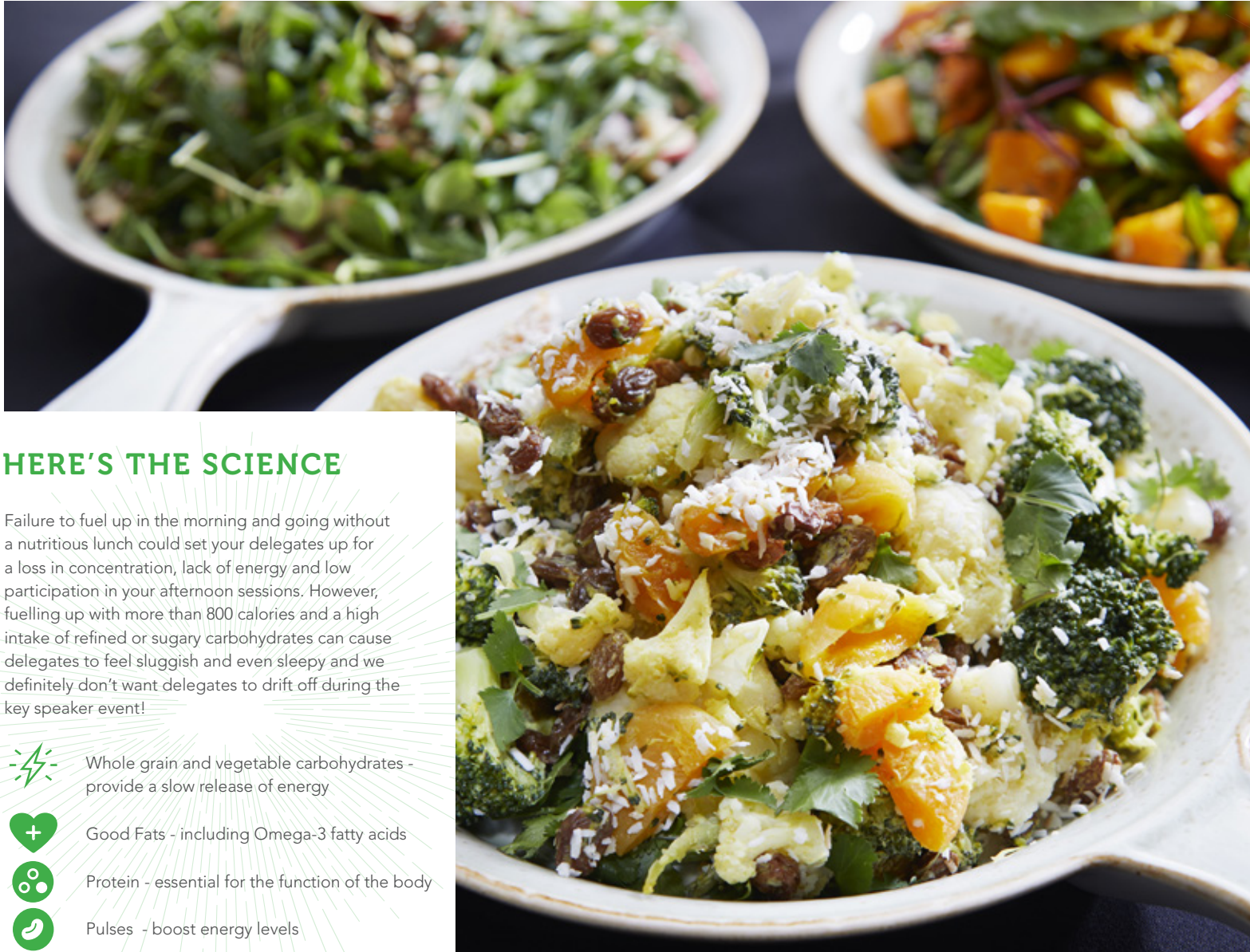
Bio yoghurt, blueberry & toasted oats  
—  
Mini wholemeal banana & honey muffins  
—  
Fresh fruit  
—  
Speciality teas and freshly brewed coffee



## MID-MORNING BOOSTER

Homemade flapjacks  
—  
Fresh fruit  
—  
Served with speciality teas & freshly brewed coffee

# Healthy Lunch



## HERE'S THE SCIENCE

Failure to fuel up in the morning and going without a nutritious lunch could set your delegates up for a loss in concentration, lack of energy and low participation in your afternoon sessions. However, fuelling up with more than 800 calories and a high intake of refined or sugary carbohydrates can cause delegates to feel sluggish and even sleepy and we definitely don't want delegates to drift off during the key speaker event!



Whole grain and vegetable carbohydrates provide a slow release of energy



Good Fats - including Omega-3 fatty acids



Protein - essential for the function of the body



Pulses - boost energy levels



## BRAIN FOOD

Steamed salmon fillet, lemon grass infused broth, shiitake mushrooms, bok choy

Tender poached chicken, roast tomato & pepper sauce, fresh basil

Smoky baby aubergines & chick pea tagine, lemon & apricots (v)

Braised brown rice

Roast sweet potato & fresh ginger



## SUPERFOOD SALADS

Lentil, bean & wild rocket salad, watercress pesto, shaved radish salad (v)

Broccoli & cauliflower, coconut & turmeric yoghurt, dried fruit salad (v)

Thyme roast butternut squash & pumpkin, sunflower seed salad (v)

# Sweet Goooooodness



## HERE'S THE SCIENCE

Its all about balance!

You can still treat yourself and satisfy that sweet craving without feeling the guilt with some healthy yet tasty alternatives.



This may look like a decadent treat but the fruits & dark chocolate not only add colour and creativity to these fantastic desserts but eases the guilt with their powerful Antioxidant properties.



## SWEET AND HEALTHY

Mango & passion fruit soya milk panna cotta,  
cardamom pod poached pineapple

Gluten & lactose free bitter chocolate brownie  
with wilted plums

Cut market fruits, burnt oranges &  
pomegranate stock

# Afternoon break



## HERE'S THE SCIENCE

Everyone needs a mid afternoon break - so we have designed some food to help you make the most of it. There are too many benefits to list for our power fruit shots but here a few worth taking notice of;



Celery - high in antioxidants



Apple - full of fibre and vitamins



Beetroot - source of iron and folate



Raspberry - high in Vitamin C



Spinach - rich in Vitamin K & A



Kiwi - provides potassium and magnesium



## SMOOTH SHOTS

Celery & apple

Beetroot & raspberry

Spinach & kiwi



## HIDDEN GOODNESS

Carrot & almond slice

Served with speciality teas and freshly brewed coffee



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