

Promoting Plant Based Diets: Wegmans Innovative Produce Programs

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It's All Fruits & Veggies – Since 1916!



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Honey-Roasted Root Vegetables



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.

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“ 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!"

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helping you make great meals easy



Pan-Simmered Stir-Fry Vegetables with Vegetable Sauce



Pan-Simmered Sauce



Spicy Indian Pan-Simmered Cauliflower



Spicy Thai Red Curry Pan-Simmered Kale

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
- 1 cup sauce

4 easy steps:

- 1. Get started**
Drizzle oil around sides of stir-fry pan; tilt pan to distribute evenly. Heat oil in pan on HIGH until oil fairly smokes. (If oil smokes too much, pan is too hot.)
- 2. Stir fry**
Add vegetables; season with salt and pepper. Stir and toss, keeping things moving, 2 min.
- 3. Cook**
Add water; cook, 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.



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

make it —



new item!

Developed by Wegmans chefs, these tasty sauces are made fresh in our Culinary Innovation Center:

- Vegetable Simmer Sauce
- Spicy Indian Simmer Sauce
- Spicy Thai Red Curry Simmer Sauce (Produce Dept)

— need it —



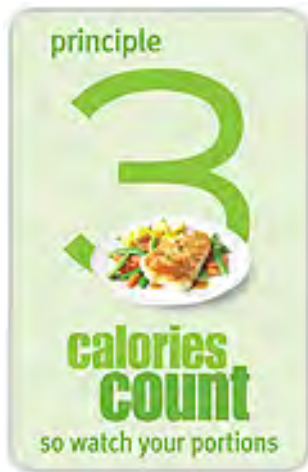
Wegmans Stir-Fry Pan

Learn more online: Individual recipes for these veggies available on wegmans.com

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Eat Well Live Well on the Plate





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We want to make sure you always have the freshest choices, so our menu does change daily and will vary by store.

Got a specific request?
Your Prepared Foods department will be happy to help!

\$6 meals

one entrée and two sides

Choose your \$6, \$8, or \$10 meal



\$6 Meal • 580 calories • 1 cup vegetables

Need to Build Another Meal for Your Shopping List?
[Clear Your Plate »](#)

Want More than Cups and Calories?
[View Complete Nutrition Facts »](#)

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



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Enjoy a Variety of Fruits & Vegetables



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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

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.



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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.

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Questions?