



Bay Area Caterer Partners with UC Berkeley to Develop the Campus Eat Well Berkeley Menu

Checkers Catering & Special Events, a certified Bay Area Green business, has developed UC Berkeley's own Eat Well Berkeley menu for their campus. The menu offers healthy meal selections, as outlined by a UC Berkeley Dietician, for staff and students.

Livermore, CA (Vocus/PRWEB) February 09, 2011 -- The [University of California at Berkeley](#) has asked [Checkers Catering & Special Events](#), a local San Francisco Bay Area Green caterer, to partner with them to develop the campus' own Eat Well Berkeley program.

The campus program is modeled after the City of Berkeley's Eat Well Berkeley program which is sponsored by the city's Public Health Department.

This program works with local restaurants and caterers to provide healthy options for their customers, and to support and promote restaurants and caterers that provide healthy food choices. Customers can use the program to identify businesses that meet the overall criteria, as well as to identify specific menu items offered by a caterer or restaurant.

UC Berkeley's Eat Well program offers faculty, staff, administrators and students a list of local caterers and restaurants who provide healthy food options. The guidelines required to participate in the program were developed by a UC Berkeley staff dietician.

The menu that Checkers has created will help those ordering on campus identify specific items that meet or exceed the guidelines set forth in the UC Eat Well Berkeley program.

Checkers Catering has a long history of serving UC Berkeley and was already an approved vendor with the City of Berkeley for their Eat Well program. "It was natural for Checkers to be involved with the UC Eat Well Berkeley program and to develop a new menu for them that meets their requirements" said Fred Kotrozo, Director of Business Development. From there a new menu was created specifically to meet the guidelines of the UC program.

"We also created a separate page on our website for the UC Berkeley Eat Well program so anyone from the campus, or outside the campus for that matter, can go to the Checkers Catering website and view the menu," Kotrozo said.

Denise Slavitt, Checkers CEO and a UC Berkeley alum herself, said, "Checkers has been serving UC Berkeley for years, and our Green business certification and philosophy go hand-in-hand with what the campus is offering through their Eat Well Berkeley program."

For more information, contact Checker Catering & Special Events at 925-968-1121.

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Online Web 2.0 Version

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