



*A Name That's Easy to Remember.  
Great Food You'll Never Forget!*

**FOR IMMEDIATE RELEASE:**

Dec. 14, 2011

**FOR MORE INFORMATION:**

Sarah Provancher  
Pro Communications  
Tel: (502) 439-7138  
[sarah@prprocom.com](mailto:sarah@prprocom.com)

## **THE CATERING COMPANY PARTICIPATES IN CITY-SPONSORED PROGRAM TO REDUCE CALORIE COUNTS ON ITS CORPORATE MENUS**

*The Louisville-based company is the first catering operation to participate in the Louisville Metro Health Department's Healthy Hometown Restaurant program to create even healthier menu items and offer calorie counts on its corporate menus*

**Louisville, KY** – To meet the demands of health conscious consumers, The Catering Company is introducing new corporate and box lunch menus, with calorie counts included, to its corporate clientele. The Catering Company worked with nutritionists at Martha Gregory & Associates, Inc. to analyze the ingredients in menu items to determine healthier alternatives for preparing and cooking meals for area companies.

The project is a part of Louisville Metro Health Department's Healthy Hometown Restaurant program. The Catering Company owner, Denise Jerome, learned of the program and immediately inquired as to whether a catering operation could participate.

"We have had more and more requests for health conscious meals," said Denise Jerome, owner of The Catering Company. "Most notably, our corporate clients have been interested in lighter menu options for their working lunches. Thus, when we had the opportunity to participate in the Healthy Hometown program, we jumped at the chance."

The Catering Company is the first Louisville-area catering operation to participate in the program. Candace Goldberg of Martha Gregory & Associates, worked with Jerome to make slight changes in food ingredients and help The Catering Company design new menus with calorie count information included.

Suggested changes that The Catering Company has incorporated include using low-fat mayonnaise in their tuna and chicken salads, using whole wheat bread instead of white bread

for rolls and sandwiches and offering light salad dressing options on the side. Also, The Catering Company will offer fruit salad substitutions for pasta salad in corporate box lunches.

Jerome said that the changes were pretty easy for her company. "We already used very fresh, high quality ingredients and make almost all of our menu items from scratch, so the tweaks that we had to make to our menu items were minimal."

All menus can be found at The Catering Company's website, [www.greatfood-wine.com](http://www.greatfood-wine.com). For more information or to place a catering order, call The Catering Company at (502) 243-0000.

### **About The Catering Company**

Since 2000, The Catering Company has been serving the Louisville and Southern Indiana region with the highest quality food and service for events ranging from 10 people to 3,000. As the third largest caterer in the area, according to the 2010 *Business First's* Book of Lists, The Catering Company serves over 185,000 guests annually at weddings, private parties, corporate lunches, galas and social events and has worked with almost every event venue in the region. The Catering Company is operated by 2010 NAWBO Women of Distinction Award Winner, Denise Jerome, and her daughter Lauren Brown, who serves as Marketing Manager. The Catering Company can be found online at [www.greatfood-wine.com](http://www.greatfood-wine.com).

###