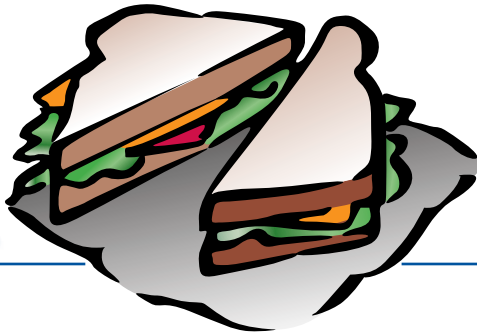


For your next
lunch you could order:
A Yogurt-Fruit-Cereal Parfait

Quick



Bites

from **IN the BAG**
Corporate Cuisine

January 2009

A burst of yellow

We'll be bringing daffodils with your lunch orders this month, and continuing until our two cases of flowers run out. It's our way of supporting the research that will one day cure cancer. Along with the flowers will come information about American Cancer Society's Daffodil Days and how to order a burst of daffodils for yourself, your friends or a cancer patient. (con't. right col.)



www.inthebag-lunches.com or call or fax us at 222-9338

Funding research to cure diabetes

The Greater Iowa Chapter of the Juvenile Diabetes Research Foundation (JDRF) raises over \$3 million a year for research to cure Type 1 diabetes. The participants in the Central Iowa Walk raise the highest amount per capita of anywhere in the world. Over 87% of the money raised is spent on research to find that cure.

"Type 1 diabetes usually develops by young adulthood. That's why it's called juvenile diabetes," says Mary Hunter, Director. "It's an incurable disease of the autoimmune system in which the pancreas stops producing insulin, a hormone that enables you to get energy from your food. This disease is *not* caused by too much sugar in your diet or a lack of exercise."

"The other type of diabetes, Type 2, is a metabolic disorder. The body produces insulin, but can't use it effectively. Type 2 is usually treated with diet and

exercise, and/or insulin injections," she says. "Type 1 diabetes is critical and, to live, the patient has to take multiple injects of insulin each day, or wear an insulin pump that continually infuses insulin."

JDRF funds research in five areas.

Autoimmunity: Working to better understand the immune system and why it fails.

Replacement: There are a few Des Moines patients who have islet cell transplants that seem to be providing a temporary cure.

Regeneration: Beta cells produce insulin. This research studies how to reproduce them

and keep them viable.

Research on complications: Uncontrolled diabetes can lead to kidney failure, blindness, nerve damage, amputation, heart attack, stroke and pregnancy complications. Researchers are looking at ways to moderate or eliminate these effects.

Metabolic control: The U of Iowa has a \$6.1 million grant to study an artificial pancreas, a closed loop insulin pump that regulates high and low blood sugars.

For more information, call 986-1512 or go to www.jdrf.org/greateriowa.



Daffodils, con't,

Using the order form, you can choose from a variety of daffodil gifts that will be ready for you to pick up at local florists March 11 through 13. New this year is a program called Bear Hugs for Hope in which you can purchase a bear to be delivered anonymously to a child who has cancer. Also new this year is Carrie N. Hope, the Boyd's Bear designed exclusively for Daffodil Days. The Gift of Hope will be also available again this year for \$25 — an anonymous gift to brighten the spirits of a cancer patient at a local hospital.

Watch for the flowers. They come with high hopes and best wishes.

For additional information about Daffodil Days, please contact Krista Walsh at 515-727-0060 or Krista.Walsh@cancer.org.

25% of In-the-Bag gratuities will be donated to

WALK  TO CURE DIABETES

JDRF Juvenile Diabetes Research Foundation International

dedicated to finding a cure

Quick Bites

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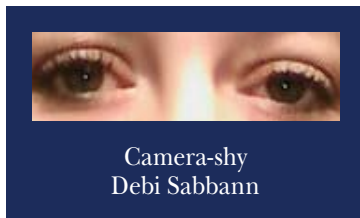
Food for Thought from . . .

Customer: Debi Sabbann is the administrative assistant to the CEO of Mercy Clinics, Inc. Her group provides administrative services for 49 Mercy clinics in the Des Moines area.

How she found us: The person before me left your name and a recommendation. I tried you and have been using you ever since.

What she appreciates most: About a year ago I was invited to be part of a focus group called The Kitchen Cabinet. I was really impressed that you asked customers what they thought about your menu and service. You even let us sample new foods and say what we thought. Who does that?

How she uses us: We have three evening meetings each month, plus some lunch meetings. I order soup and sandwiches, or salads and sandwiches for the Board of Directors. For the Governance Council and the lunch meetings, I order gourmet bags or sandwich platters. The hot buffets give the medical directors a break from the sandwich lunches they usually eat.



Camera-shy
Debi Sabbann

What she would never change: Your promptness. It's awesome to know that, with all I have to do to get ready for meetings, I don't have to worry about the food. I know you're going to be here at the time I request.

Favorites: The people I order for really like your wraps. Because they're decision-makers, they do a lot of meal meetings. They get tired of the same-old, same-old sandwiches. You have a wide variety of interesting fillings and wraps aren't as much bread as a typical sandwich.

And the Fruit Kabobs are a big hit. Technically they're healthy, and that's big around here, but you get chocolate with 'em. And they're something different from the expected cookies and brownies.

The **IN the BAG** Guy!



Mike Taylor

People are not
against you;
they are merely for
themselves.



Corporate
Cuisine

3,100 presents? No problem!

Coming up with 3,100 birthday presents in 2009 is a snap for Kelsey Cullinan, Human Resources Administrator for Care Initiatives, Iowa largest senior care provider.

"We try to recognize the great job our people do in a variety of ways throughout the year," she says. This year we're sending expression birthday bags to every employee— all 3,100 of them — on their special day. Mike (Taylor of **IN the BAG**) is making it so easy. His crew is assembling the bags and shipping the correct number of bags to our 56 locations each month. The facility administrator presents the bag to the employee on his or her birthday with a sincere thank you."

Mike Taylor met with Kelsey several times to close the expression's deal. "We wanted the bags to be fun, exciting and a little funky," she says. "We're putting a plush item — usually a cute stuffed animal — in each bag along with some food items and other items that are fun and unexpected. When we tested the birthday bag idea, the weird rubber ball that ricochets all over the place was a real hit, so we include that or something like it. Both male and female employees seemed to like the gifts we chose."

"Reaction to the idea of giving birthday bags at first was mixed. Then we gave some people the actual bags, and wow, they loved them. They went over so well and people thought they were fun and exciting. We decided to use the idea company-wide."

"Our employees work very hard. Our residents need care 24/7, every day of the year. The work can be demanding physically, mentally and emotionally. We can't be too good to the people who make us successful. These birthday bags are just one way to brighten someone's day and show we see how dedicated they are. We think these bags are a great idea."

CUSTOMIZED
expressions!