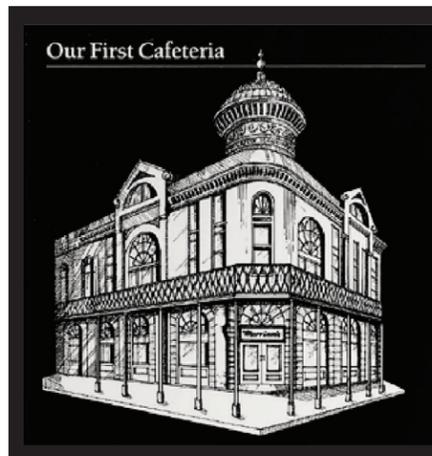


Morrison Senior Living Enhances Residents' Dining Experience

Food is more than sustenance

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Since the 1920 Opening of Morrison's Cafeteria in Mobile, Alabama by James Arthur Morrison, the company has continually looked for ways to elevate the dining experience. Evolving from humble beginnings almost a century ago, Morrison Senior Living has maintained an emphasis on creating memorable experiences and a focus on hospitality.

By following the idea that food is more than sustenance, Morrison has gone from serving cafeteria customers to leading the senior living dining industry. At Morrison, the food

they create represents taste memories and experiences enjoyed throughout life. Through this approach, they are able to adapt to market demands and specific dining needs of residents—like kosher communities. With 22 kosher communities across the country—and an opportunity to expand into kosher communities in Atlanta—their mission is to stay true to their “Food Rules” and focus on keeping food wholesome, scratch made and top-quality. As they’ve discovered especially with their kosher communities, creating a connection to food is just as important at a young age as it is as we progress throughout life.

To successfully deliver consistent, outstanding experiences for their kosher residents, they've adopted a three-tiered approach, which includes:

1. A foundation based on health and wellness
2. An ongoing effort to educate our culinary and support staff on kosher dining laws and preparations.
3. A dedication to satisfy residents at all stages and their families.

A FOUNDATION OF HEALTH & WELLNESS

Everything Morrison serves their residents reflects their food philosophy and commitment to delivering healthy meals. They begin their menu preparation with starches that have high nutritional value—like brown rice or risotto cut with farro—and build on with fresh vegetables and lean proteins. Their innovative culinary approach goes hand-in-hand with their strict adherence to dietary regulations and kashrut laws. For example, they create flavorful and healthy “cream” sauces by using pureed parsnips or cauliflower in lieu of cream. The result is a parve option that is healthier and more versatile. This example highlights their approach to merge flavor with freshness to create a positive dining experience.

FOCUS ON KOSHER DINING

Their commitment to kosher dining means they are constantly evolving from a culinary and educational perspective. They strive to keep their recipes and ingredients traditional and work with Rabbis to ensure all dietary laws are observed. For Morrison, engaging local kosher vendors produces the best experiences and taste memories. They obtain the necessary ingredients needed by their chefs from their kosher clients, which reflects their financial commitment to their vendors.

They see great value in investing in kosher dining and training. Morrison is currently developing two Centers for Excellence at their kosher communities in New Jersey and Philadelphia. They will act as onboarding sites for all new managers and training grounds for any managers who want to learn the traditions, culture and skill sets around kosher offerings.

ADAPTING TO PROVIDE SATISFACTION AT EVERY AGE

Following traditional recipes and preparation techniques—like freshly baked challah, roasted chicken on the bone and slow-braised brisket—are just some of the ways Morrison creates taste memories without cutting corners and their mission is to provide these experiences for each resident, including assisted living and skilled nursing.

At Morrison, they employ a variety of techniques to ensure that residents are able to enjoy their meals and dining experience. This includes texturally modifying menu items by puree or presentation (finger foods) or by fortifying meals as needed. They have experienced great success with their “Dignified Dining” program, especially for residents with dementia. The goal is to create an appealing setting that will foster a sense of comfort and interest in meal consumption.

Because family plays a key role for residents, Morrison has created special programs for visitors. Their “Moose on the Loose” program is an interactive dining, wellness concept at senior living communities for residents' grandchildren and their entire family. Originally created for pediatric patients in healthcare, the program includes specially designed and crafted healthy menus, jigsaw puzzles, stickers and more.

EVOLVING INTO THE NEXT ERA

For nearly a century, Morrison has stayed true to the core concepts of delivering outstanding service and dining experiences. They are proud to carry that tradition forward by continually adapting their offerings to serve the needs of all communities. Ongoing opportunities, like extending their kosher services, all tie into their focus of growing their presence and purpose of enriching the lives of seniors each and every day. Here's to another successful century ahead.

