

# W

## YOUR ATTENDEES BY KEEPING THEM HEALTHY IN BODY & SPIRIT

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Hilton



# AGENDA

Wo  
w  
YOUR ATTENDEES BY KEEPING THEM HEALTHY  
IN BODY & SPIRIT



Let's play InstaTrends



Why should we care?



Fruits



Flowers



Veggies



Beverages



Sweets



Resources



A tasty treat!



Hilton

LET'S PLAY ...

**InstaTrends**

**EXAMPLE**

**#vegas**

**#nyc**

**EXAMPLE**

**#vegas**

34 million

**#nyc**

117 million

**InstaTrends**

**Wo** YOUR ATTENDEES BY KEEPING THEM HEALTHY  
IN BODY & SPIRIT

**#champagne**

**#winelover**

**InstaTrends**

**#champagne**

13 million

**Wo** YOUR ATTENDEES BY KEEPING THEM HEALTHY  
IN BODY & SPIRIT

**#winelover**

7 million



**InstaTrends**

**Wo** YOUR ATTENDEES BY KEEPING THEM HEALTHY  
IN BODY & SPIRIT

**#delicious**

**#nomnom**

**InstaTrends**

**Wo** YOUR ATTENDEES BY KEEPING THEM HEALTHY  
IN BODY & SPIRIT

**#delicious**

99 million

**#nomnom**

18 million

**InstaTrends**

**Wo** YOUR ATTENDEES BY KEEPING THEM HEALTHY  
IN BODY & SPIRIT

**#tasty**

**#yummy**

**#tasty**  
41 million

**#yummy**  
139 million

**InstaTrends**

**Wo** YOUR ATTENDEES BY KEEPING THEM HEALTHY  
IN BODY & SPIRIT

**#cake**

**#pizza**

**InstaTrends**

**Wo** YOUR ATTENDEES BY KEEPING THEM HEALTHY  
IN BODY & SPIRIT

**#cake**  
73 million

**#pizza**  
40 million

**InstaTrends**

**Wo** YOUR ATTENDEES BY KEEPING THEM HEALTHY  
IN BODY & SPIRIT

**#chicken**

**#bacon**

**InstaTrends**

**Wo** YOUR ATTENDEES BY KEEPING THEM HEALTHY  
IN BODY & SPIRIT

**#chicken**

23 million

**#bacon**

11 million



**InstaTrends**

**Wo** YOUR ATTENDEES BY KEEPING THEM HEALTHY  
IN BODY & SPIRIT

**#eatclean**

**#homemade**

**#eatclean**

58 million

**#homemade**

64 million

**InstaTrends**

**Wo** YOUR ATTENDEES BY KEEPING THEM HEALTHY  
IN BODY & SPIRIT

**#localfood**

**#meatlessmonday**

**InstaTrends**

**Wo** YOUR ATTENDEES BY KEEPING THEM HEALTHY  
IN BODY & SPIRIT

**#localfood**

2 million

**#meatlessmonday**

676,000

**InstaTrends**

**Wo** YOUR ATTENDEES BY KEEPING THEM HEALTHY  
IN BODY & SPIRIT

**#foodcoma**

**#onthetable**

**#foodcoma**

5 million

**#onthetable**

8 million

**InstaTrends**

**Wo** YOUR ATTENDEES BY KEEPING THEM HEALTHY  
IN BODY & SPIRIT

**#newforkcity**

**#theartofplating**

**InstaTrends**

**Wo** YOUR ATTENDEES BY KEEPING THEM HEALTHY  
IN BODY & SPIRIT

**#newforkcity**

1.5 million

**#theartofplating**

1.1 million



**TIE BREAKER**

**Puerto Rico**

**Hawaii**

**TIE BREAKER**

**Puerto Rico**

At the Caribe Hilton !

**Hawaii**



**WINNER**  
**WINNER**  
CHICKEN  
**DINNER!**

**Hilton**

A woman with short, curly brown hair, wearing a light pink sweater and a black watch, is shown from the chest up. She has her eyes closed and a gentle smile, hugging herself. The background is a vibrant orange-red color with various food-related icons scattered around, including orange slices, a carrot, a tomato, a mushroom, a fork, and a spoon. The text 'Why' is written in a large, white, sans-serif font, partially overlapping the woman's head and the background icons.

Why

**A FEAST FOR THE EYES AND  
THE STOMACH**

care?

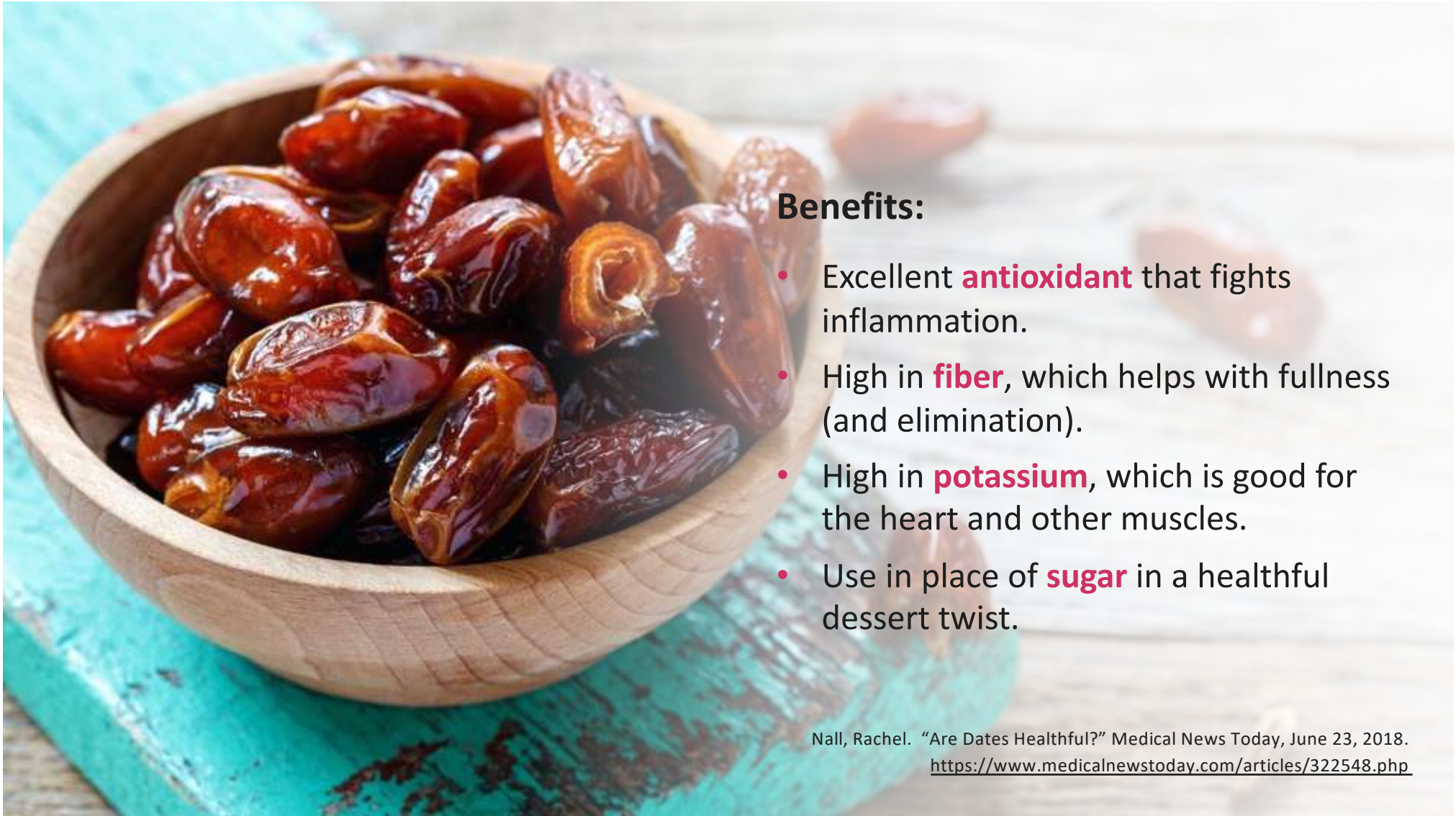
FRUITS ARE

Appea

Hilton



**DATE  
NIGHT**



### Benefits:

- Excellent **antioxidant** that fights inflammation.
- High in **fiber**, which helps with fullness (and elimination).
- High in **potassium**, which is good for the heart and other muscles.
- Use in place of **sugar** in a healthful dessert twist.

Nall, Rachel. "Are Dates Healthful?" Medical News Today, June 23, 2018.  
<https://www.medicalnewstoday.com/articles/322548.php>

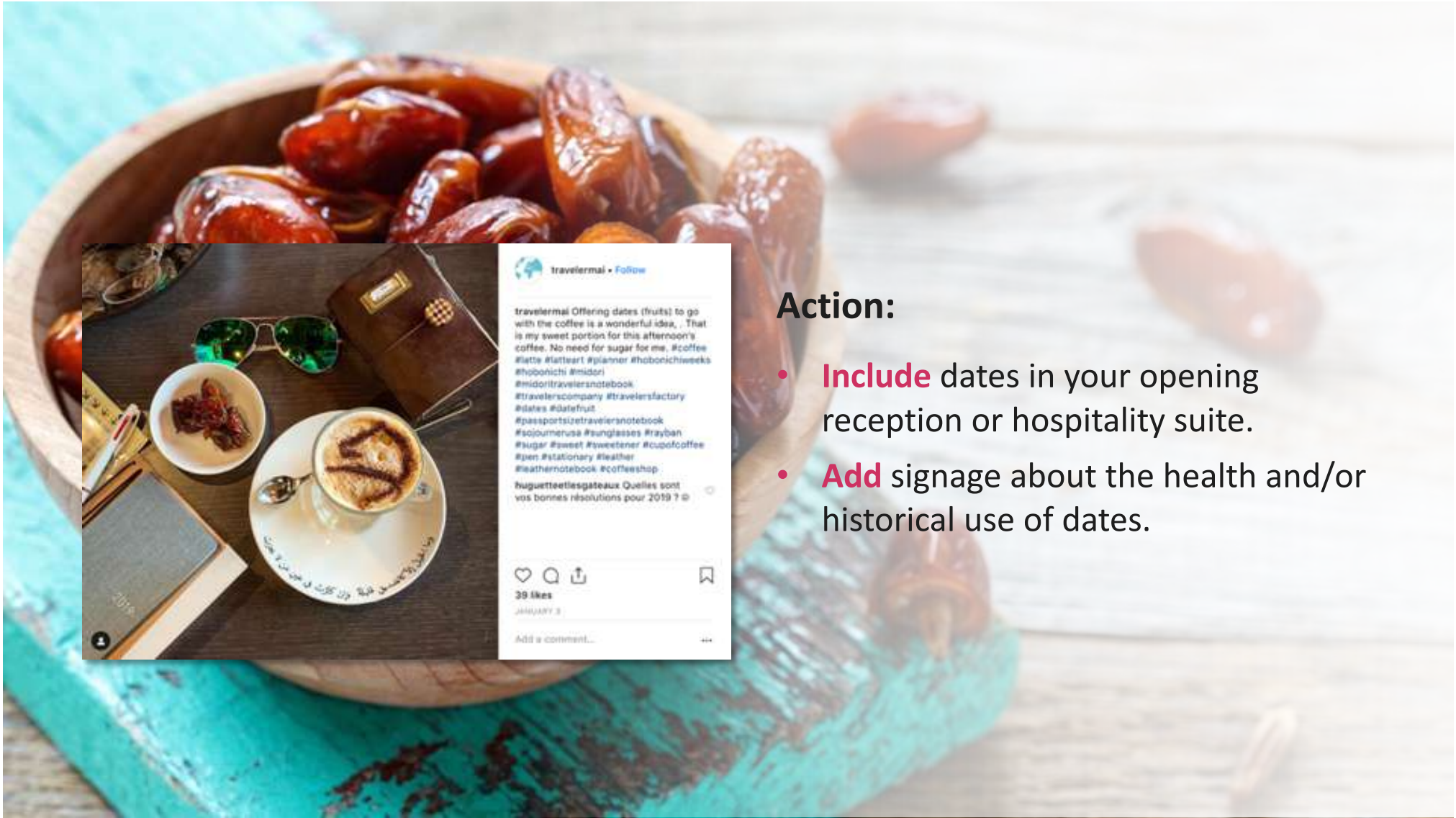


## Fun Facts:

- A bowl of dates is traditionally offered on a table as a sign of hospitality.
- A date may also accompany an unsweetened cup of coffee or tea as a sweetener.

The California Date Commission. "Dates: Selection, Nutrition and Storage." Fruits & Veggies More Matters. <https://www.fruitsandveggiesmorematters.org/dates>





**Action:**

- **Include** dates in your opening reception or hospitality suite.
- **Add** signage about the health and/or historical use of dates.



# AVOCADO AFFICIONADO



### Fun Facts:

- Half an avocado has 100 calories and 10 grams of mono-saturated fat that helps lower cholesterol.
- High in fiber.
- Fits within many diet restrictions.

Calderone, Julia. "Are Avocados Good for You?" July 31, 2018. [Consumer Reports](#).



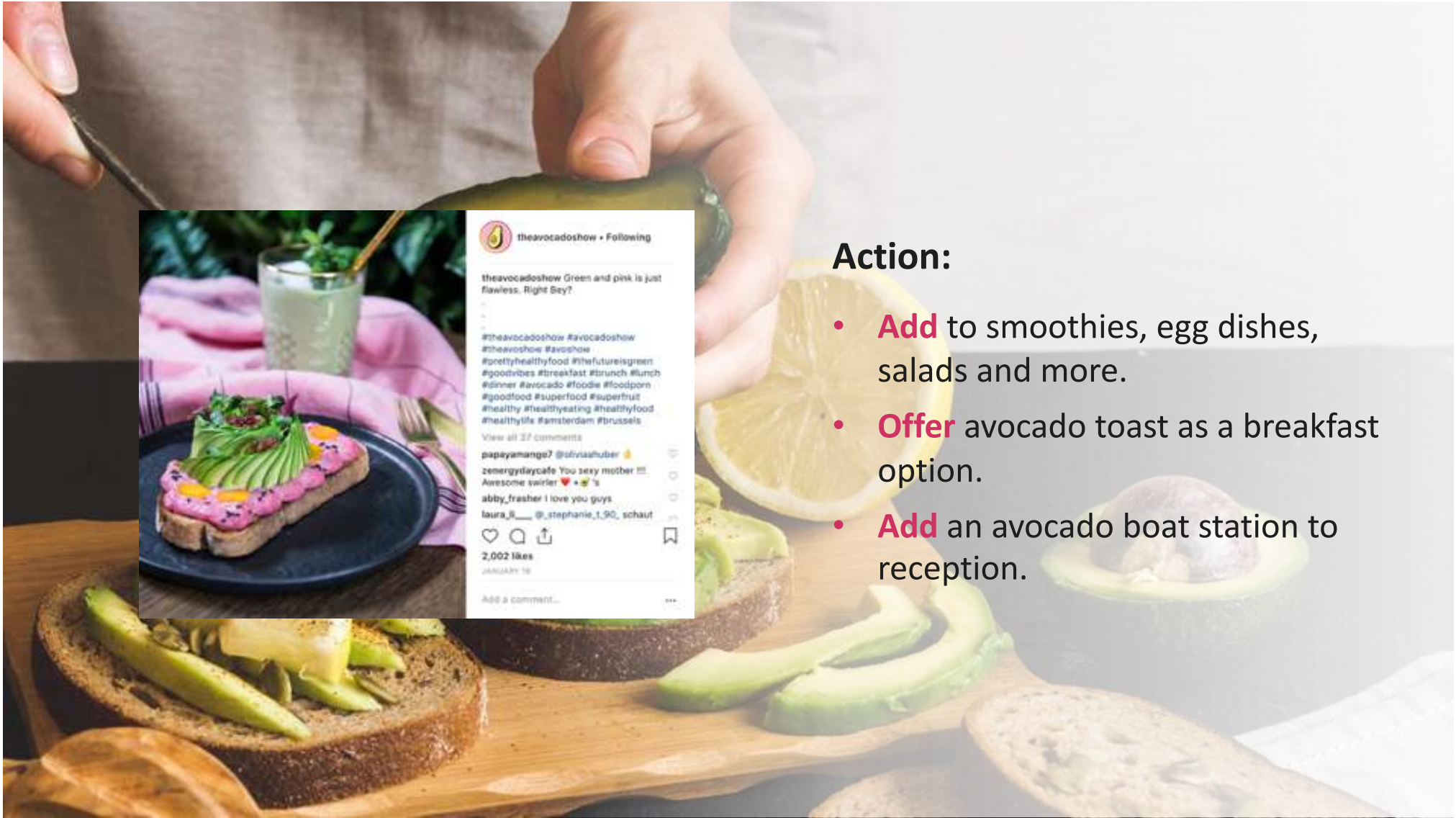
NOT YET  
NOT YET  
NOT YET  
NOT YET  
NOT YET  
NOT YET  
**EAT ME NOW  
TOO LATE.**

-Avocado



I SAID YOU'RE THE  
GOOD KIND OF FAT!

W. M. Phil.



## Action:

- **Add** to smoothies, egg dishes, salads and more.
- **Offer** avocado toast as a breakfast option.
- **Add** an avocado boat station to reception.



**ORANGE  
YOU GLAD?**

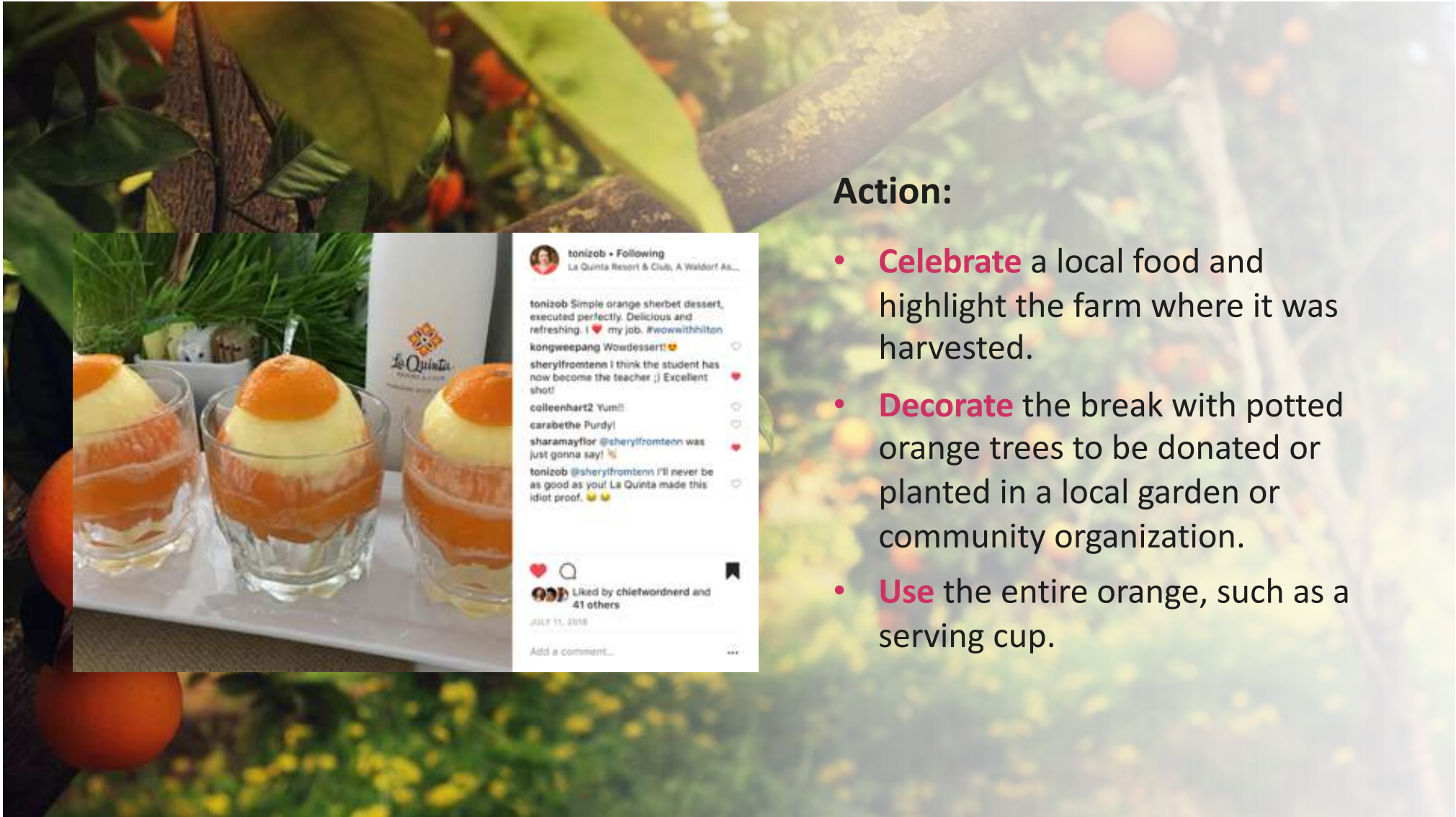


### **Fun Facts:**

- Vitamin C boosts immunity.
- The smell of oranges is invigorating to most people.
- Oranges we eat come from California; oranges we juice hail from Florida.

Hart, Jolene. "Eat Pretty, Nutrition for Beauty Inside & Out." 2014.

Page 147. [Amazon.com](https://www.amazon.com)



### Action:

- **Celebrate** a local food and highlight the farm where it was harvested.
- **Decorate** the break with potted orange trees to be donated or planted in a local garden or community organization.
- **Use** the entire orange, such as a serving cup.





FLOWERS  
HAVE

PO

Hilton



# BEYOND THE BOUQUET

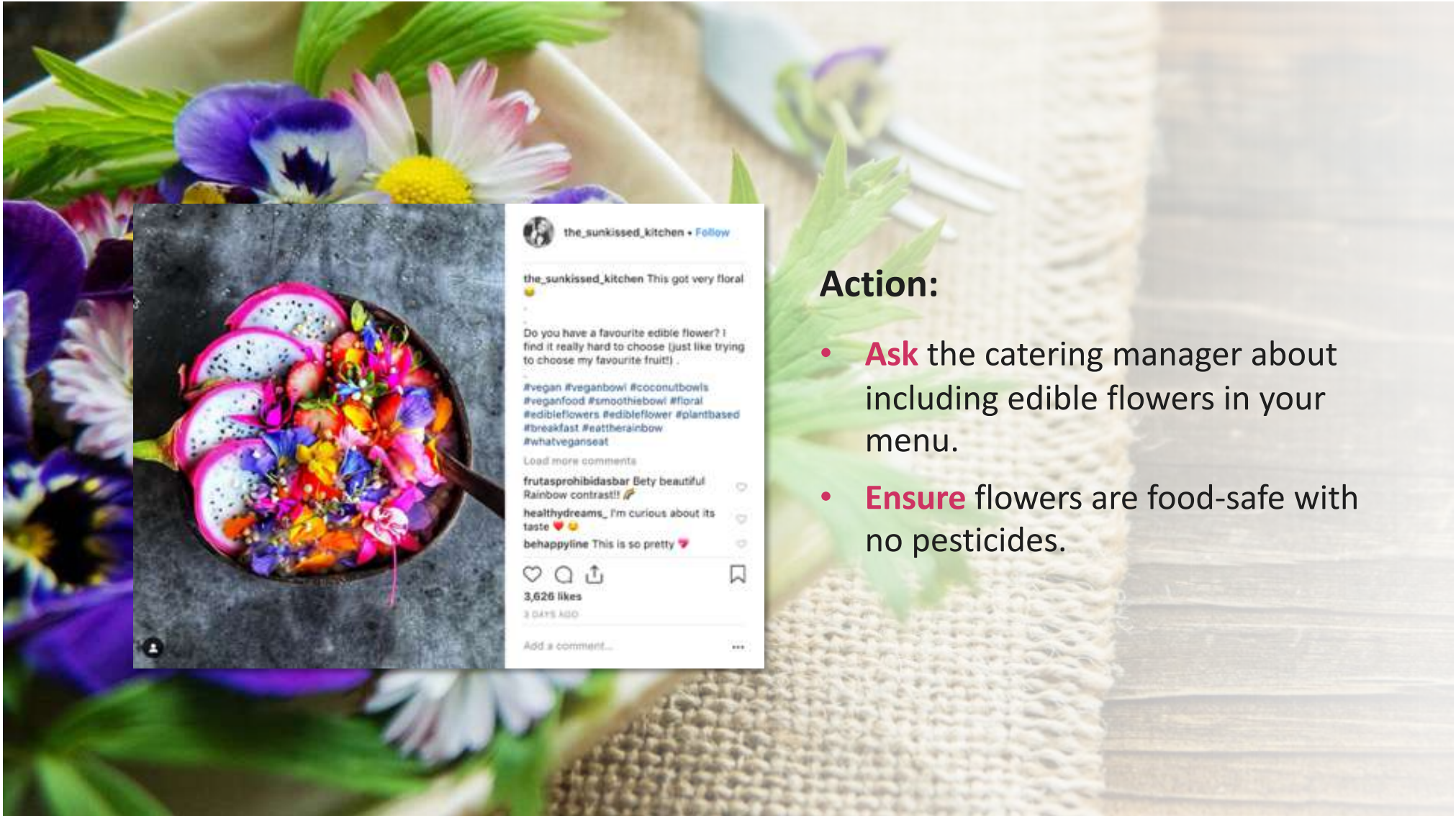


**Fun Fact:**

Hibiscus, roses, lavender, chamomile and violets have been used for centuries in teas for their immunity boosting and digestive soothing properties.

Jaychander, Neeti. "The Health Benefits of Edible Flowers." Femina, April 15, 2018.

<https://www.femina.in/wellness/diet/the-health-benefits-of-edible-flowers-for-wellness-85248-1.html>



## Action:

- **Ask** the catering manager about including edible flowers in your menu.
- **Ensure** flowers are food-safe with no pesticides.



# CAULIFLOWER HAPPY HOUR

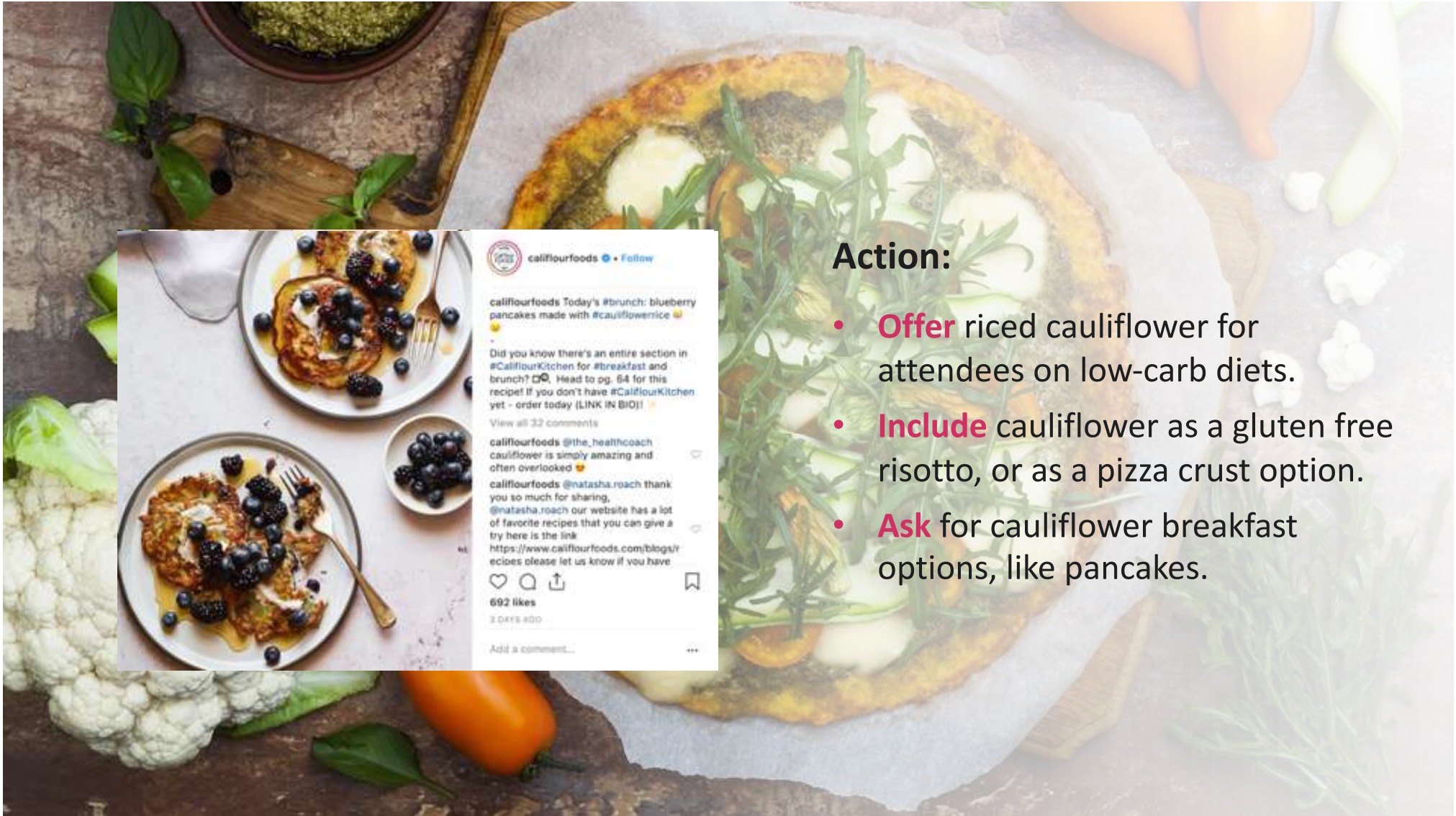


### **Fun Facts:**

- High in Vitamin K, which assists in bone health.
- Includes a strong phytochemical that is anti-aging and anti-inflammatory.
- Gluten free and low carb.

Hart, Jolene. "Eat Pretty, Nutrition for Beauty Inside & Out." 2014.

Page 147. [Amazon.com](https://www.amazon.com)



## Action:

- **Offer** riced cauliflower for attendees on low-carb diets.
- **Include** cauliflower as a gluten free risotto, or as a pizza crust option.
- **Ask** for cauliflower breakfast options, like pancakes.



VEGGIE  
TABLES

wi

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**SWEET!**  
**(POTATO)**

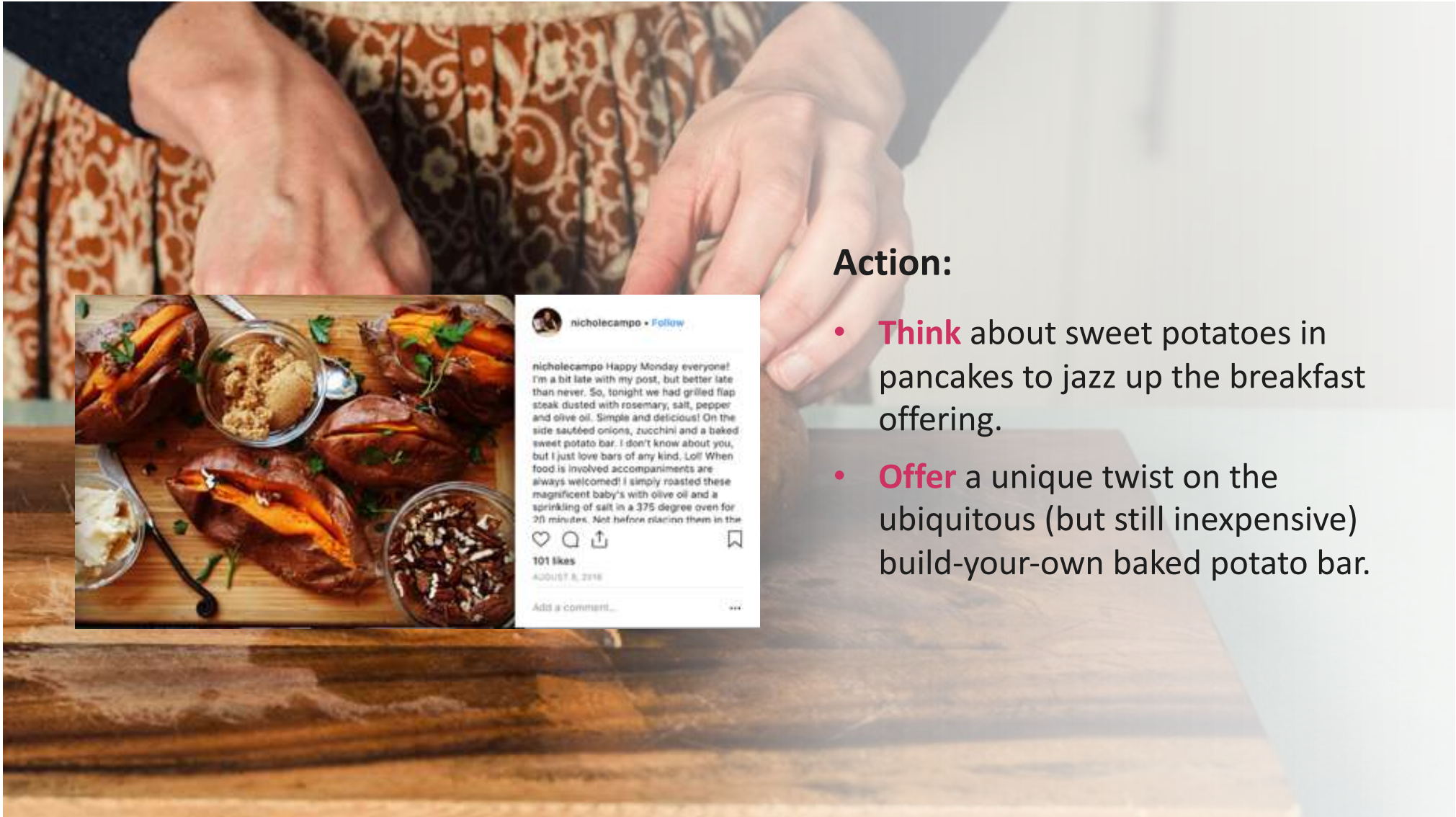


### Fun Facts:

- Sweet potatoes are one of the best forms of Vitamin A, which helps with good bones and boosts immunity.
- One sweet potato provides a full day's supply of Vitamin A.

Matthews, Michael. "The Shredded Chef." 2016. Page 83.

[Amazon.com](https://www.amazon.com)



**Action:**

- **Think** about sweet potatoes in pancakes to jazz up the breakfast offering.
- **Offer** a unique twist on the ubiquitous (but still inexpensive) build-your-own baked potato bar.



The image shows three rolled palm heart sticks, which are light yellow and cylindrical, resting on a wooden surface. They are surrounded by green palm fronds. The background is a blurred wooden surface. The text "I HEART OF PALM YOU" is written in a bold, purple, sans-serif font on the right side of the image.

**I HEART  
OF PALM YOU**



### **Fun Facts:**

- Hearts of Palm are the edible cores of palm tree stems.
- Can help lower blood pressure due to high potassium content.
- Help you meet B6 needs, which helps with making hemoglobin.

Livestrong.com. "Heart of Palm Nutrition."

<https://www.livestrong.com/article/423626-heart-of-palm-nutrition/>



## Action:

- **Create** a healthy dip alternative by chopping and adding lime zest, olive oil and garlic.
- **Delight** attendees with a vegetarian mock crab roll by chopping into shreds and adding mayo, Dijon mustard and Old Bay seasoning.
- **Use** as a vegan alternative to lobster, crab and ceviche.



# PURPLE REIGNS



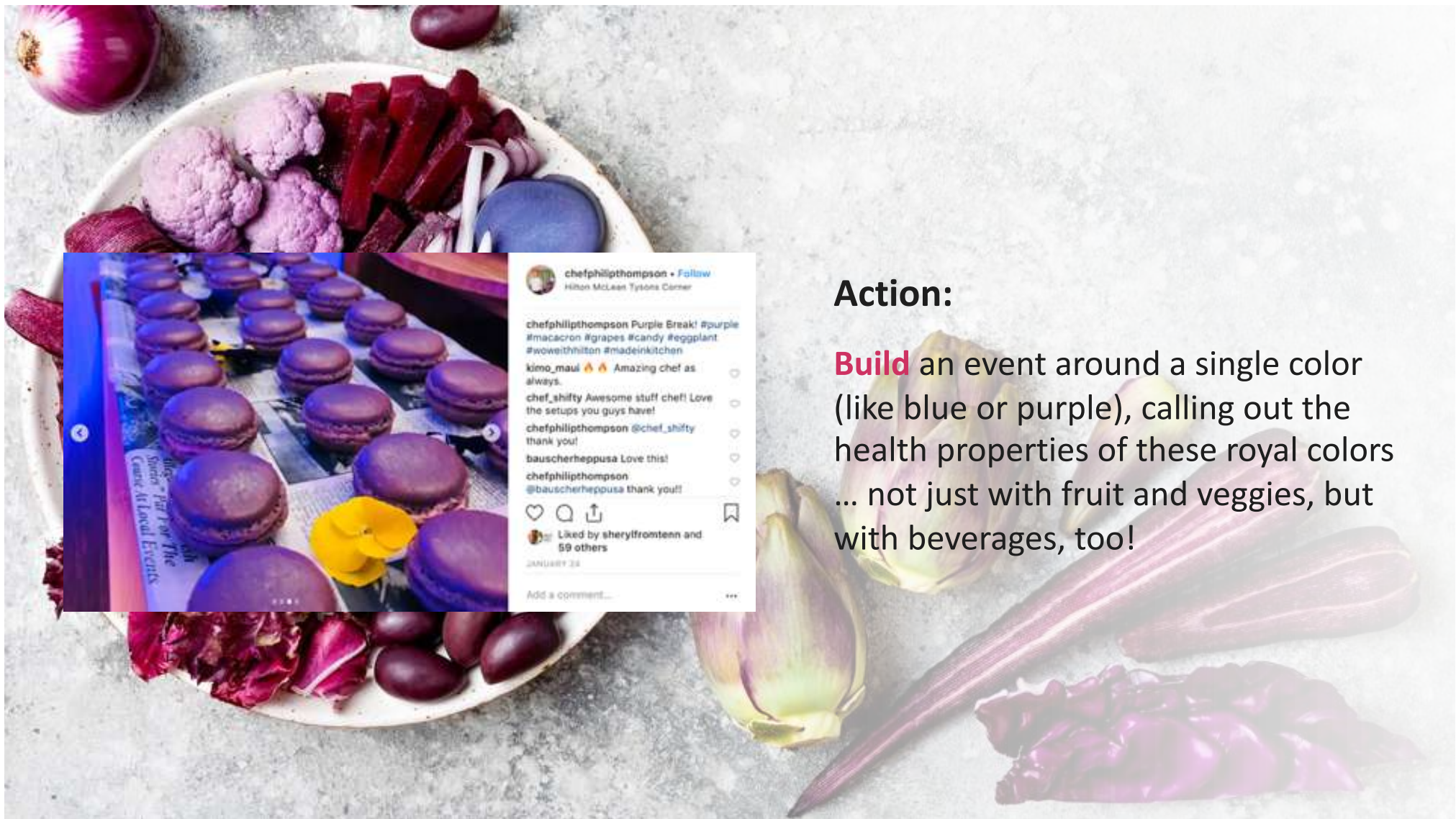
## Fun Facts:

- Purple foods may be the healthiest.
- Soothe inflammation and may prevent dementia.

Lienhard, Sarah. "What are anthocyanins and why are purple foods so healthy?" September 27, 2017.

[BBC Good Food.](#)





## Action:

**Build** an event around a single color (like blue or purple), calling out the health properties of these royal colors ... not just with fruit and veggies, but with beverages, too!

TAKE A  
Sip

Hilton



**SPILL  
THE TEA**



### Fun Facts:

- All non-herbal teas have phytochemicals that slow the aging process.
- Green and white tea leaves might reduce the risk of heart attack or stroke.

Carroll, Linda & Wolf, Danielle. "Drinking Tea May Improve Your Health, Here's What to Try." September 30, 2018. The Today Show.

## Action:

- **Add** flair and immunity boosters by having cut citrus, ginger, cinnamon sticks on-hand.
- **Make** it a visual experience by incorporating edible flowers.
- **Have fun** with the colors of the herbal teas (match to your event!) #bluetea.



Jaychander, Neeti. "The Health Benefits of Edible Flowers." Femina, April 15, 2018.  
<https://www.femina.in/wellness/diet/the-health-benefits-of-edible-flowers-for-wellness-85248-1.html>

A photograph of three glasses filled with a pinkish-orange beverage, likely a cocktail or mocktail. The drinks are garnished with slices of grapefruit, pineapple, and orange. The glasses are set on a dark surface with scattered ice cubes and fruit slices. The background is a soft, out-of-focus grey.

# COCKTAILS & MOCKTAILS

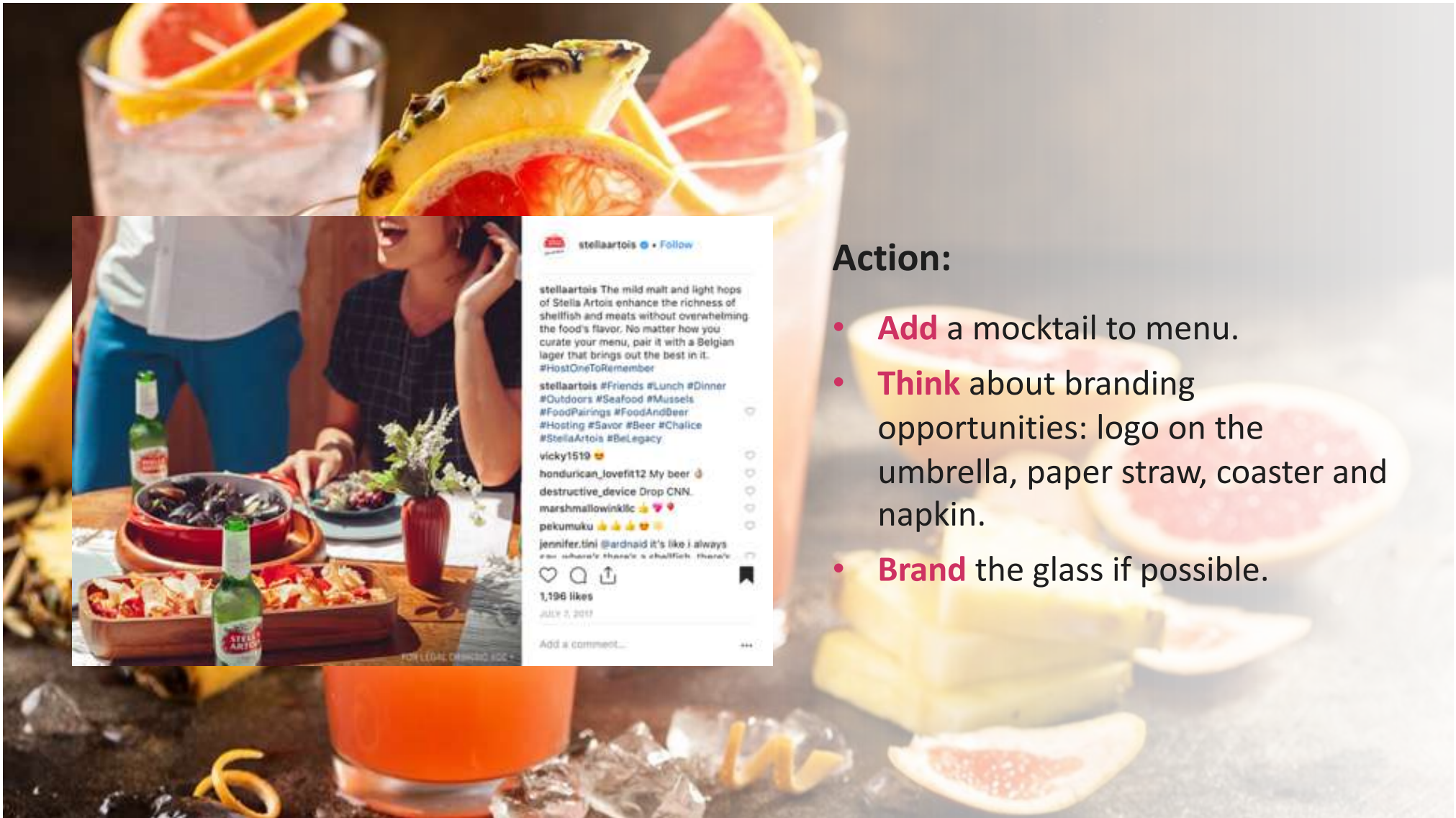


### **Vitality Vodka Lemonade:**

- Using a juicer, blend one cucumber, two celery stalks, one head of romaine lettuce, one lemon, one small piece of ginger and two green apples.
- Add vodka to taste.

Fantozzi, Sienna. "11 Low Calorie Cocktails That Will Help You Stick To Your Diet." January 10, 2018. [Delish.com](https://www.delish.com)

Usigan, Ysolt. "11 New Healthy Cocktail Recipes." [Shape.com](https://www.shape.com)



## Action:

- **Add** a mocktail to menu.
- **Think** about branding opportunities: logo on the umbrella, paper straw, coaster and napkin.
- **Brand** the glass if possible.





# Summm

THE SWEET TOOTH  
FAIRY.

on

Hilton



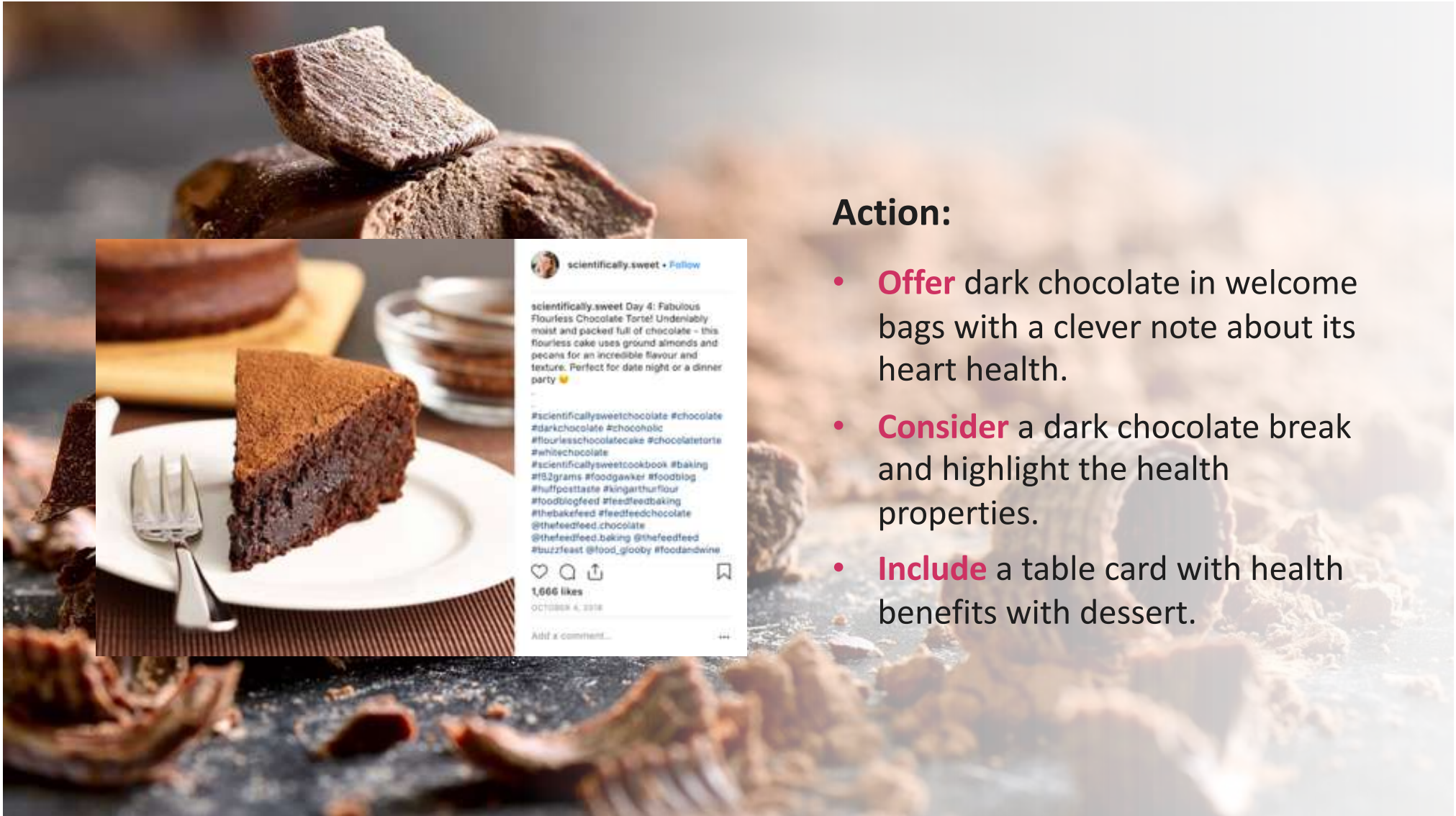
# THE DARK SIDE



## Fun Facts:

- Chocolate is considered a super food.
- Dark chocolate can result in more supple arteries, lower blood pressure and decreased tendency for blood clots.
- Stick to the dark stuff. Milk chocolate has dairy and sugar, so watch out.

Gordon, Sandra and Leibrock, Amy  
“Why Chocolate is Good for You” [Weight Watchers 2019](#)



## Action:

- **Offer** dark chocolate in welcome bags with a clever note about its heart health.
- **Consider** a dark chocolate break and highlight the health properties.
- **Include** a table card with health benefits with dessert.

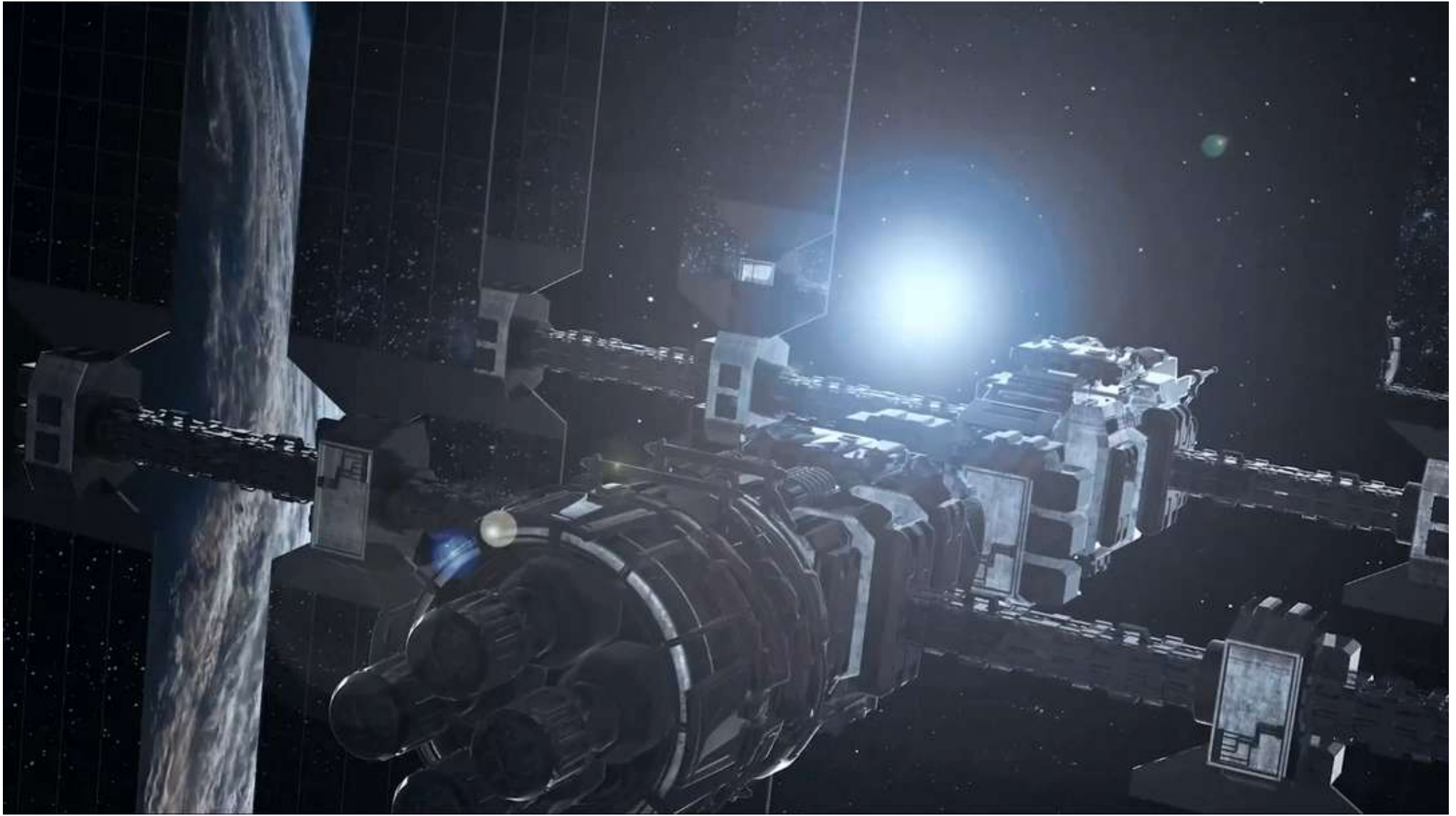


OUT-OF-THIS-WORLD

Delicious



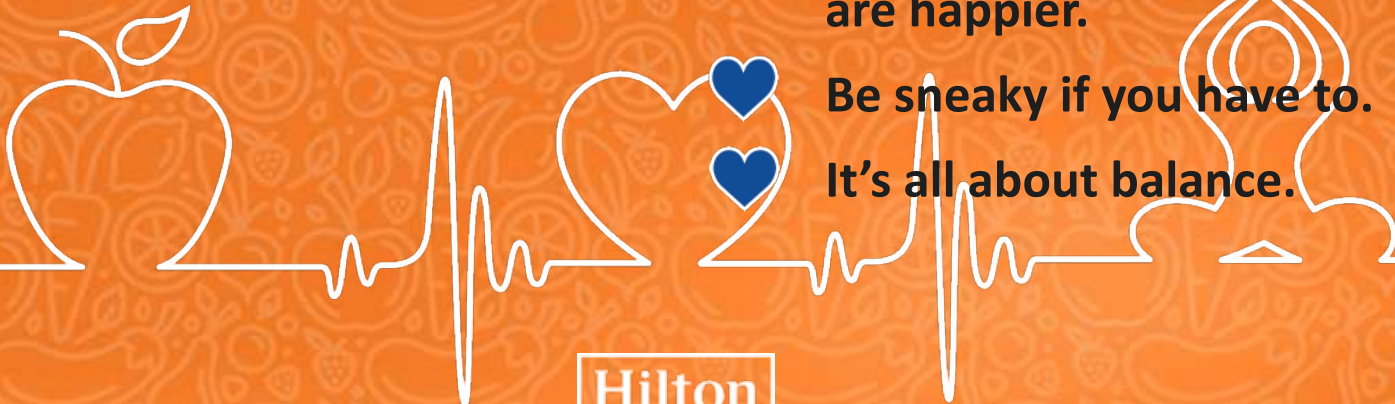
sness



# KEY TAKEAWAYS

**Wo** YOUR ATTENDEES BY KEEPING THEM HEALTHY  
IN BODY & SPIRIT

- ♥ Feed their eyes and their stomachs.
- ♥ Wellness focused + on trend = WOW.
- ♥ Explain the “why.”
- ♥ Healthy attendees are happier.
- ♥ Be sneaky if you have to.
- ♥ It’s all about balance.



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Wo YOUR ATTENDEES BY KEEPING THEM HEALTHY  
IN BODY & SPIRIT

W

## RESOURCES

- *Eat Pretty Every Day*  
by Jolene Hart
- *The Blue Zones*  
by Dan Buettner
- [TheNibble.com](http://TheNibble.com)
- Instagram inspiration:
  - @TheAvocadoShow
  - @ChefPhilipThompson
  - @ChefViveKrawat
  - @WowWithHilton
- [toni.zoblotsky@hilton.com](mailto:toni.zoblotsky@hilton.com)

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# RESOURCES

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IN BODY & SPIRIT

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**For a link to download a copy of this presentation, text HILTON to 72345.**

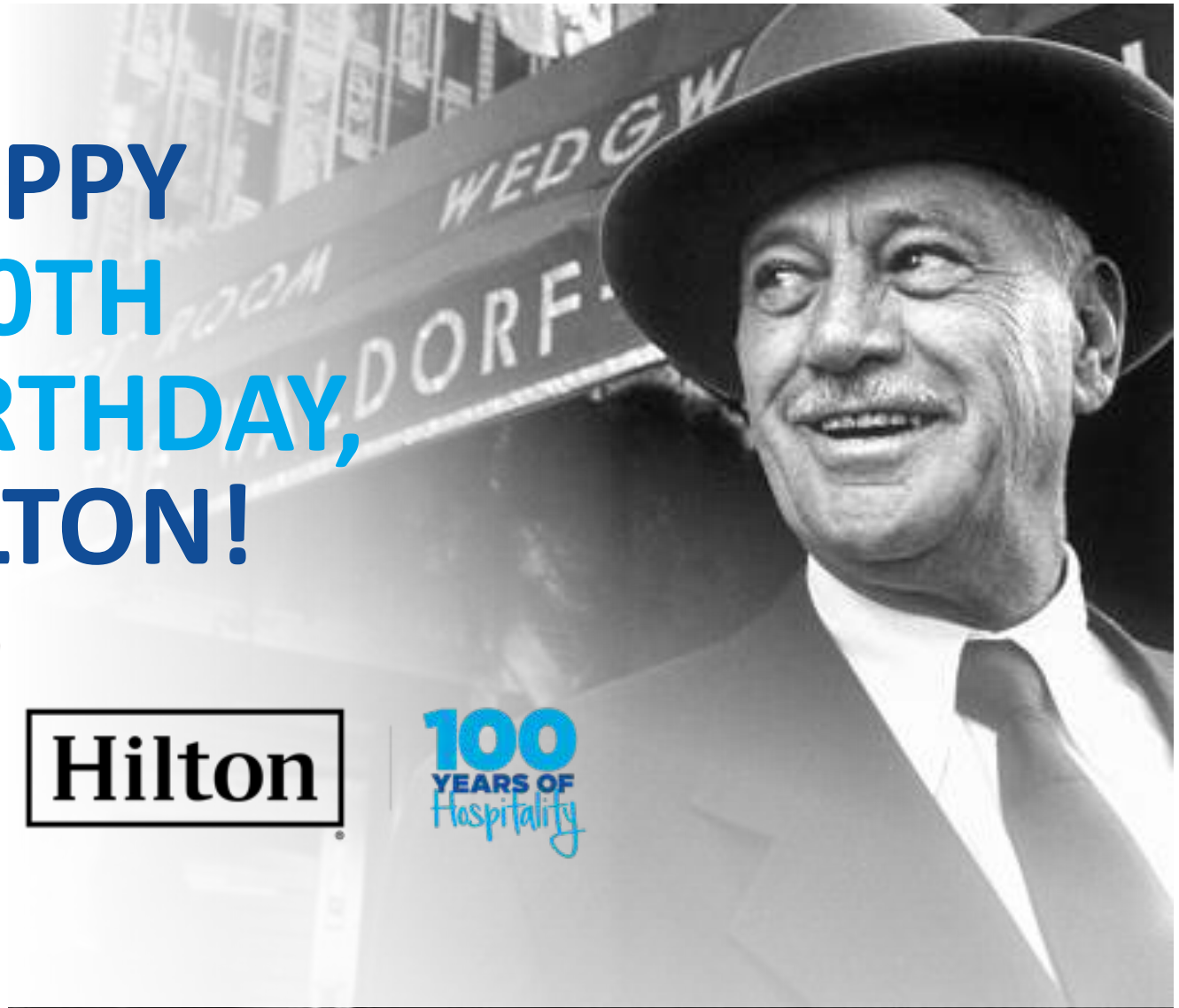
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**HAPPY  
100TH  
BIRTHDAY,  
HILTON!**

**Hilton**

**100**  
YEARS OF  
Hospitality



Thank



Hilton

you