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Press Release

Source: Sodexo USA

# Sodexo USA and Wild Sage Foods, Inc. of California Launch 'Herb'n Farm'

Wednesday October 15, 3:26 pm ET

## Sodexo USA Enjoys Exclusive Rights to First Natural Fast Casual Dining Concept Specifically Designed for Campus, Corporate and Healthcare Setting

GAITHERSBURG, Md., Oct. 15 /PRNewswire-FirstCall/-- Sodexo USA announced today that it has reached an exclusive agreement to launch Wild Sage Foods, Inc. of California's new organic, fast casual restaurant concept "Herb'n Farm" at locations across North America. Herb'n Farm is the very first natural food concept to be specifically designed for campus, corporate and healthcare facility settings. The brand was created by award-winning natural and organic foods chef and restaurateur Lauren Bell, who is the founder and CEO of Wild Sage Foods, Inc. of California.

ADVERTISEMENT "Americans are becoming increasingly aware of the benefits of good health and more passionate about food that is not only nutritious, but also delicious -- and they want it readily available in their daily lives," said Steven Brush, director of brand management for Sodexo USA. "With the debut of Herb'n Farm ~ Om Style Cooking, we are offering our clients and customers nutritious, sustainable fare that fuels the body and the soul."

"Herb'n Farm allows us to deliver what customers want from a natural and organic foods restaurant in a corporate, campus or healthcare environment," according to Bell, whose longstanding interest in environmental and social issues and her love of cooking solidified into the concept that has evolved into Herb'n Farm ~ Om Style Cooking.

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"Today, people are more concerned and aware of the direct correlation between good nutrition and good health, and our years of developing and refining our concepts and recipes have positioned us at the forefront of this trend," Bell said. "Herb'n Farm is a giant step in the right direction for the natural and organic foods industry, and positions Sodexo as a leader in providing healthy, organic, eco-friendly dining options in nontraditional settings."

The concept's name "Herb'n Farm ~ Om Style Cooking" pays tribute to the concept's eclectic spin on "home-style" comfort food -- a combination of fresh, casual and natural foods prepared and presented in an "urban" setting but with eco-friendly flair.

"Our expanding relationship with an industry expert like Lauren Bell, who pioneered providing nutritional information to customers on all menu items in the early nineties, underscores our company's commitment to addressing long-term industry trends in an innovative and progressive way," Brush added.

The socially responsible, eat-in/carry-out chain rolled out earlier this year in Sodexo USA's campus dining division at Colorado College in Colorado Springs under another brand name from the Wild Sage Foods, Inc. of California portfolio. Reacting to the overwhelmingly positive response from students and faculty, Sodexo USA and Wild Sage Foods, Inc. of California collaborated to create "Herb'n Farm," which is currently available exclusively to Sodexo USA food service clients, expanding the concept into the corporate dining and healthcare markets with three to five new Herb'n Farms opening in the next year. The Colorado College location will be officially re-launched as Herb'n Farm in November.

"Herb'n Farm's 'Om Style Cooking' pays homage to the union of the body, mind and spirit," Bell said. "Our menu's spin on comfort food invites the customer to escape from the frantic pace of the modern world, and turn their awareness inward to what they are putting into their bodies, while being conscious of the long-term impact on our planet."

Sodexo ([www.sodexoUSA.com](http://www.sodexoUSA.com)) is the leading provider of food and facilities management in the U.S. and Canada, with \$5.5 billion in annual sales. Sodexo offers innovative outsourcing solutions in food service, housekeeping, grounds keeping, plant operations and maintenance, asset and materials management, and laundry services to more than 6,000 corporations, health care, long term care and retirement centers, schools, college campuses, military and remote sites in North America. Headquartered in Gaithersburg, MD, Sodexo is a proud endorser of the Global Sullivan Principles for Corporate Responsibility ([www.globalsullivanprinciples.org](http://www.globalsullivanprinciples.org)).

Learn more about Herb'n Farm and Wild Sage Foods, Inc. of California at [www.herbnfarm.com](http://www.herbnfarm.com).

Source: Sodexo USA

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