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## Let the Feast Begin

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1984 Olympic Silver Medalist

Today's athletes understand the importance of good nutrition for optimum athletic performance. How would you like to be responsible for making sure that all of the foods (which include 1.2 million pounds of beef, 115,000 loaves of bread, and nearly 3 million gallons of water, just for starters) get delivered to the athletes that will be winning medals at this summer's Olympics?

Quite a task, but not one too big for the ARAMARK corporation. Having been the company to bring food to athletes, volunteers and spectators for the last 9 Olympic Games, ARAMARK has made it their job to make sure athletes have what they need for the athletic performance of their lives. Tita Cherrier, corporate spokesperson for ARAMARK, believes that ARAMARK has an extremely important task.

"We feel that we are a part of the athletes' performances," says Cherrier of ARAMARK's quest to make the meals and the food experience they provide fun, helpful and a taste of home.

With such wide international tastes that will be a part of the Olympic Games, ARAMARK has come up with what they call a World Menu. This World Menu has been developed through the 28 years of experience (starting with the 1968 Mexico City Olympic Games) that ARAMARK has with the Olympics. This menu includes foods that may sound foreign to Americans but are staples to the diets of international athletes. Cherrier says that mizo soup, tobuleh, curry and fish for breakfast are big international requests. Over the years the international menu has changed quite a bit, with more requests for fruits, cereals, breads and chicken. Requests for fried foods have decreased, while requests for vegetarian meals have been on the rise. Hard at work right now are several dietitians who are testing approximately 550 recipes that will be used during the length of the Olympic Games which start July 19 and end August 4.

Part of ARAMARK's plan to help athletes with their meal planning includes setting up a nutrition booth in the Olympic Dining Hall. Staffed by registered dietitians, athletes can receive one-on-one information regarding the amount of calories, grams of fat, protein and carbohydrates they are eating. In addition, nutrition literature will be available in French, English and Spanish allowing the athlete to become more involved with the planning of their meals.

ARAMARK estimates that the amount of food to be prepared in Atlanta will be about 1 1/2 times the amount served in Barcelona in 1992. However McDonald's, now a food service partner of the 1996 Olympic Games, will also be feeding hungry athletes. With six restaurant locations in and around the Olympic villages, and with the international popularity and recognition of McDonald's, it will be a popular draw to athletes. Traditional McDonald's foods such as the Egg McMuffin and Big Mac will be available, but McDonald's will expand its menu to include items such as a salad bar, fresh fruit, yogurt and bagels. McDonald's has also

printed a brochure Nutrition Facts for Athletes, which will help athletes to do some of their own meal planning during the games.

With the world of food at their fingertips, and with the help of ARAMARK and McDonald's, athletes in Atlanta will be able to design a medal-winning meal plan to beat any other.

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