



BETTER TASTE, LESS WASTE:

SHAKES MADE WITH FLAVORFUL
BLUE BUNNY® QUICK BLEND®
ICE CREAM CAN HELP PREVENT
UNINTENTIONAL WEIGHT LOSS

Farewell, chalky mystery liquids. Hello delicious, protein-rich milkshakes that go down easy and encourage patients and residents to drink every last drop.

You've seen it: The American population is aging, and the country will see a larger population in senior living and long-term care facilities over the next several decades.



The number of Americans aged 65+ will nearly double by 2060¹

Food is a key selling point when choosing a facility, among other factors such as quality of care, privacy, cost and location. Enticing meals and comforting foods, like ice cream, can vastly improve residents' quality of life.²



Two-thirds of patients/residents say food is important to their overall experience at a healthcare facility³

As Baby Boomers and other older adults age into these facilities, it's clear that they will expect nothing less than a stellar foodservice experience. Traditional "institutional" fare will not be tolerated.

Facilities Must Blend Flavor and Function

The most successful facility food-service programs serve meals that are not only delicious, but also meet the nutritional requirements of their residents.

One common nutritional concern operators must address?

Unintentional weight loss in older residents.

Older adults require more protein in their diet as they age, because the body processes protein less efficiently the older we get.⁴

Easy-to-drink, calorie-rich protein shakes made with Blue Bunny® Quick Blend® Ice Cream are a fantastic supplement to any well-rounded diet.

These versatile shakes can be served as a snack or dessert in a facility dining hall or for room service. Using just a few ingredients—ice cream, whole milk, whole milk powder and optional flavored syrup—operators can satisfy cravings for a delicious treat while providing a hefty dose of protein.





TOP 3 REASONS TO FOCUS ON FLAVOR IN PROTEIN SHAKES



1 Encourage consumption. It's not rocket science: Patients and residents are more likely to finish a protein shake when it boasts a pleasant flavor and texture. Instead of chalky, mediocre-tasting alternatives that run the risk of being wasted, serve milkshakes that deliver the flavor your customers crave along with the calories and protein they need.



2 Beat flavor fatigue. Too much of any item—even a delicious milkshake—can get boring and repetitive. Operators can treat ice-cream-based protein shakes like a blank canvas, incorporating simple syrups to offer variety while still increasing protein intake.



3 Reduce food waste. Better flavor means less liquid down the drain. Operators can make and serve only what they need, knowing that each serving will likely be consumed in full.

Make Tastier Shakes with Quick Blend® Ice Cream

Quick Blend® Shakes By the Numbers

- 6 to 9 grams of protein per shake
- 210 to 270 calories per shake
- 4- to 4.5-ounce serving size

Blue Bunny® is committed to providing our operator partners in the senior living and long-term care food-service space with easy-to-execute menu ideas to serve their population. Formulated as a softer product at normal dipping temperatures, Quick Blend® Ice Cream is an economical choice that blends up into irresistible, protein-rich shakes in no time.



1 Population Reference Bureau, "Fact Sheet: Aging in the United States," retrieved September 2020 from prb.org/aging-unitedstates-fact-sheet/

2 IFMA, "Senior Living: Assessing the Opportunity," July 2019

3 Datassential Healthcare Foodservice Report, April 2020

4 The Healthy, "20 Reasons Unexpected Weight Loss Could Be a Serious Problem," November 2019