



# The Benefits Of Brown Bagging

## #3: You'll Save Big Bucks

Here's a newflash, eating out is expensive! Have you ever really considered how much you spend on eating out for lunch? The calculation is pretty simple. Take an average meal price of seven dollars and multiply it by 20 (the approximate number of working days in a month). That's \$140 a month, and almost \$1,700 per year. That's enough money to buy two round trip plane tickets to Europe or lease a brand new economy car. When you sit back and consider it, that's a lot of money to save just by packing a lunch to work.

## #2: Brown Bag And Get More Done

Anyway you slice it, packing a moderately healthy lunch from home will almost always beat the fast food competition hands down when it comes to nutrition. And a diet soda totals about 500 calories and about six grams of fat.

Have you ever wondered what's actually in a typical fast food burger and fries? The answer is a lot—a lot of calories, and tons of fat. Consider this. A double Whopper with cheese, king size fry and king size coke at Burger King rings in at almost 2,100 calories and 100 grams of fat. That's all your calories and more than your share of fat for the day in just one meal! Conversely, a home packed turkey sandwich on wheat bread with baked potato chips and a diet soda totals about 500 calories and about six grams of fat.

## #1: Brown Bagging Is Healthier

To some, bringing a brown bag lunch to work may not seem like the most exciting thing to do. Just the term "brown bag" can sound a little boring. But when you consider the benefits brown bagging brings, the prospect of packing your own lunch quickly becomes more appetizing. Check out these benefits of brown bagging and get to packin'!

## Lunch On The Run

- ▶ Almost 60 percent of individuals consume a commercially prepared lunch at least once a week. Close to one-quarter consume a commercially prepared lunch five or more times per week.
- ▶ The typical person (age 8 and older) consumes an average of 4.2 meals prepared away from home per week, or 218 meals per year.
- ▶ Dinner is the meal most likely to be privately prepared and the meal least likely to be skipped.
- ▶ Males age 55 to 64 and females age 45 to 54 skip lunch the most often, skipping almost one lunch per week. Individuals under age 13 are least likely to skip lunch.

Businessmen and women represent an important customer group for fast food restaurants, as well as teenagers and senior citizens. More than eight out of 10 operators reported that businessmen and women are important to their business.

Source: National Restaurant Association



## Brown Bagging Benefits

### For More Information

US Department of Agriculture  
[www.usda.gov](http://www.usda.gov)

American Dietetic Association  
[www.eatright.org](http://www.eatright.org)

National Institutes of Health  
[www.nih.gov](http://www.nih.gov)

A P U B L I C A T I O N O F T H E



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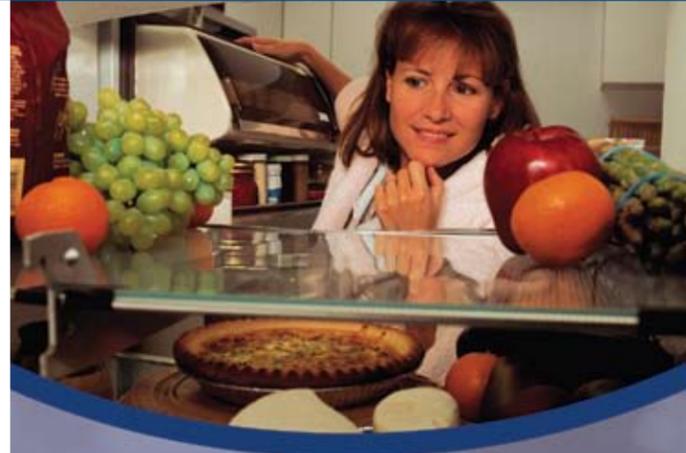
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## Mid-Day Made Easy

## Brown Bag For The Health Of It

**M**id-day meals are a pricey proposition for the quarter of our population who eats out for lunch everyday during the workweek. And not only is eating out hard on the pocket book, it's hard on our health as well. But by brown-bagging your weekday lunches, you can save yourself hundreds of calories and dollars in a single year.

To a lot of people, brown-bagging sounds like too much work for a run-of-the-mill-meal. But believe it nor not, it's not that much work, and, because you have more control over the menu, brown-bagging allows you to kick your mid-day meal up a notch. This brochure is power-packed with information that will help you brown-bag for the health of it.



# Packing A Healthy Lunch

*Your mid-day meal doesn't have to cost you your health—or cost you a fortune. And brown bagging doesn't have to be boring, either. Find out how you can brown bag with ease, avoiding the consequences of too many calories, and too much fat.*

# Maximizing Your Mid-Day Meal

## Brown Bagging With Ease

**T**here's no doubt that brown-bagging your lunch requires a little more effort than hitting a local drive through, or standing in line at the company cafeteria. But as we've seen, brown bagging—because it's cheaper and healthier—pays big dividends in the long run. Given the extra effort required, the following tips can help you brown bag it better.

- ☞ *Plan a weekly lunch menu in advance.*
- ☞ *Pack your lunch the night before.*
- ☞ *Remind yourself to take your lunch.*
- ☞ *Be sure to keep cold foods cold.*
- ☞ *Read the Food Facts labels on items you pack.*
- ☞ *Try using frozen bread to make your sandwich—this can help keep your lunch cool and at a safe temperature.*



## Kick Your Mid-Day Meal Up A Notch!

**T**ired of the same old Turkey on Rye with baked chips and water? Well, if you've been brown bagging like this for any length and time, it's easy to see why. Not only does brown bagging allow you to eat healthier and save money, but it also allows you to get a lot more creative with your mid-day meal.

Check out these ideas to kick your brown bag up a notch.

**Lovely Leftovers**—Leftovers, especially if they're healthy, can make your midday meal—literally. When preparing your dinners in the evening, try planning ahead and making an extra chicken breast or serving of seafood that you can pack for lunch sometime that week. There's no reason you should have to settle for the typical sandwich when it comes to your brown bag lunch. Have fun and be creative.

**Think Outside the Bun**—Especially if you've settled on wonder bread, trying thinking outside the bun. Choose lower-fat, high-fiber breads such as whole wheat, or a tasty multi-grain or whole-wheat pita. Not only will you find a whole new world of taste with these breads, you'll be getting a whole host of nutrients important to a nutritious diet.

**See the Green**—Most people forget about salads when it comes to brown bagging. And by being creative with your greens, you can create a healthy masterpiece that'll

make your colleague envious. One thing to watch out for, however, is those creamy salad dressings that add fat and calories along with their flavor. Try using reduced fat dressings or take some of the fat out of your current dressings by using mild vinegar such as balsamic or rice wine, or combine wine vinegar with fruit juice or stock.

**Super Soups**—soups can make for a tantalizing lunch with low calories, but plenty of punch. There are literally thousands of soup ideas floating around, and they're a great way to use your leftovers. Don't have access to a microwave? Don't worry. Heat your soups before heading off to work and use a thermos instead of your brown bag.

### Trash the Brown Bag

Using and tossing those brown bags is just another expense you can do without. Invest in a thermal lined lunch bag. Using it with a small ice pack at the bottom of your bag will keep your food colder and safer, for longer period of time.



## Brown Bag Ideas Made Easy

**T**he suggestions here are included to help take some of the work out of packing a healthy, yet exciting lunch each day. Each of the lunches shown here contains 500 to 700 calories and less than 15 grams of fat. Use them to plan your menu in the days ahead and give your favorites a regular rotation on your lunch schedule.

### MENU # 1

- *Turkey (three ounces), mustard, and lettuce on whole wheat bread*
- *One small bag of baked potato or nacho chips*
- *One medium banana*
- *One, 12-ounce diet soda*

### MENU # 2

- *Whole wheat pita stuffed with tuna, low-fat dressing, celery, sprouts, and diced tomato*
- *One small can of bean soup with six saltine crackers*
- *One medium orange*
- *One Large glass of water*

### MENU # 3

- *Two slices of vegetarian pizza (toppings include mushrooms, onions, tomatoes and pineapples)*
- *Two graham crackers*
- *Six ounces skim milk*
- *One handful of grapes*

### MENU # 4

- *One medium bowl of lean meat chili (prepared the night before). Drain fat!*
- *Four saltine crackers*
- *½-cup low-fat cottage cheese with pineapple slices*
- *One medium apple*
- *One large glass of iced tea*

### MENU # 5

- *Roast beef (three ounces), horseradish, and tomato on rye bread*
- *A small tossed salad with carrots and low-calorie dressing*
- *One medium pear*
- *One six-ounce glass of skim milk*

### MENU # 6

- *One medium chicken breast steamed with garlic, and 1/2 cup wild rice (Prepared the night before)*
- *One medium peach*
- *Walnut and orange salad made with low-fat mayonnaise*
- *One Large glass of apple juice*

### MENU # 7

- *One chicken and lettuce stuffed tortilla with 1/8 cup Colby cheese and salsa*
- *One small bag of baked tortilla chips*
- *One cup of non-buttered corn (prepared in microwave at work)*
- *One large glass of water*

### MENU # 8

- *A small plate of penne pasta with red sauce (prepared the night before). Watch the fat and calories in the sauce*
- *One slice whole wheat garlic bread*
- *One medium apple*
- *One large glass of 100% grape juice*



## Lunchtime Match-up

### Fast Food vs. Brown Bag

Take a look at how these fast food challengers match up against healthier, brown bag champions.

#### BOUT ONE

##### Fast Food Challenger

- Double Whopper with cheese
- King size fries
- King size soda

Calories 2,090  
Fat: 100 grams

##### Healthy Brown Bag Champ

- Turkey sandwich on whole wheat bread
- Small bag baked potato chips
- One, 12-ounce diet soda

Calories 550  
Fat: 10 grams

#### BOUT TWO

##### Fast Food Challenger

- KFC "Twister" sandwich
- Mashed potatoes with gravy
- Biscuit
- Slice of apple pie

Calories 1,250  
Fat: 61 grams

##### Healthy Brown Bag Champ

- Steamed chicken breast on a bed of lettuce (low-fat dressing)
- One medium apple
- Small chocolate chip cookie
- Large glass of iced tea

Calories 570  
Fat: 9 grams

*It's a knock out every time—the healthy brown-bag champ is always the winner.*