

Founded in 1996 by our president, Mitch Possinger, Cura Hospitality is a highly responsive and innovative dining services and hospitality provider dedicated to our mission of "Enhancing Life Around Great Food."

*cura (cu' ra)*  
Latin 1. care  
of the soul  
2. to attend  
to the body  
with food

At Cura Hospitality, providing consistently great food is our foundation, yet it is only the beginning of our partnership with you. By focusing on serving community hospitals throughout the mid-Atlantic region, Cura's management team is always ready to address your needs in a personal and timely way.

### Cura's LivingLife<sup>SM</sup> Philosophy

We embrace a LivingLife philosophy that strives to nourish, heal and uplift the spirit and body through great food, personal service and memorable dining experiences. Just as important, Cura's staff and programs instill feelings of community and contentment so vital for well-being. This unique culture is the driving force behind all we do.

### The Cura Difference

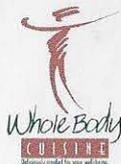
Cura puts patients first, treating them with respect, dignity and concern. Cura's highly experienced team of clinical and food service professionals is committed to responsive and consistent service. Our attention to detail, willingness to customize and "hands-on" style allow hospital clients to reach and maintain desired results.



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### Retail Dining

We have found a unique way to bring true restaurant quality to contract dining. Our delicious food is created fresh by our highly skilled chefs, cooks and bakers, who benchmark cutting-edge and award-winning trends that drive sales and deliver outstanding satisfaction for medical staff and hospital visitors. Your customers will be happy to choose from several retail favorites, including great-tasting trans fat-free options, within our on-site cafés and restaurants.



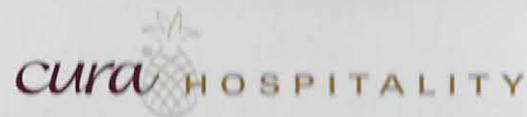
### Sustainable Sourcing

Through Cura's FarmSource<sup>SM</sup> sustainable sourcing program, patients and hospital guests always experience fresh, safe and healthy foods, purchased from some of the finest local farms and producers of food in the communities we know and trust. Patients enjoy delicious food, while we support and help strengthen the local agricultural community.



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personal

flexible

consistent

responsive

innovative

Enhancing Life  
Around Great Food<sup>SM</sup>

Learn how your hospital can be on the leading edge of providing healthy alternatives for patients and guests ...

## Clinical Care

Through healthy, appetizing meals that uplift the spirit, Cura Hospitality helps to reduce the time of hospital stays and speed the healing process for post-operative and post-injury patients.

## The First Trans Fat-Free Menu

We are the first to offer a completely trans fat-free menu of food selections for patients and hospital guests. By preparing fresh foods without artery-clogging trans fats, the unnatural substances that extend shelf life and flavor stability of foods, we offer more balanced, healthier meals that help to decrease the risk of heart attacks and high cholesterol levels.

Our new trans fat-free recipes have a fresh, cleaner taste and, more importantly, help to improve overall recovery.

## Menu Variety

We offer menu variety and daily specials for breakfast, lunch and dinner. Your patients may choose from traditional, flavorful homestyle meals like pot roast, or trendier selections like panini sandwiches.

Patients love our delicious and healthy meals, created with care by our innovative chefs to satisfy any mood, taste or dietary requirement.

## At Your Service

Cura provides a spoken menu service where a courteous, friendly host or hostess will take your patients' menu orders at bedside. This personalized service is better for patients, as their diets and tastes may change from one day to the next, and overall, provides a more socially appealing environment that's uplifting to patient dining.



## At-Risk Patients

Our clinicians will meet regularly with your medical staff to help identify nutritionally at-risk patients and recommend proactive care plans to help keep them nourished and healthy. The following Cura-developed programs are offered to make life easier so your medical staff can focus on their job, while we focus on ours:

**Enriched foods™**  
Tasty Favorites. Added Nutrition.

**Puree Creations™**  
Real Nourishment. Real Food.

**so... Quenching**

## Special Events Catering

We pride ourselves on food that is artfully prepared and dramatically presented by our talented world-class chefs.

Cura's special events catering spans the spectrum of casual buffet staff luncheons, board meetings with formal dinner service, volunteer and contributors' appreciation dinners for 2,000 guests, and campus anniversary parties with various points of food service.

We take the imagined and sculpture a unique catered affair to remember!