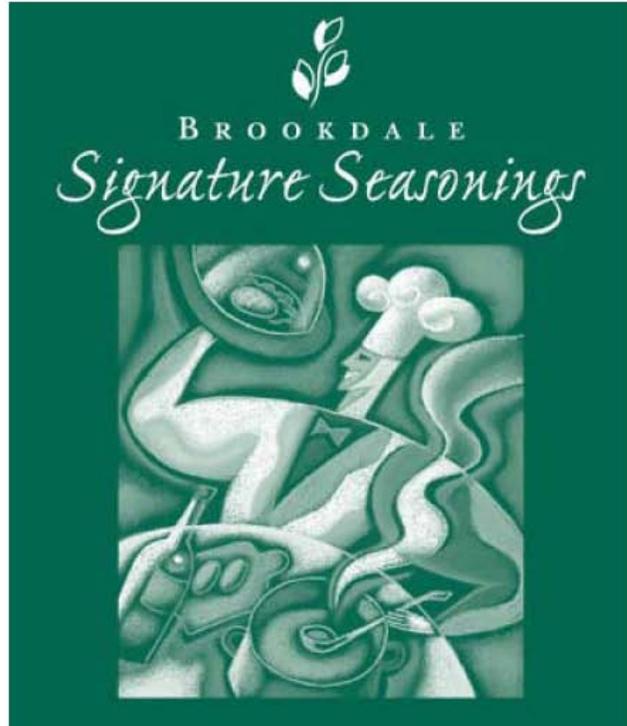


Brookdale Introduces New Signature Seasonings Program



"Brookdale is the first retirement community my husband and I looked at. We saw several others, but none quite matched Brookdale."
- J.W., a Brookdale resident

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Brookdale's Signature Seasonings

Loss of taste and smell is a natural part of the human aging process. Research shows that by the time a person reaches the age of 74, the average number of taste buds has gone from 200 to around 88. One of the keys to exceptional senior living at Brookdale Living Communities is its outstanding dining program. As part of Brookdale's commitment to providing the highest-quality care and services to its residents, Vice President of Dining Services Joska Hajdu and Director of Health Services Sara Terry researched and developed a set of seasoning blends specifically for seniors, the first in the country.

"Seniors experience, on average, a 55 percent loss in taste," said Hajdu, an award-winning executive chef. "Signature Seasonings were created specifically to counteract the effects of this sensory loss and make dining a more pleasurable experience for our residents."

Signature Seasonings features six custom blends – Beef

& BBQ; Fish & Seafood; Zesty Touch; Garlic & Herb; Savory Garden; and Chicken & Pork – designed to enhance the flavor of foods after preparation. One of the unique features of Signature Seasonings is each blend was developed with particular herbs and spices that specifically target seniors’ still-functioning taste buds. For example, Brookdale Signature Seasonings Fish & Seafood is a salt-free blend designed to awaken the taste buds with a combination of citrus flavors such as lemon and orange, which are proven to better trigger taste signals to the brain, as well as a variety of other natural spices.

Signature Seasonings also is unique in that it’s designed to be used after food preparation. “This puts the senior in control of how much flavor is added to their food, rather than having it done during the cooking process when they cannot specify their desired, individual amount,” said Terry. In addition, bland or less flavorful food can lead to poor eating habits among older adults. Signature Seasonings will make food taste better and promote healthier eating. “It’s really a win-win situation.”

Testing was conducted at nine Brookdale properties, with an overwhelmingly positive response. “Making food more flavorful enhances not only the food, but the quality of life for residents as well, making mealtime a much more enjoyable experience,” said Hajdu. “It’s clear from the 92 percent approval rating we received during the testing that this is a product that is long overdue and will be very popular with our residents.”

Signature Seasonings is expected to be rolled out at all Brookdale communities by November once any necessary adjustments have been completed. “At Brookdale, we understand the changing needs of our residents and Signature Seasonings is another example of the exceptional senior living experience we provide for seniors,” said Hajdu.

New Chicagoland Community for Brookdale Family

Brookdale Living Communities welcomes The Seasons at Glenview Place to its family of exceptional senior living communities. Situated in a family neighborhood of handsome town homes in Northbrook, Ill., The Seasons’ convenient location is close to everything Chicago has to offer.

Abundant in services and amenities, The Seasons is an independent and assisted living community that features beautiful gardens and walking paths, an inviting club lounge with fireplace and bar, elegant dining room, casual café, fitness center and much more.

“The Seasons community is a perfect fit for us,” said Brookdale President John Rijos, who notes that Brookdale now owns or manages 68 communities across the country. “Our goal is to always offer seniors an exceptional living experience that goes above and beyond the basics of housing and services.”

Rijos noted that although the number of Brookdale communities continues to grow, it never grows at the expense of quality. “We take too much pride in what we do to sacrifice our exceptional quality,” said Rijos. “Our residents expect the best and that’s what we’re here to deliver.”

Brookdale Takes Resident and Employee Health and Safety to Heart: AEDs to be placed in all 68 Brookdale properties

More than half a million Americans suffer sudden cardiac arrest (SCA) each year and 95 percent of those may not survive. If cardiopulmonary resuscitation (CPR) and automated external defibrillators (AED) were available to those stricken by SCA, it’s estimated that 50 percent would survive. Brookdale Living Communities is doing its part to improve those statistics by providing AEDs in each of its 68 properties.

“Studies show with every minute that passes without help, an SCA victim’s chance of survival is decreased by 10 percent,” said Brookdale President John Rijos. “At Brookdale, we are committed to providing the best care to both our residents and employees, and that is why we are placing AEDs in every community.”

In addition to placing AEDs in all Brookdale properties, 25 employees from each property will be provided with comprehensive CPR and AED training. Cardiac Science, Brookdale’s partner in its AED initiative, will be conducting the training at all of the communities.

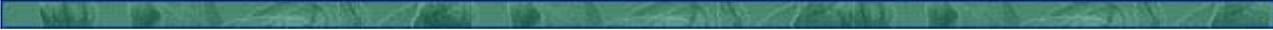
“It’s amazing how easy AEDs are to use and how incredibly effective they are in saving lives,” said Brookdale Director of Health Services Sara Terry. “It’s

something every senior living community should have and be trained in.”

Sudden cardiac arrest occurs when the heart’s natural rhythm becomes abnormal. AEDs are used to deliver a shock that allows the normal rhythm of the heart to resume. AEDs are designed for first responders or “lay rescuers” and are quite simple to use, with an easy-to-follow voice instruction that guides users through each step. Sudden cardiac arrest is the leading cause of death in adults in the United States and research has shown that waiting for emergency medical personnel results in only a 5 to 7 percent survival rate.

“There’s no question that quick response is the key to survival,” said Rijos. “Providing AEDs and trained staff in each of our communities gives residents and their families – not to mention staff and visitors – peace of mind, knowing that we’re ready to meet every need.”

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Brookdale Living Communities, Inc.
330 N. Wabash, Suite 1400 | Chicago, IL 60611 | (312) 977-3700 | info@brookdaleliving.com

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