



UNIVERSITY OF HOUSTON

# Understanding Campus Dining

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A STRATEGIC  
PARTNER FOR CAMPUS  
TRANSFORMATION



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# Alignment with Your Goals

**50%**

of students say the dining program is an important factor in their decision to attend a school

A STRATEGIC PARTNER FOR CAMPUS TRANSFORMATION

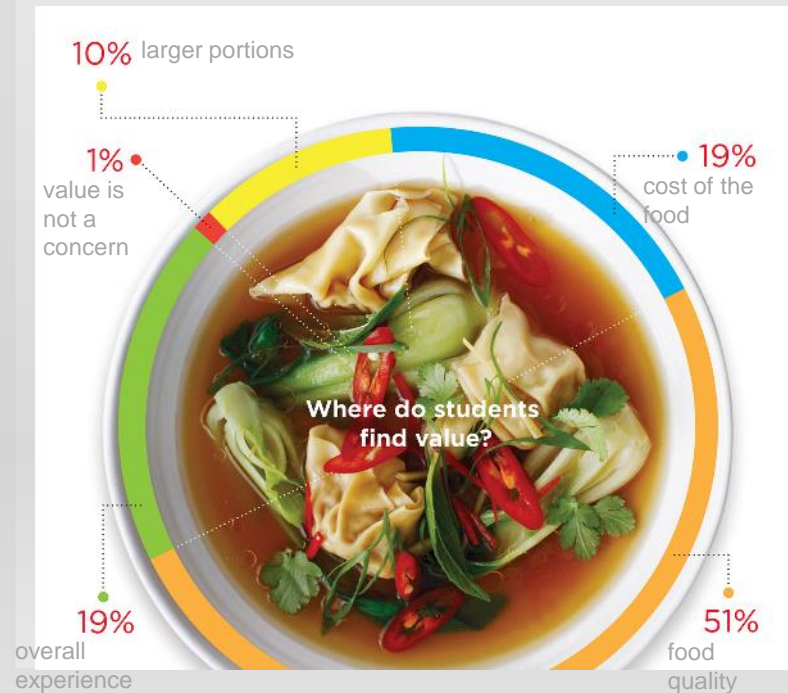




## CAMPUS DINING

### A STRATEGIC & DATA-DRIVEN APPROACH

PROPRIETARY INSIGHTS  
SUPPORT YOUR SUCCESS





# INSIGHTS & ANALYTICS

proprietary research, trend analysis & direct feedback  
inform decision making

## UNDERSTANDING STUDENT NEEDS



Dining Master Plan



Real-time Feedback



Overall Program Satisfaction

## PREDICTIVE MODELING INFORMS PROGRAMMING



Retail Concept Optimization



Meal Plan Optimization



DATA-DRIVEN APPROACH

## STUDENT DINING TRENDS

Seek **authentic** cuisines and experiences 

66% explore new foods 

60% eat on campus 

Equate **value** with **QUALITY** 

Expect food to be highly **customizable** 

**I want my choices to matter**

56% prefer independents over chains 

Care about **transparency** 

Value **sustainability** 

**\$417B** in spending power 

Want to know **where** their food comes from 



CULINARY SOLUTIONS

## OUR PHILOSOPHY

fresh rules!



- **Chef** created from scratch
- **Using** fresh, local ingredients
- **Cooked** to order, exhibition style
- **Working** hard to be healthy
- **Global** cuisines and mash-ups
- **Listening** to students always
- **Allergen** sensitive and special dietary options



CAMPUS TRANSFORMATION

## RESIDENTIAL DINING

raising the bar for the on-campus experience



- Innovative designs
- Dynamic menus
- Engaging promotions

# Dining Areas

## Trends in Student Dining -

# SPACE

Trends in university food service are not unlike the trends we are seeing with our restaurant and hotel markets, **its all about lifestyle.**



### 1. COMMUNAL DINING

Food is *community*, engagement. Providing opportunities to *connect, gather, share & enrich* social life.



### 2. FLEXIBLE SPACES

Creating an experience. Revolving *Art* exhibits, Space for *music, poetry*. Dining spaces that students, staff and visitors make an effort to see as well as *utilize in off peak hours*.



### 3. OUTDOOR CONNECTION

Outdoor dining options or *views* of the outdoors create an extension to the space and provide options for break out areas and make spaces feel *open and inviting*.



### 4. DINE-IN, PLUG-IN

Students want to be plugged in. Dining spaces should include *WiFi*, accessible *outlets*, televisions, digital menus, apps & *portable means of payment*.



### 5. PRIVATE VS. SOCIAL

Dining spaces should provide a variety of seating including *banquettes, booths, bars* and small and *communal style tables*.



# Dining Preferences

## Trends in Student Dining -

# FOOD

Dining halls of today are not the cafeterias of yesterday. Today's students want a more retail experience and they want variety. **Restaurant not Cafeteria.**



### 1. ORIGINS / HEALTHY CHOICES

People today want to know how things are grown and are seeking *transparency & authenticity* in the preparation of their food. *Local food sourcing*, posting calories & *healthy options* are a growing trend.



### 2. CONVENIENCE

About 35% of meals eaten by millennials are *snacks* eaten on the go between classes. Portion sizes & hours need to be flexible. *Grab and go portable foods*, easily hand held, packaged & *eaten on the move*.



### 3. GOING GLOBAL

Today's students are far more savvy about *ethnic foods*, *emerging food trends* and unique dietary requirements to meet their needs. Students have also been seen to gravitate toward *specialty beverages & food* options.



### 4. FAST FEEDERS

The food service industry has seen an increased presence of *markets & kiosks*. Small "to-go" components such as *food trucks, markets and fresh made* market styles have become increasingly popular.



### 5. THE FOODIE BAR

Presentation & quality have become of utmost importance. It's all about an *interactive experience* with display kitchens to allow customers to enjoy the *experience of seeing their meal prepared*.





### HEALTH & WELLNESS

- Accommodating special diets
- Clarifying nutritional information
- Offering healthy choices
- Healthy for Life™ education program



### SUSTAINABILITY

- Responsible procurement
- Sustainable foods
- Energy and water conservation
- Waste stream management
- Green buildings



### TECHNOLOGY

- Campus Dish
- Dining program management
- Online, mobile & kiosk ordering
- Plasma and LCD signage
- Nutritional kiosks and apps



### CONNECTIVITY

- Social media communities
- Rich content that helps decision making
- Mobile promotions
- Fitness Pal
- WEST





# Campus Dining Transformation

2006

2016

27 Dining Locations



37 Dining Locations

1.4 Million Transactions



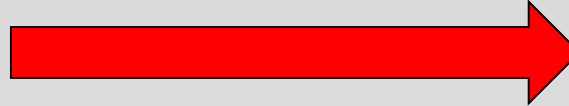
3.4 Million Transactions

140 Employees



375 Employees

No Food Trucks



15 Food Truck Partners

Unranked Nationally



Top 75 College Dining

Limited Social Media



Multiple Media Platforms



## RETAIL BRANDS

delight students with the names they trust

National, regional  
and proprietary brands  
create a dynamic dining  
culture on campus.



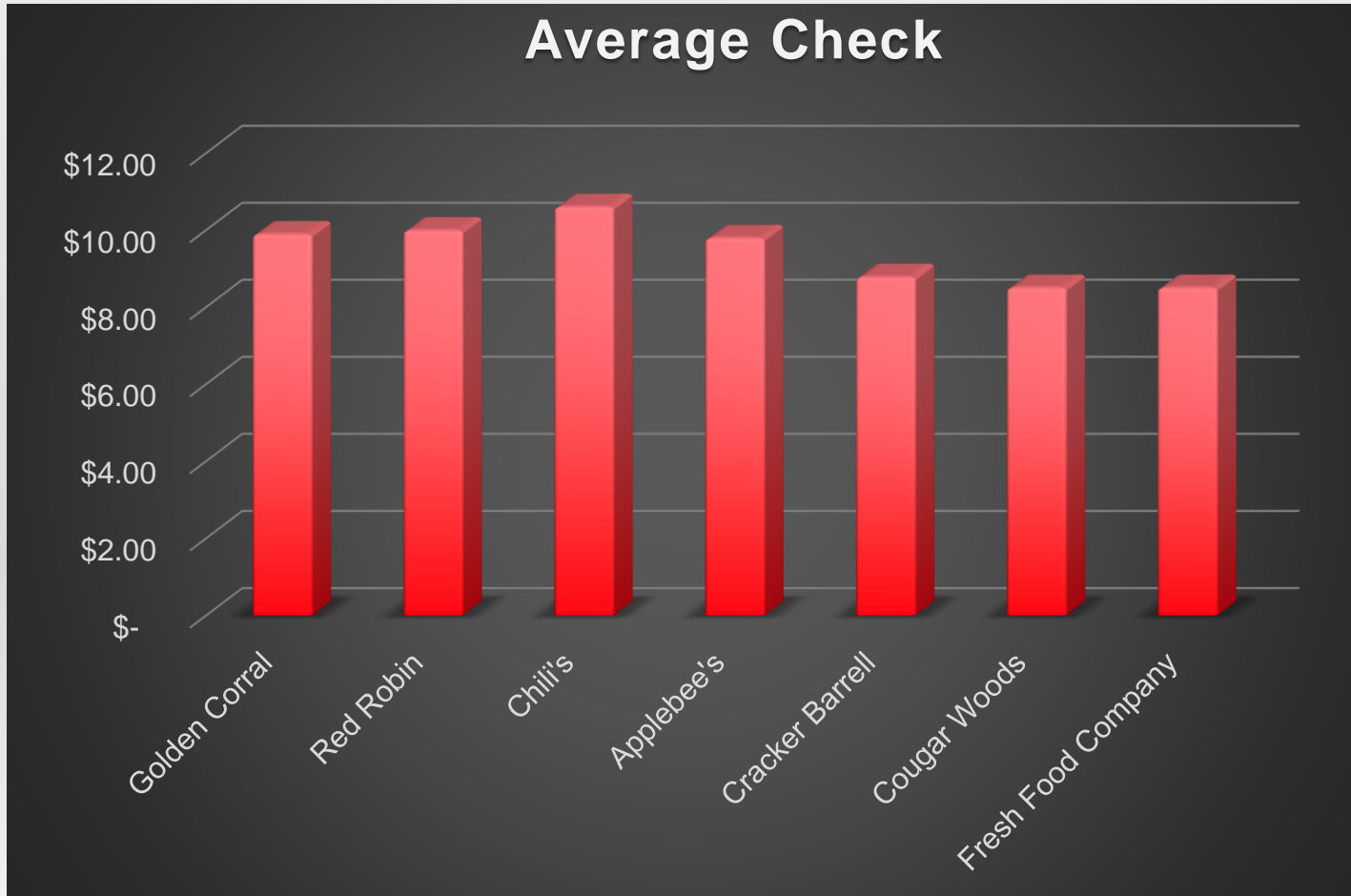
# Brand Portfolio





# Competitive Price Comparisons

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# Residential Meal Plans

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<b>Meal Plan Name:</b>	<b>Meals Per Week</b>	<b>Student Price</b>	<b>Cougar Cash</b>	<b>Residential Dollars</b>	<b>Cost Per Meal</b>
<b>Shasta Pass</b>	<b>21</b>	<b>\$2,102.63</b>	<b>\$ 100.00</b>	<b>\$ 2,002.63</b>	<b>\$ 5.96</b>
<b>Cougar Choice 225</b>	<b>14.1</b>	<b>\$1,902.88</b>	<b>\$ 225.00</b>	<b>\$ 1,677.88</b>	<b>\$ 7.46</b>
<b>Cougar Choice 150</b>	<b>9.4</b>	<b>\$1,744.88</b>	<b>\$ 500.00</b>	<b>\$ 1,244.88</b>	<b>\$ 8.30</b>
<b>Cougar Cash</b>		<b>\$1,650.00</b>	<b>\$1,650.00</b>	<b>\$ -</b>	

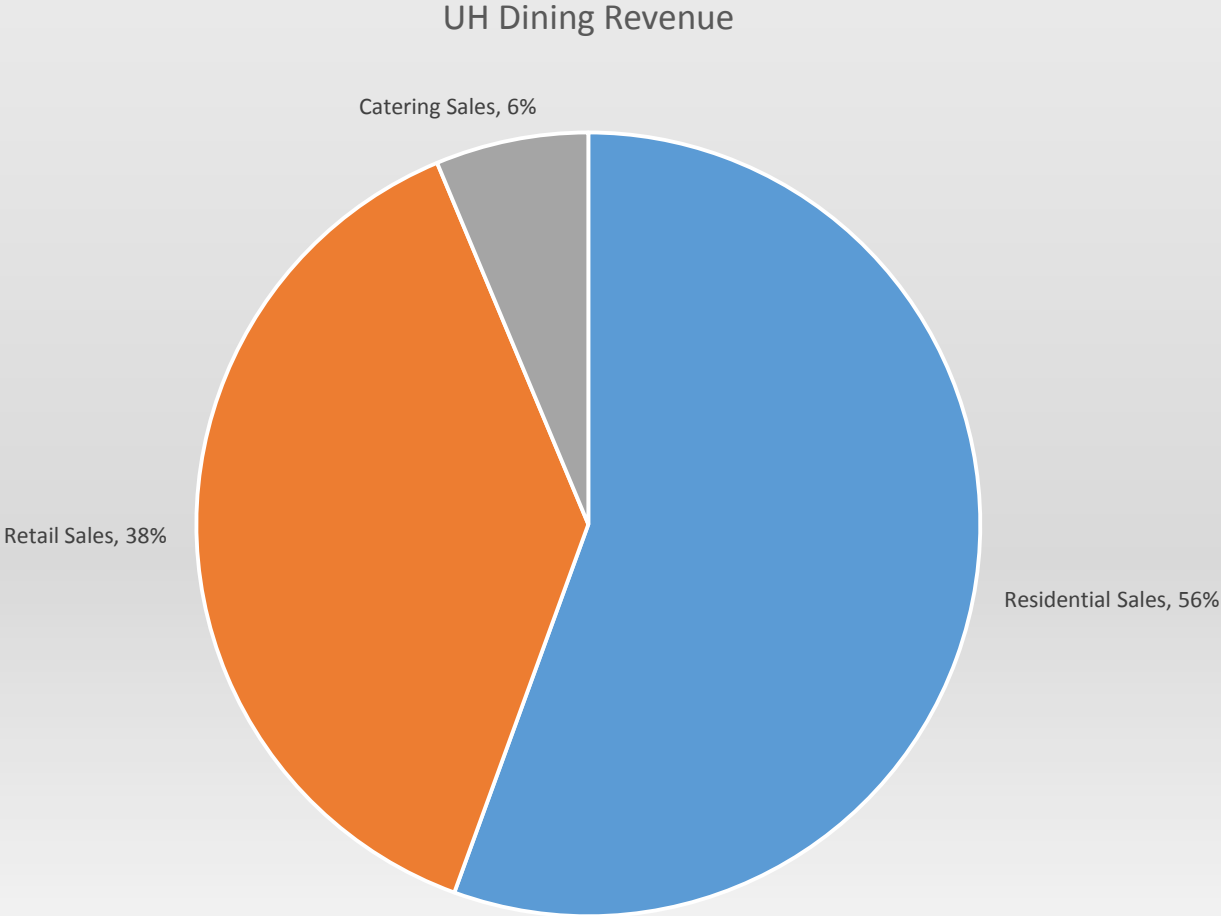
# Voluntary and Commuter Meal Plans

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<b>Meal Plan Name:</b>	<b>Meals Per Week</b>	<b>Student Price</b>	<b>Cougar Cash</b>	<b>Residential Dollars</b>	<b>Cost Per Meal</b>
<b>100 Block</b>	<b>6.3</b>	<b>\$1,061.58</b>	<b>\$ 250.00</b>	<b>\$ 811.58</b>	<b>\$ 8.12</b>
<b>50 Block</b>	<b>3.1</b>	<b>\$ 533.00</b>	<b>\$ 100.00</b>	<b>\$ 433.00</b>	<b>\$ 8.66</b>
<b>Cougar Cash \$250</b>		<b>\$ 250.00</b>	<b>\$ 250.00</b>	<b>\$ -</b>	
<b>Cougar Cash \$500</b>		<b>\$ 500.00</b>	<b>\$ 500.00</b>	<b>\$ -</b>	
<b>Cougar Cash \$1000</b>		<b>\$1,000.00</b>	<b>\$1,000.00</b>	<b>\$ -</b>	

# Campus Dining Revenue Streams

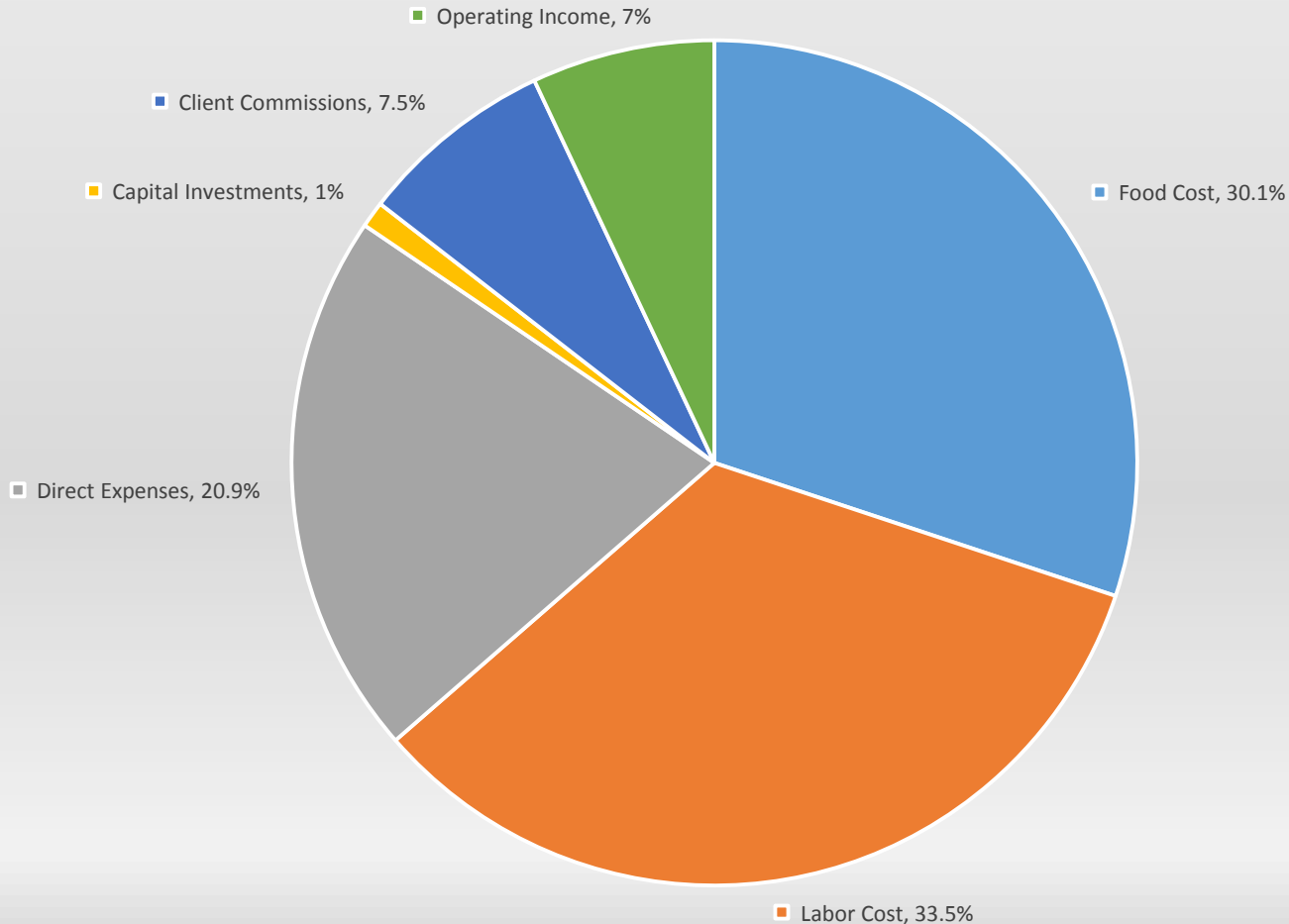
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# Campus Dining Cost Allocations

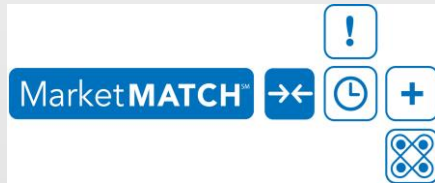
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Meal Plan Dollar Allocations



# Future of Campus Dining

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Underway Fall 2016



Meal Plan Analytics



Student Surveys and Focus Groups



Faculty and Staff Interviews



Neighborhood Planning

# Foodservice Advisory Committee Collaborations

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Hours of Operation



Menu Items and preferences



Customer Service enhancements



Brand selection



Dining Locations



Meal plan price and structure