

# UNIVERSITY of **HOUSTON**

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## Dining Services

Food Service Advisory Committee  
Meeting  
March 30, 2012

# MarketMATCH Process

**MarketMATCH was conducted in the Fall 2011**

## **•Interviews**

- 16 campus leaders
- 12 students via chat room (40 students signed up)

## **•Surveys**

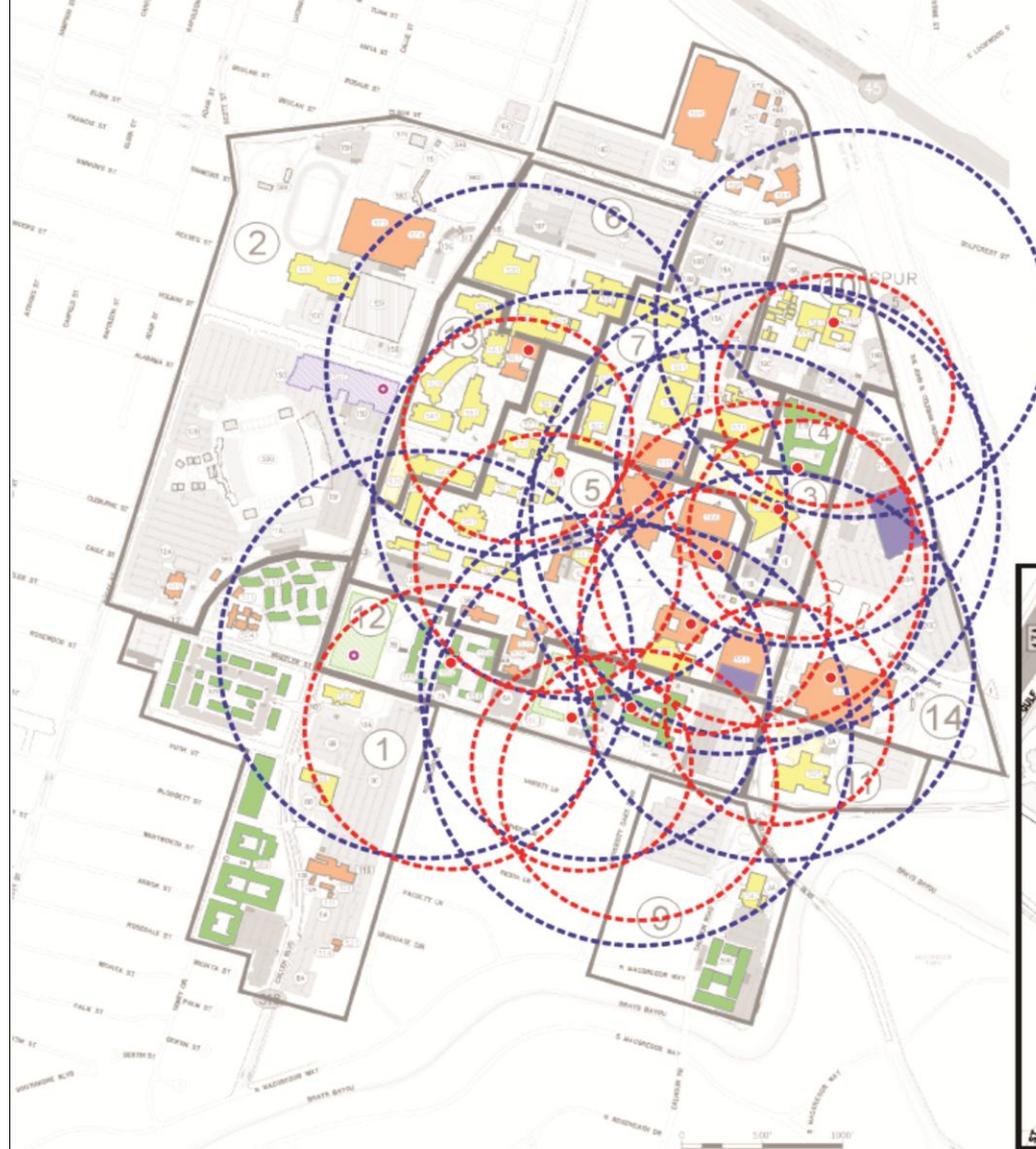
- 746 student surveys (with a specific amount per neighborhood)
- 652 faculty/staff surveys (with specific amount per neighborhood)

## **•Campus Mapping**

- 3&5 minute walks from every food location on campus
- Tracked heavy student traffic patterns

# Neighborhoods

## 3 & 5 Minute Walks

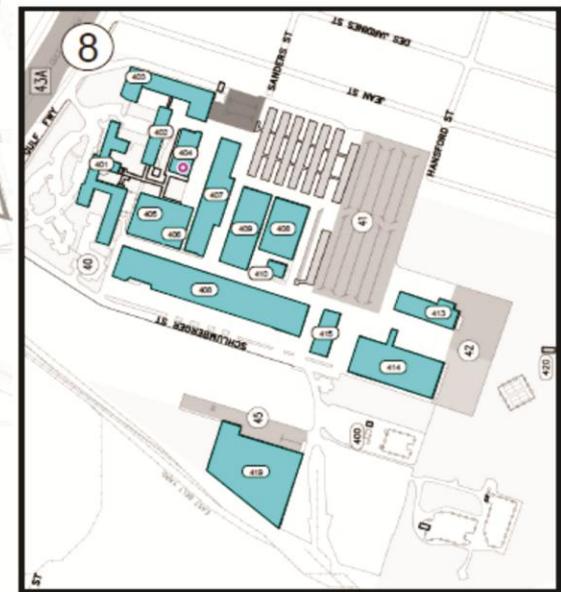


**LEGEND**

Academic	Dining Locations
Residential	Future Dining Locations
Administrative/Other	
Garage	
ERP	

① Apartments	⑧ ERP
② Athletics	⑨ Greek Apts
③ Business	⑩ Law
④ Calhoun Lofts	⑪ Optometry
⑤ Central Campus	⑫ Residential
⑥ Comm/Fine Arts	⑬ Sciences
⑦ Engin/Arch/Tech	⑭ Wellness



# What we learned...

## **Strengths**

- Students are excited about the new options coming to campus
- The Fresh Food Co. is seen as a community building space and recruiting tool

## **Weaknesses**

- Hours of operation, especially during late night
- Catering inconsistencies

## **Opportunities**

- Flexibility of Meal plans
- There is a desire to have more education and information surrounding nutrition
- Customer service has improved, but there is still room for improvement

# Neighborhood 1: Apartments

## What the Experts Told Us

- The West Dining Hall that is being built on the corner of Wheeler and Cullen will be within a 5-minute walk. Studies have shown that consumers will not walk more than 5 minutes if another option is available.

## What We Have Done

- Needs of the students will be met with the addition of the new West Dining Facility and P.O.D. Market for dinner and late night, which will be within a 2 minute walk of where they live.



# Neighborhood 2: Athletics

## What the Experts Told Us

- Currently, the closest dining locations to this neighborhood are the UC Satellite and PGH.

## What We Have Done

- Promoting the new Taco Cabana and P.O.D. will ensure awareness and participation. From a concessions perspective, additional student workers should be trained and working during athletic events, national brands should be represented within concession stands, and more focus should be placed on the customer experience.



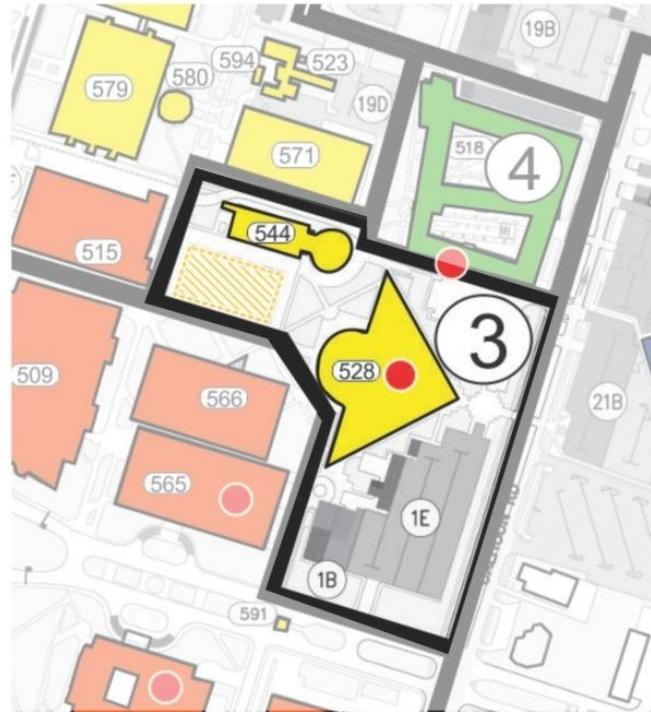
# Neighborhood 3: Business

## What the Experts Told Us

- The business buildings are within 5 minute walking distance of P.O.D. at Calhoun Lofts, Subway Law, and the UC Food Court
- Since the Starbucks venue is located on the second floor and not easily visible, marketing efforts should be made to increase awareness.

## What We Have Done

- Additional menu items, such as the new hot food program, should be studied for viable introduction into this footprint. As the new building comes on line, the P.O.D. should be heavily promoted.



# Neighborhood 4: Calhoun Lofts

## What the Experts Told Us

- Weekly customer counts at the P.O.D. are approximately 1,621. There is a great opportunity to increase transactions from the foot traffic that passes by on the way to class each day and from the current and new business buildings.

## What We Have Done

- Continually evaluate product movement and conduct focus groups with commuters who park near this building, residents, and Business school students to ensure correct product offerings and hours.

## Proposed Long Term Goals

- To increase morning traffic, add an Einstein's air screen program and adjust the hours to 6:30am-8pm. The success of Einstein's at PGH proves the popularity of this brand offering.



# Neighborhood 5: Central Campus

## What the Experts Told Us

- This neighborhood is the largest and located in the center of campus. Average weekly traffic is 205,064 in this neighborhood.
- Average capture rate of this neighborhood is 10%.

## What We Have Done

- The University Center will close in May 2012 for a complete renovation and will not reopen until November 2013. A transition plan is in place that includes the use of food trucks to meet the needs of the students during this transition.
- Proposed plan to move Subway to the breezeway of PGH across from Einstein's is being reviewed and enclosed with additional seating. This will provide an opportunity for late night near the library per student request.
- In the renovated UC food court, the recommendation is to have three distinct brands that allow for better accommodations of guests and queuing, one destination brand across the arbor, and the stand-alone convenience retailing and coffee spaces that could be open late night per student request.
- Chick-Fil-A, McDonald's, Panda Express, Freshii, fully licensed Starbucks, and P.O.D. Express are the brands that have been designated for this location.





# Neighborhood 7: Engineering/Architecture/Technology

## What the Experts Told Us

- The main buildings in this neighborhood include the General Services Building, College of Engineering, College of Technology, Design and Exploration Center, and Engineering Education Resource Center. Total weekly traffic is 31,644. There are no dining venues in this neighborhood.
- Most buildings are within a 3-to-5 minute walk from Einstein's, UC Satellite, and the P.O.D. mini market at Calhoun Lofts. Studies show that consumers will not walk more than 5 minutes if there is another option available.
- One in three students would like something in this neighborhood for breakfast and lunch.

## What We Have Done

- Will continue to promote the UC Satellite and Taco Cabana locations in this neighborhood.

## Proposed Long Term Plans

- Recommendation is to add a street-facing Einstein's kiosk in the architecture building.



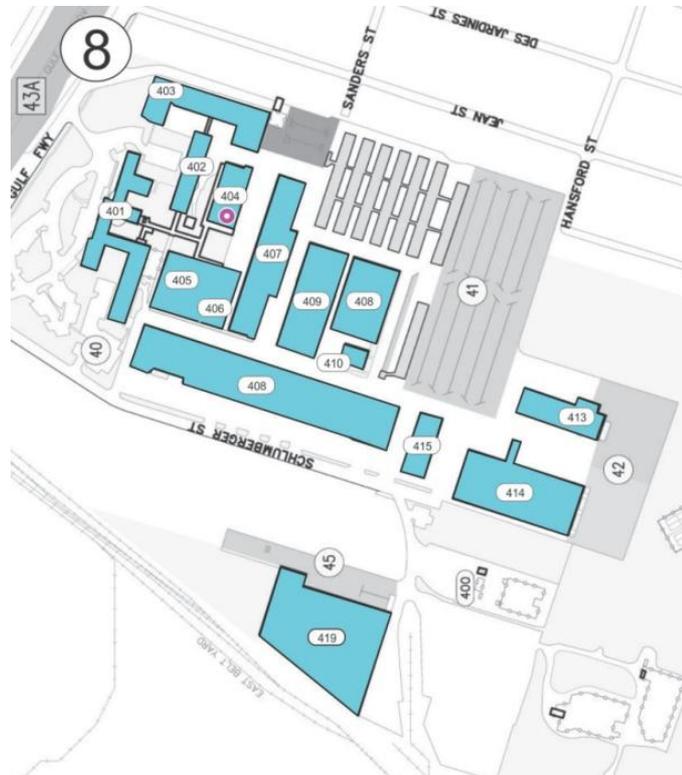
# Neighborhood 8: Energy Research Park

## What the Experts Told Us

- Weekly traffic count is 2,250 and growing, and there are 500 parking spaces.

## What We Have Done

- A P.O.D. Express in building 4 will be added in Spring 2012. This venue will meet the grab-n-go needs of those who work and take classes here.



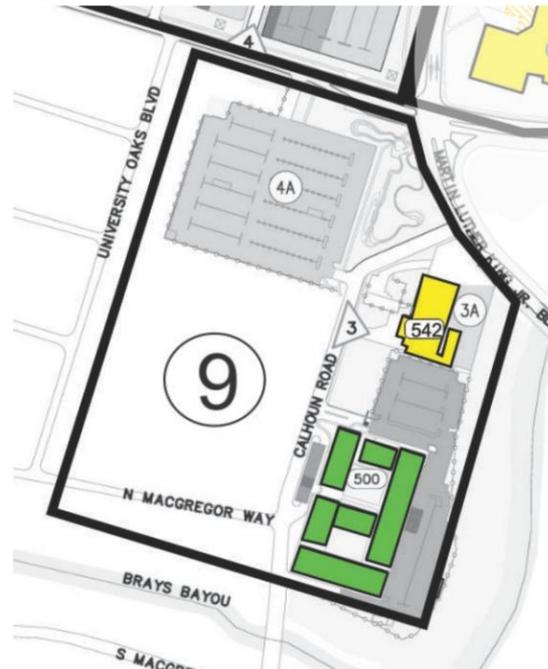
# Neighborhood 9: Greek Apartments

## What the Experts Told Us

- There are 471 residents at Bayou Oaks and 300 parking spaces in this neighborhood. There are no current dining venues, and students are not required to purchase a meal plan.

## What We Have Done

- There are currently not enough residents to warrant a stand-alone dining venue; however, there should be consideration as to the creation of a meal plan for multiple guest swipes in residential dining venues to accommodate weekly meetings. UH Dining will work with the Cougar Card office to determine the viability of such a program. Once determined, we will meet with the Sorority and Fraternity leaders to introduce the option.



# Neighborhood 10: Law

## What the Experts Told Us

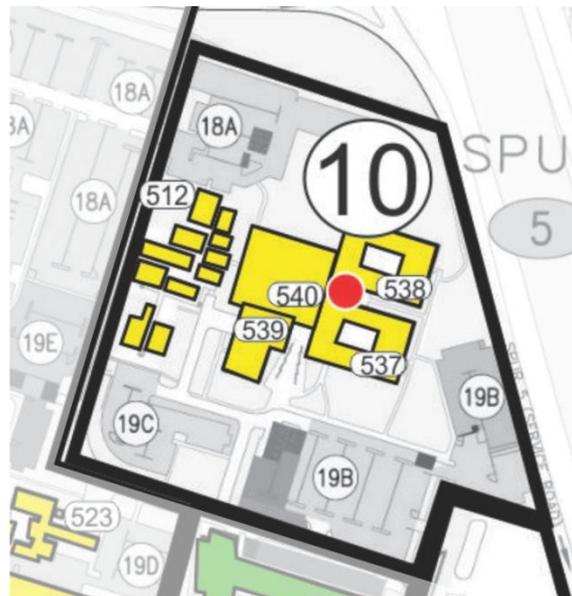
- Total weekly traffic in this neighborhood is approximately 11,955.
- Current customer counts at Subway are 1,145, a 9.5% capture rate. This is essentially a captured audience that doesn't rely on the rest of campus to meet their needs.

## What We Have Done

- Will actively work with the subcontractor to promote and market this specific location.

## Proposed Long Term Plans

- Subway has been here for more than 13 years, and sales have declined. The spring Dining Style Survey indicated a decline of .57 in the "overall experience" attribute. "Food variety" rated a 3.59. Deli as a category ranked number eight in lunch preference in the intercept surveys for this neighborhood.
- Move the Smoothie King from the UC Satellite to the Law Center. The venue should be positioned as a combination of Smoothie King, convenience, and grab-and-go similar to the Wellness Center.



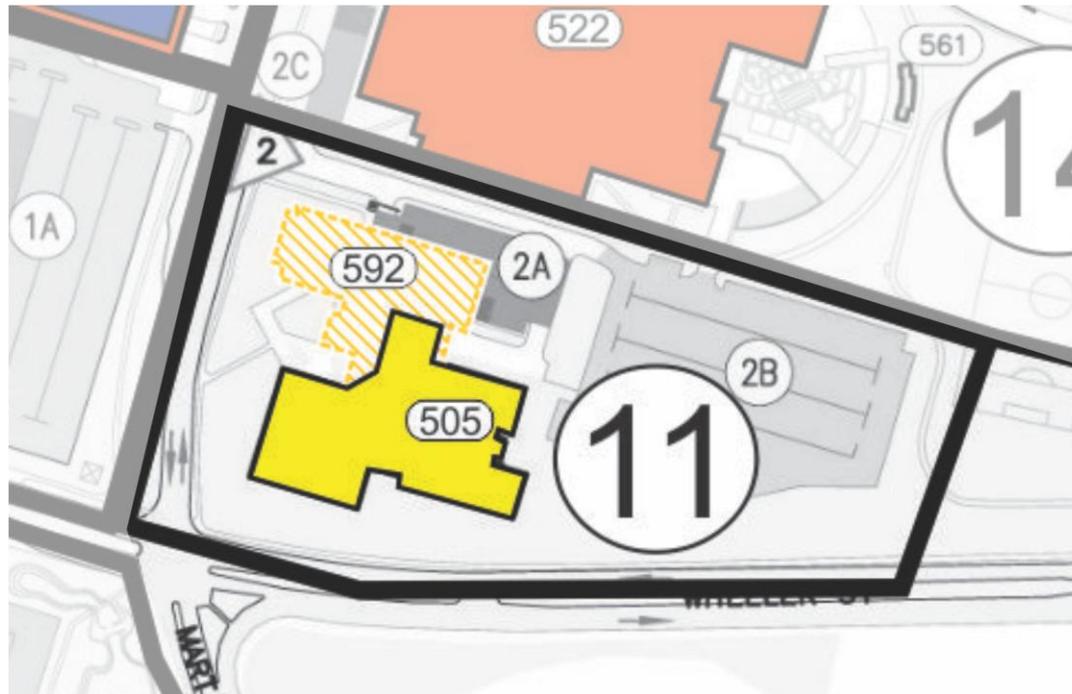
# Neighborhood 11: Optometry

## What the Experts Told Us

- There are 500 students enrolled. A new facility is under construction and will include a 50,000 square foot Vision Center, MRI Center, Ambulatory Surgical Center.

## What We Have Done

- The needs of these students, faculty, and staff are currently being met with the retail in the parking garage and the Fresh Food Company in Moody.
- As more details of the new building traffic counts emerge, needs should be revisited.



# Neighborhood 12: Residential

## What the Experts Told Us

- This neighborhood encompasses all on-campus traditional housing facilities.
- The Fresh Food Co. has been widely accepted with high satisfaction ratings.

## What We Have Done

- The new dining facility and P.O.D. Market will open Fall 2012.
- In order to ensure the continued success of the FFCo. and the smooth opening of West Dining, recommendations include awareness and efficiency campaigns especially in the light of the UC being off line for a critical part of the academic year.





# Neighborhood 14: Wellness

## What the Experts Told Us

- Average weekly traffic through the Wellness Center is 16,600.
- Weekly customer counts at Smoothie King are 3,200, a 19% capture rate.

## What We Have Done

- Participation has increased YOY since Smoothie King and the convenience store were combined.
- The recommendation of this neighborhood is to continue the current partnership and evaluate the menu preferences of students, faculty, and staff who visit the building.





# Frontier Fiesta Update

- Overall concession participation down 2%
- Less foot traffic on Pavilion side
- Wings and fried Oreos were big hits!



# ARAMARK Culinary Excellence April 12, 2012

- ARAMARK Culinary Excellence, or ACE, is about recognizing and rewarding outstanding culinary talent throughout our organization.
- The ACE competition provides ARAMARK folks with the opportunity to showcase their culinary expertise with a broader audience in a competitive environment.
- There will be a Gold, Silver and Bronze awards at each of the 3 regional competitions with the Gold winners moving on to represent us as the Southwest Region team at the National Competition.
- Each chef provided with a mystery basket of 8 ingredients (including 2 proteins and each chef must use at least one protein) and a shared pantry.
- Competitors will have 3 hours start to finish to write their menus and complete 2 courses - Entrée and Dessert.
- There are 3 tasting judges from the community who will do a blind tasting and there will be one kitchen judge who judges safety and sanitation.



# F'Real Frozen Beverage Blending Machine

- Coming Soon to Cougar Xpress at Cougar Village
- Three product lines offered with one simple blending system:
  - Classic Ice Cream Milkshakes- great-tasting, sweet-indulgence
  - Frozen Cappuccinos- caffeine boost
  - Real Fruit Smoothies- health conscious student
  - Average retail price \$3.79

