

# UNIVERSITY of **HOUSTON**

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## Dining Services

Food Service Advisory Committee  
Meeting  
April 13, 2012

# Chick-Fil-A

- CFA pricing is broken into tiers based on business type and region
- UHDS pricing tier is for Licensed and Mall stores due to unique cost structures
- Proposed pricing has been exactly aligned with tier pricing

# Chick-Fil-A

- Below is the response from Keith Metcalfe, the regional director for CFA, about the strategy behind the pricing:

We have multiple price groups across the country with each price group having different menu prices. Within each price group we have two tiers of pricing: one tier is for all street stores (free-standing and drive-through only restaurants, etc.), and the second tier is for all malls and licensed restaurants. The menu prices in the second tier (malls and licensed restaurants) are slightly higher by roughly only a few cents on most menu items than in the other tier. The purpose for having slightly higher menu prices in the second tier is to accommodate the additional costs involved (common area maintenance charges, royalties, client charges, etc.) in operating a mall or licensed restaurant.

So in Houston, the University of Houston should have prices comparable to all of the malls in the market and slightly higher (again, only by a few cents per menu item) than the prices in the street stores. Just as our mall Operators have slightly higher prices than our street stores, so should your restaurant.

# CHICK-FIL-A

Menu Item Name	Current UH Pricing	PROPOSED UH PRICING SPRING 2012	Change	Change %
<b>Beverages</b>				
Combo 1-Chick-fil-A Sandwich	\$ 5.79	\$ 5.95	\$ 0.16	3%
Combo 2-Chargrilled Sandwich	\$ 6.39	\$ 6.65	\$ 0.26	4%
Combo 5-Nuggets (12)	\$ 7.19	\$ 7.35	\$ 0.16	2%
Combo 5-Nuggets (8)	\$ 5.79	\$ 5.95	\$ 0.16	3%
Combo Strips (3)	\$ 6.15	\$ 6.29	\$ 0.14	2%
Combo Strips (4)	\$ 7.15	\$ 7.29	\$ 0.14	2%
Lemonade, Large	\$ 2.50	\$ 2.09	\$ (0.41)	-16%
Lemonade, Medium	\$ 1.65	\$ 1.69	\$ 0.04	2%
Chargrilled Sandwich	\$ 3.59	\$ 3.75	\$ 0.16	4%
Chick Fila Sandwich	\$ 2.89	\$ 3.09	\$ 0.20	7%
Chick-fil-A Filet - No Bun	\$ 2.95	\$ 2.94	\$ (0.01)	0%
Nuggets (12)	\$ 4.35	\$ 4.49	\$ 0.14	3%
Nuggets (8)	\$ 2.95	\$ 3.09	\$ 0.14	5%
Salad, Chargrilled Chicken Garden	\$ 5.65	\$ 5.89	\$ 0.24	4%
Cole Slaw, Small	\$ 1.65	\$ 1.39	\$ (0.26)	-16%
Lettuce & Tomato	\$ 0.30	\$ 0.30	\$ -	0%
Waffle Fries, Medium	\$ 1.65	\$ 1.65	\$ -	0%
Chicken Strips (3)	\$ 3.29	\$ 3.39	\$ 0.10	3%
Chicken Strips (4)	\$ 4.29	\$ 4.45	\$ 0.16	4%
	<b>\$ 76.17</b>	<b>\$ 77.69</b>	<b>\$ 1.52</b>	<b>2%</b>

# HOURS OF OPERATION

- Beginning June 4<sup>th</sup>, the dining landscape on campus will undergo significant changes
- For the duration of the UC closure we will have to be flexible, creative, and adaptive
- The proposed hours of operation for both the summer and next school year are a starting point for what will need to be an on-going dialogue about how best to manage the change

# Summer Hours

	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday	
	6/4/2011		6/5/2011		6/6/2011		6/7/2011		6/8/2011		6/9/2011	
	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM
<b>UNIVERSITY CENTER</b>	<b>ART</b>						<b>NSO</b>		<b>NSO</b>			
FOOD TRUCK 1	8:00am	3:00pm	8:00am	3:00pm	8:00am	3:00pm	8:00am	3:00pm	8:00am	3:00pm	8:00am	3:00pm
FOOD TRUCK 2	10:30am	5:00pm	10:30am	5:00pm	10:30am	5:00pm	10:30am	5:00pm	10:30am	5:00pm		
FOOD TRUCK 3	10:30am	3:00pm	10:30am	3:00pm	10:30am	3:00pm	10:30am	3:00pm				
<b>RESIDENTIAL</b>												
Fresh Food Company <b>Breakfast</b>	7:00am	9:00am	7:00am	9:00am	7:00am	9:00am	7:00am	9:00am	7:00am	9:00am		
<b>Lunch</b>	10:30am	2:00pm	10:30am	2:00pm	10:30am	2:00pm	10:30am	2:00pm	10:30am	2:00pm		
<b>Dinner</b>	5:00pm	7:00pm	5:00pm	7:00pm	5:00pm	7:00pm	5:00pm	7:00pm	5:00pm	7:00pm		
Cougar Xpress - Cougar Village	7:00am	8:00pm	7:00am	8:00pm	7:00am	8:00pm	7:00am	8:00pm	7:00am	8:00pm		
RFOC - OB												
C3 - OB												
<b>SATELLITE</b>												
Starbucks	8:00am	3:00pm	8:00am	3:00pm	8:00am	3:00pm	8:00am	3:00pm	8:00am	3:00pm		
Chick - Fil - A	11:00am	2:00pm	11:00am	2:00pm	11:00am	2:00pm	11:00am	2:00pm	11:00am	2:00pm		
Little Kim Son	11:00am	2:00pm	11:00am	2:00pm	11:00am	2:00pm	11:00am	2:00pm	11:00am	2:00pm		
Burger Studio												
Sushic	10:30am	2:00pm	10:30am	2:00pm	10:30am	2:00pm	10:30am	2:00pm				
Montagues												
Pizza Hut	11:00am	2:00pm										
Taco Bell	11:00am	2:00pm	11:00am	2:00pm	11:00am	2:00pm	11:00am	2:00pm	11:00am	2:00pm		
C3	8:00am	3:00pm	8:00am	3:00pm	8:00am	3:00pm	8:00am	3:00pm	8:00am	3:00pm		
Smoothie King	9:00am	2:00pm	9:00am	2:00pm	9:00am	2:00pm	9:00am	2:00pm	9:00am	2:00pm		
<b>OTHER RETAIL</b>												
Subway - Law School	8:00am	5:00pm	8:00am	5:00pm	8:00am	5:00pm	8:00am	5:00pm	8:00am	3:00pm		
Einstein's - PGH	7:30am	2:00pm	7:30am	2:00pm	7:30am	2:00pm	7:30am	2:00pm	7:30am	2:00pm		
Starbuck's - Bauer	7:30am	2:00pm	7:30am	2:00pm	7:30am	2:00pm	7:30am	2:00pm	7:30am	2:00pm		
Cougar Xpress - Calhoun Lofts	7:00am	5:00pm	7:00am	5:00pm	7:00am	5:00pm	7:00am	5:00pm	7:00am	5:00pm		
Smoothie King - CRWC	9:00am	8:00pm	9:00am	8:00pm	9:00am	8:00pm	9:00am	8:00pm	9:00am	8:00pm	12:00pm	5:00pm

# Fall Hours

UH Dining Services Operating Hours Academic Year '12 - '13	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday	
	8/27/2012		8/28/2012		8/29/2012		8/30/2012		8/31/2012		9/1/2012		9/2/2012	
	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM
<b>UNIVERSITY CENTER</b>	<b>1ST DAY OF CLASS</b>													
FOOD TRUCK 1	8:00am	3:00pm	8:00am	3:00pm	8:00am	3:00pm	8:00am	3:00pm	8:00am	3:00pm				
FOOD TRUCK 2	10:30am	5:00pm	10:30am	5:00pm	10:30am	5:00pm	10:30am	5:00pm	10:30am	3:00pm	10:30am	3:00pm		
FOOD TRUCK 3	10:30am	5:00pm	10:30am	5:00pm	10:30am	5:00pm	10:30am	5:00pm	10:30am	3:00pm				
<b>RESIDENTIAL</b>														
Fresh Food Company	7:00am	12:00am	7:00am	12:00am	7:00am	12:00am	7:00am	12:00am	7:00am	10:00pm	8:00am	10:00pm	8:00am	12:00am
Cougar Xpress Market - Cougar Village	9:00am	1:00am	9:00am	1:00am	9:00am	1:00am	9:00am	1:00am	9:00am	12:00am	9:00am	12:00am	9:00am	1:00am
West Dining Hall	7:00am	8:00pm	7:00am	8:00pm	7:00am	8:00pm	7:00am	8:00pm	7:00am	8:00pm				
Cougar Xpress Mini - West Dining Hall	9:00am	12:00am	9:00am	12:00am	9:00am	12:00am	9:00am	12:00am	9:00am	10:00pm	9:00am	10:00pm	9:00am	12:00am
<b>SATELLITE</b>														
Starbucks	7:00am	7:00pm	7:00am	7:00pm	7:00am	7:00pm	7:00am	7:00pm	7:00am	5:00pm				
Sushic	10:30am	3:30pm	10:30am	3:30pm	10:30am	3:30pm	10:30am	3:30pm						
Little Kim Son	10:30am	3:30pm	10:30am	3:30pm	10:30am	3:30pm	10:30am	3:30pm	10:30am	2:00pm				
Burger Studio	10:30am	6:00pm	10:30am	6:00pm	10:30am	6:00pm	10:30am	6:00pm	10:30am	2:00pm				
Montagues	10:30am	3:30pm	10:30am	3:30pm	10:30am	3:30pm	10:30am	3:30pm						
Pizza Hut	10:30am	3:30pm	10:30am	3:30pm	10:30am	3:30pm	10:30am	3:30pm	10:30am	2:00pm				
Taco Bell	10:30am	6:00pm	10:30am	6:00pm	10:30am	6:00pm	10:30am	6:00pm	10:30am	2:00pm				
Chick - Fil - A	10:30am	3:30pm	10:30am	3:30pm	10:30am	3:30pm	10:30am	3:30pm	10:30am	2:00pm				
Smoothie King	7:30am	7:00pm	7:30am	7:00pm	7:30am	7:00pm	7:30am	7:00pm	7:30am	2:00pm				
Satellite C <sup>3</sup>	7:00am	7:00pm	7:00am	7:00pm	7:00am	7:00pm	7:00am	7:00pm	7:00am	5:00pm				
<b>OTHER RETAIL</b>														
Taco Cabana	7:00am	10:00pm	7:00am	10:00pm	7:00am	10:00pm	7:00am	10:00pm	7:00am	10:00pm	11:00am	10:00pm	11:00am	10:00pm
Cougar Xpress Mini- Stadium Garage	7:00am	9:00pm	7:00am	9:00pm	7:00am	9:00pm	7:00am	9:00pm	7:00am	9:00pm				
Cougar Xpress At ERP	8:00am	4:00pm	8:00am	4:00pm	8:00am	4:00pm	8:00am	4:00pm	8:00am	4:00pm				
Subway - Law School	7:30am	7:30pm	7:30am	7:30pm	7:30am	7:30pm	7:30am	7:30pm	7:30am	4:00pm				
Subway	9:30am	7:00pm	9:30am	7:00pm	9:30am	7:00pm	9:30am	7:00pm	9:30am	2:00pm				
Einstein's - PGH	7:00am	5:00pm	7:00am	5:00pm	7:00am	5:00pm	7:00am	5:00pm	7:00am	2:00pm	8:00am	2:00pm		
Starbucks - Bauer	7:00am	8:30pm	7:00am	8:30pm	7:00am	8:30pm	7:00am	8:30pm	7:00am	2:30pm	7:30am	2:00pm		
Cougar Xpress Market - Calhoun Lofts	6:30am	8:00pm	6:30am	8:00pm	6:30am	8:00pm	6:30am	8:00pm	6:30am	8:00pm	10:00am	10:00pm	10:00am	10:00pm
Smoothie King - CRWC	7:30am	10:00pm	7:30am	10:00pm	7:30am	10:00pm	7:30am	10:00pm	7:30am	7:00pm	12:00pm	5:00pm	1:00pm	5:00pm

# FOOD TRUCK UPDATE

- We are in contractual discussions with The Waffle Bus, a very successful truck run by a recent UH grad
- We are in talks with McDonald's and CFA about their interest in providing trucks
- We have a relationship with Mobi-Munch with whom we are hoping to draw at least one more food truck concept by Fall
- We continue our due diligence on local vendors to ensure that they meet the requisite standards of quality and safety assurance

# The Waffle Bus



## Savory Sandwiches

- **Buttermilk Fried Chicken & Waffle** .....7  
*With Spicy Mayo or Ancho Chili Honey*
- **Waffle Burger** .....7  
*Quarter pound beef patty with American cheese, crisp lettuce, sliced tomatoes & mayo.*
- **Smoked Salmon Waffle**.....8  
*With lemon caper dill cream cheese, baby spinach, sliced tomatoes & balsamic drizzle.*

## Waffle Fryders

- **Cheeseburger Fryders**..... 5  
*4 Waffle fry cheeseburger sliders with special sauce.*
- **Chicken & Waffle Fryders**..... 5  
*4 Buttermilk fried chicken waffle fry sliders with special sauce.*

## Sweet Waffle Sandwiches

- **Nutella and Banana** .....6  
*With sweet cream.*
- **Strawberry Irish Cream Creme Brulee**...6  
*With burnt raw sugar.*
- **Smores** .....6  
*Chocolate Ganache, Graham Cracker Crumble, with Toasted Marshmallow.*

## Sides

- **Waffle Fries** ..... 2
- **Chips**..... 1
- **Ice Cold Drinks** ..... 1



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# ARAMARK Culinary Excellence

## April 12, 2012

- 1<sup>st</sup> place: Quentin Tacker, SMU
- 2<sup>nd</sup> place: Jason Knapp, UCA
- 3<sup>rd</sup> place: Joseph Bruno, SELU

