

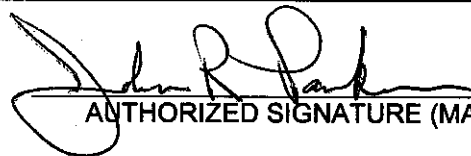
**SUBMIT PROPOSAL TO:**  
**PURCHASING DEPARTMENT**  
**UNIVERSITY OF CENTRAL FLORIDA**  
**4000 CENTRAL FLORIDA BLVD.**  
**P.O. BOX 160050**  
**ORLANDO, FL 32816-0050**

Phone: (407) 823-2661 - FAX: (407) 823-5551  
 http://pegasus.cc.ucf.edu/~purchase/

**University of Central Florida**  
**REQUEST FOR PROPOSAL**  
**Contractual Services**  
**Acknowledgment Form**

Page 1 of --	Pages	PROPOSALS WILL BE OPENED and may not be withdrawn within	60 May 18, 2001 @ 2:00 p.m. days after such date and time.	PROPOSAL NO. 1041RSA
UNIVERSITY MAILING DATE: 03/23/01		PROPOSAL TITLE: Annual Contract for University Dining Services		
FEDERAL EMPLOYER IDENTIFICATION NUMBER OR S.S. NUMBER 23-1354443				
VENDOR NAME ARAMARK Campus Services		REASON FOR NO PROPOSAL		
VENDOR MAILING ADDRESS Bldg. C, Suite 500 2775 Peachtree Dunwoody Rd				
CITY - STATE - ZIP CODE Atlanta, GA 30342		POSTING OF PROPOSAL TABULATIONS		
AREA CODE 404	TELEPHONE NO. 851-1805	Proposal tabulations with intended award(s) will be posted for review by interested parties at the location where the proposals were opened and will remain posted for a period of 72 hours. Failure to file a protest within the time prescribed in Section 120.57(3), Florida Statutes, shall constitute a waiver of proceedings under Chapter 120, Florida Statutes.		
800	TOLL FREE NO. 825-7990			
404	FAX NO. 851-9439			

I certify that this proposal is made without prior understanding, agreement, or connection with any corporation, firm or person submitting a proposal for the same materials, supplies, or equipment and is in all respects fair and without collusion or fraud. I agree to abide by all conditions of this proposal and certify that I am authorized to sign this proposal for the proposer and that the proposer is in compliance with all requirements of the Request for Proposal, including but not limited to, certification requirements. In submitting a proposal to an agency for the State of Florida, the proposer offers and agrees that if the proposal is accepted, the proposer will convey, sell, assign or transfer to the State of Florida all rights, title and interest in and to all causes of action it may now or hereafter acquire under the Anti-trust laws of the United States and the State of Florida for price fixing relating to the particular commodities or services purchased or acquired by the state of Florida. At the State's discretion, such assignment shall be made and become effective at the time the purchasing agency tenders final payment to the proposer.

  
 AUTHORIZED SIGNATURE (MANUAL)  
 John R. Packer  
 Regional Vice President  
 AUTHORIZED SIGNATURE (TYPED), TITLE

**GENERAL CONDITIONS**

**SEALED PROPOSALS:** All proposal sheets and this form must be executed and submitted in a sealed envelope. (DO NOT INCLUDE MORE THAN ONE PROPOSAL PER ENVELOPE.) The face of the envelope shall contain, in addition to the above address, the date, and time of the proposal opening and the proposal number. Proposal prices not submitted on attached proposal price sheets when required shall be rejected. All proposals are subject to the conditions specified herein. Those which do not comply with these conditions are subject to rejection.

**1. EXECUTION OF PROPOSAL:** Proposal must contain a manual signature of authorized representative in the space provided above. Proposal must be typed or printed in ink. Use of erasable ink is not permitted. All corrections to prices made by proposer must be initialed. The company name and F.E.I.D. or social security number must appear on each pricing page of the proposal as required.

**2. NO PROPOSAL SUBMITTED:** If not submitting a proposal, respond by returning only this proposer acknowledgment form, marking it "NO PROPOSAL," and explain the reason in the space provided above. Failure to respond without justification may be cause for removal of the proposer's name from the proposal mailing list. NOTE: To qualify as a respondent, proposer must submit a "NO PROPOSAL," and it must be received no later than the stated proposal opening date and hour.

**PROPOSAL OPENING:** Shall be public, on the date, location and the time specified on the proposal form. It is the proposer's responsibility to assure that the proposal is delivered at the proper time and place of the proposal opening. Proposals which for any reason are not so delivered, will not be

considered. Offers by telegram or telephone are not acceptable. A proposal may not be altered after opening of the proposals.

NOTE: Proposal tabulations will be furnished upon written request with an enclosed, self addressed, stamped envelope. Proposal tabulations will not be provided by telephone.

**4. PRICES, TERMS AND PAYMENT:** Firm prices shall be proposed and include all services rendered to the purchaser.

(a) **TAXES:** The University does not pay Federal Excise and Sales taxes on direct purchases of tangible personal property. See tax exemption number on face of purchase order or agreement form. This exemption does not apply to purchases of services in the performance of contracts for the improvement of state-owned real property as defined in Chapter 192, Florida Statutes.

(b) **DISCOUNTS:** Cash discount for prompt payment shall not be considered in determining the lowest net cost for proposal evaluation purposes.

(c) **MISTAKES:** Proposers are expected to examine the conditions, scope of work, proposal prices, extensions, and all instructions pertaining to the services involved. Failure to do so will be at the proposer's risk.

(d) **INVOICING AND PAYMENT:** The Contractor shall be paid upon submission of properly certified invoices to the purchaser at the prices stipulated on the contract at the time the order is placed, after delivery and acceptance of goods/services, less deductions if any, as provided. Invoices shall contain the contract number, purchase order number and the contractors' Federal Employer Identification Number. An original and three (3) copies of the

**APPENDIX III**

**ADDENDA ACKNOWLEDGMENT FORM**

**UNIVERSITY OF CENTRAL FLORIDA  
DIVISION OF PURCHASING**

**P.O. Box 160050  
Orlando, FL 32816-0050**

REQUEST FOR PROPOSAL NO. 1041RSA for University Dining Services

OPENING DATE: May 18, 2001 @ 2:00 p.m.

**ADDENDUM NO. 01**

The enclosed information is being incorporated into this proposal. Included are: A. Corrections to the RFP; B & C. Questions from vendors and responses; Dining Services Phamplet; Purse 3 info; and three drawings.

**NOTE: PLEASE NOTE RECEIPT OF THIS ADDENDUM BY RETURNING WITH YOUR PROPOSAL**

**AUTHORIZED SIGNATURE**



**COMPANY NAME**

ARAMARK Campus Services

**DATE**

May 18, 2001

**APPENDIX III**

**ADDENDA ACKNOWLEDGMENT FORM**

**UNIVERSITY OF CENTRAL FLORIDA  
DIVISION OF PURCHASING  
P.O. Box 160050  
Orlando, FL 32816-0050**

REQUEST FOR PROPOSAL NO. 1041RSA for University Dining Services

OPENING DATE: May 18, 2001 @ 2:00 p.m.

**ADDENDUM NO. 02**

The enclosed clarifications are being incorporated into this proposal.

**NOTE: PLEASE NOTE RECEIPT OF THIS ADDENDUM BY RETURNING WITH YOUR PROPOSAL**

**AUTHORIZED SIGNATURE**



**COMPANY NAME**

ARAMARK Campus Services

**DATE**

May 18, 2001

## APPENDIX IV

### CERTIFICATE OF NON-SEGREGATED FACILITIES

We, ARAMARK Campus Services  
certify to the University of Central Florida that we do not and will not maintain or provide for our employees any segregated facilities at any of our establishments, and that we do not and will not permit our employees to perform their services, under our control, where segregated facilities are maintained. We understand and agree that a breach of this certification is a violation of the Equal Opportunity clause required by Executive order 11246 of 24 September 1965.

As used in this certification, the term "segregated facilities" means any waiting rooms, work areas, rest rooms and wash room, restaurants and other eating areas, time clocks, locker rooms and other storage or dressing areas, parking lots, drinking fountains, recreation or entertainment areas, transportation and housing facilities provided for employees which are segregated by explicit directive or are in fact segregated on the basis of race, creed, color or national origin, because of habit, local custom or otherwise.

We, further, agree that (except where we have obtained identical certifications from proposed subcontractors for specific time periods) we will obtain identical certifications from proposed subcontractors prior to the award of subcontracts exceeding \$10,000 which are not exempt from the provisions of the Equal Opportunity Clause; that we will retain such certification in our files; and that we will forward the following notice to such proposed subcontractors (except where the proposed subcontractors have submitted certifications for specific time periods):

NOTE TO PROSPECTIVE SUBCONTRACTORS OR REQUIREMENTS FOR CERTIFICATIONS OF NON-SEGREGATED FACILITIES. A Certificate of Non-segregated Facilities, as required by the 9 May 1967 order on Elimination of Segregated Facilities, by the Secretary of Labor (32 Fed. Reg. 7439, 19 May 1967), must be submitted prior to the award of a sub-contract exceeding \$10,000 which is not exempt from the provisions of the Equal Opportunity clause. The certification may be submitted either for each sub-contract or for all subcontracts during a period (i.e. quarterly, semiannually, or annually).

**NOTE: Whoever knowingly and willfully makes any false, fictitious or fraudulent representation may be liable to criminal prosecution under 18 U.S.C. 1001.**

APPENDIX I

CONDITIONS AND REQUIREMENTS

SUPPLEMENTAL PROPOSAL SHEET

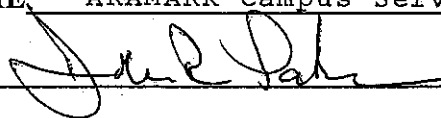
Items in this RFP must each be initialed, as shown below, as YES for "understood and agreed upon" and NO for "not agreed to."

<u>SECTION</u>	<u>YES</u>	<u>NO</u>	<u>PROPOSER INITIAL</u>
1.0	<u>X</u>	_____	<u>RP</u>
1.1	<u>X</u>	_____	<u>RP</u>
1.11	<u>X</u>	_____	<u>RP</u>
1.12	<u>X</u>	_____	<u>RP</u>
1.13	<u>X</u>	_____	<u>RP</u>
1.14	<u>X</u>	_____	<u>RP</u>
1.2	<u>X</u>	_____	<u>RP</u>
1.21	<u>X</u>	_____	<u>RP</u>
1.22	<u>X</u>	_____	<u>RP</u>
1.23	<u>X</u>	_____	<u>RP</u>
1.3	<u>X</u>	_____	<u>RP</u>
1.4	<u>X</u>	_____	<u>RP</u>
1.41	<u>X</u>	_____	<u>RP</u>
1.42	<u>X</u>	_____	<u>RP</u>
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1.46	<u>X</u>	_____	<u>RP</u>
1.47	<u>X</u>	_____	<u>RP</u>

<u>SECTION</u>	<u>YES</u>	<u>NO</u>	<u>PROPOSER INITIAL</u>
1.48	<u>X</u>	_____	
1.5	<u>X</u>	_____	
1.51	<u>X</u>	_____	
1.52	<u>X</u>	_____	
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2.2	<u>X</u>	_____	
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2.15	<u>X</u>	_____	
2.16	<u>X</u>	_____	
2.17	<u>X</u>	_____	
2.18	<u>X</u>	_____	

<u>SECTION</u>	<u>YES</u>	<u>NO</u>	<u>PROPOSER INITIAL</u>
2.19	<u>X</u>	_____	
2.20	<u>X</u>	_____	
2.21	<u>X</u>	_____	
2.22	<u>X</u>	_____	
2.23	<u>X</u>	_____	
2.24	<u>X</u>	_____	
2.25	<u>X</u>	_____	
2.26	<u>X</u>	_____	
2.27	<u>X</u>	_____	
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2.36	<u>X</u>	_____	
2.37	<u>X</u>	_____	
2.38	<u>X</u>	_____	
2.39	<u>X</u>	_____	

<u>SECTION</u>	<u>YES</u>	<u>NO</u>	<u>PROPOSER INITIAL</u>
3.0	<u>X</u>	_____	RP
3.1	<u>X</u>	_____	RP
3.2	<u>X</u>	_____	RP
3.3	<u>X</u>	_____	RP
3.4	<u>X</u>	_____	RP
3.5	<u>X</u>	_____	RP
3.6	<u>X</u>	_____	RP
3.7	<u>X</u>	_____	RP
3.8	<u>X</u>	_____	RP
3.9	<u>X</u>	_____	RP
3.10	<u>X</u>	_____	RP

**PROPOSER COMPANY NAME** ARAMARK Campus Services  
**AUTHORIZED SIGNATURE**   
**TITLE** Regional Vice President  
**DATE** May 18, 2001





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- 3.2 Board Plan Options
- 3.3 Weekly and Monthly Menus
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- Capital Investment Program
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- Commission Rates
- Summary of Financial Return to UCF

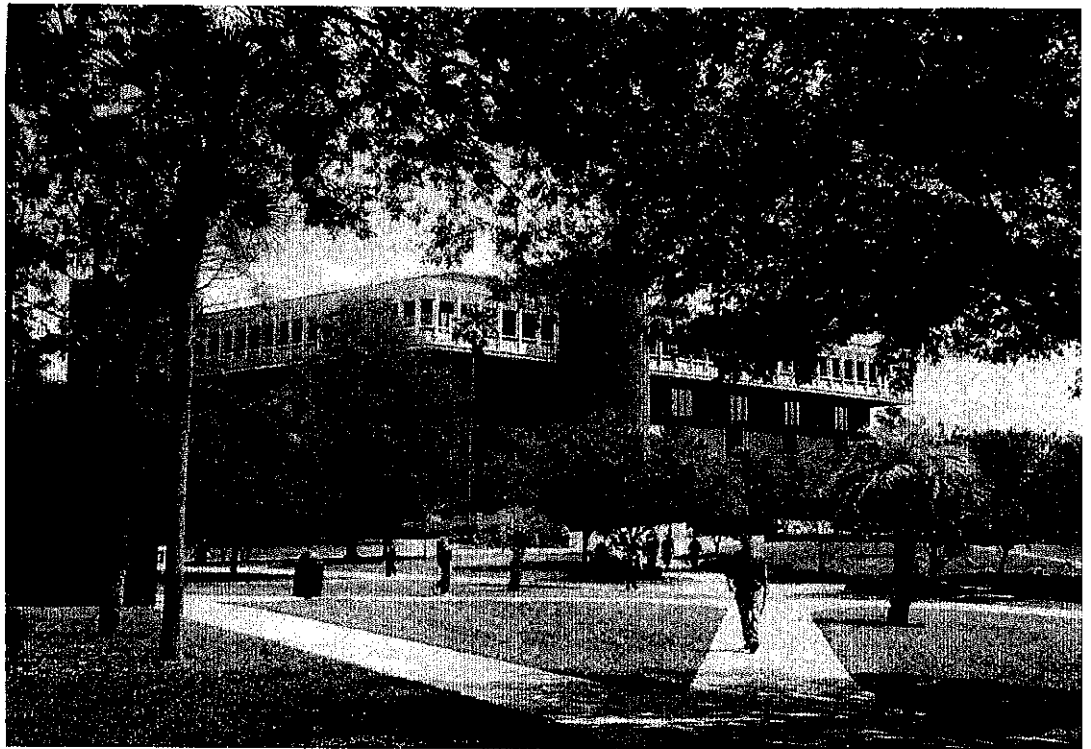
## **APPENDIX**



# *Executive Summary*

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## INTRODUCTION



Today's marketplace for higher education is extremely competitive. Colleges and universities are competing for students, faculty and staff and it's the unusual organization that has unlimited resources to do so. Recruiting high quality faculty, fulfilling student financial aid requests, keeping abreast of advances in technology, and addressing capital needs are increasing the cost of education. These pressures are mounting at a time when public support for higher education is constant or diminishing.

Among the many challenges facing higher education are two critical issues: maximizing available financial resources and discovering unique ways to enrich the academic and social life of students.

Increasingly, colleges and universities are looking to their auxiliary operations as new sources of needed revenue to meet the first goal. To meet the second goal, institutions of higher learning are challenging themselves to create services that foster social interaction, build skills and encourage community participation, while supporting the academic mission of the institution.



## *Executive Summary*

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Many university decision-makers understand that the selection of a management company for their dining program hinges on a complicated benefit/risk analysis that is unique to their institution.

In this proposal, we commit ourselves to an aggressive program of innovation and expansion to capture valuable financial and program benefits while minimizing the institutional risk associated with a change of this magnitude. This is our focus: *maximize benefits-minimize risk!* Our in-depth study of your dining program convinces us that the near-term opportunities available to trigger growth, capture new markets and heighten loyalty among campus consumers are extraordinary.

Although we manage the dining programs on more than 400 college and university campuses, we commit ourselves to discovering and emphasizing each institution's uniqueness. We identify services, products and locations that will drive sales on that campus. We tailor menus, concepts, prices and hours to appeal to the widest market segments. Our unlimited partnership approach means we will become your full partner. Your needs and wants become our job. Your goals become our goals. And we're experts at providing innovative solutions.

We're committed to providing the University of Central Florida the leadership, resources and innovation necessary to create unique dining experiences that give your campus a differential advantage as you compete with other institutions to attract and retain the best students, faculty and staff.

### **YOUR DECISION . . .**

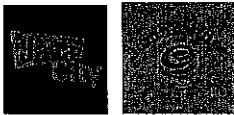
One of the most difficult challenges involved in selecting a dining contractor is discerning the true differences between the alternative candidates. Most, if not all, companies will promise you they have greater purchasing power, that they have management systems for controlling costs and producing food, and that they will give you very personal attention. We will deliver on these promises. But, there are at least five other factors which make ARAMARK unique from all the others.

***First, we are employee owned.*** We focus on long-term growth through developing a reputation for the highest standards of quality rather than focusing on corporate earning objectives. Our business goals are long-term partnerships, not quarterly dividends.

Employee ownership also means caring a little more about the details of everything we do and feeling empowered to bring about change.



# Executive Summary



**Second, we delegate maximum decision making authority to our front line managers.** With ARAMARK, your Food Service Director has the authority for all menu planning decisions, purchasing and personnel decisions, and most any other matter necessary to allow him to be responsive to your needs. Our corporate resources are at the director's disposal to support the fulfillment of your objectives. While others boast of implementing Total Quality Management (TQM), we've adhered to its tenets for quite some time.

**Third, we emphasize cooking from scratch.** Many of our management have culinary backgrounds and truly understand food. As it becomes more and more difficult to attract qualified kitchen personnel, we have the resources to properly train and develop our associates. Many companies have elected to purchase greater quantities of prepared and partially prepared food items. The cost of these items can be partially offset by lower labor rates and reduced training expenses. But prepared food items are not what we are about! They are frequently less nutritious, more expensive, and do not taste as good. Quite simply, in our resident dining facilities it is not what our customers expect. ARAMARK emphasizes cooking from scratch and supports its directors with quality recipes, new product development,

successful training programs, and sophisticated food production systems to ensure that we deliver the best tasting, highest quality meals every day.

**Fourth, we will offer you a complete portfolio of exciting cash and board marketing alternatives.**

Each of the branded concepts on this page has been developed specifically for the needs of an institution like the University of Central Florida. Each is supported with custom signage, point-of-sale materials, employee training videos and programs, many with national multi-media exposure daily, special signature packaging, and complete operational guidelines.

**Fifth, we deliver on our promise.** Each year, in addition to our twice annual student satisfaction survey, ARAMARK commissions an independent agency to conduct a survey of all our clients. The survey measures satisfaction with each level of management. During the past four academic years, an average of 97% of campus dining clients in the Southern Region rated our overall performance as very good or excellent. You can be confident we will implement the programs and plans which we propose to you.

These five features, along with the many little details and attention to these details, set ARAMARK apart from other





## *Executive Summary*

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contractors. These same features will provide the University a dining program that is indeed second to none in the country.

### **SANITATION AND SAFETY**

ARAMARK insists on a total commitment to the establishment and maintenance of effective sanitation. This commitment begins on the very first day of our service in all of our client locations as a matter of policy, regardless of the existing condition of the unit.

It is an important first impression on our new customers that our opening be conducted in a spotless and clean working environment. Quality sanitation practices are a critical ingredient in customer and client perceptions of our performance. Safety and health are extremely important aspects of training and supervision in every ARAMARK campus account.

### **QUALITY FOOD PROGRAM**

ARAMARK is committed to providing culinary excellence.

**Standardized Recipes** – We have over 5,000 standardized recipes that our dining services cooks will be trained to produce.

**Food Preparation** – All menu items will be prepared from scratch using the freshest ingredients. Food will be progressively prepared in small batches throughout the

day. Our managers have been trained to manage retail and residential food preparation to ensure that every customer receives a freshly prepared food while maintaining necessary speed of service. We have menu development expertise and resources and believe in developing a menu for each individual school, not a corporate menu.

**Menus** – We have developed in-house retail brands that have proven to be very successful in other universities around the country. Each brand has signature trade dress and menu specifications. *Pan Geos, Home, Sizzle and the Montague's Deli* are several ARAMARK brands that are planned for your campus. ARAMARK's cooks have the finest quality ingredients to use in producing each food item on the menus.

**Purchasing** – We have strict food procurement specifications that are monitored by corporate purchasing specialists to assure you of the highest quality.

**National Agreements** - We have purchasing agreements with nationally recognized brands such as: Heinz, General Mills, Coca Cola, Oscar Meyer, Healthy Choice, and others.



## *Executive Summary*

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### **VISION STATEMENT**

Our vision is a straightforward one:

*To provide a customized, compelling and cost-effective program of dining services that supports the academic mission of the University.*

### **COMMITMENTS TO THE UNIVERSITY OF CENTRAL FLORIDA**

In forming partnerships between universities and corporations, a common question surfaces in committee discussions: "To what extent are University goals and Corporate goals congruent?" For ARAMARK to distinguish itself in forging an "unlimited partnership" with UCF, we must be able to identify through this proposal the strategies and action steps we propose to take to benefit the University over the life of our partnership. Our four-fold commitment to your institution will serve as a foundation for our strategic vision plan.

1. Provide a program of customized services that will distinguish the University, consistent with its tradition and public image.
2. Stimulate dramatic growth and identify responsible cost saving actions that will provide measurable financial benefits to the University.

3. Increase students' perception of value.
4. Provide leadership in managing innovative services, programs and concepts.

***Commitment #1: Provide a program of customized services that will distinguish the University, consistent with its tradition and public image.***

While ARAMARK has an enviable higher education client list, we have achieved our success not by repeating ourselves, but by creating ourselves anew in each institution. Each university is unique; dining programs must be built from individual blueprints that reflect the unique value and mission of each institution. Our commitment to the University - as reflected in this proposal, is to forge a program of dining services that is unique to your campus, your vision and the University of Central Florida community. Our survey team took great care in assessing the demographics of your campus, determining corresponding preferences in dining products and understanding traffic patterns across campus.

We have studied existing brands and services and proposed a new program of services we believe will dramatically revitalize your retail and future residential dining programs.



## *Executive Summary*

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***Commitment #2: Stimulate dramatic growth and identify responsible cost saving actions that will provide measurable financial benefits to the University.***

Every management company endorses quality and value. However, no management company is as committed as ARAMARK to growth and accelerating sales through a diversified program of services. As you are aware, a responsible management company must grow sales in ways that benefit the University.

An essential responsibility of any management company is financial stewardship. At UCF we will take our responsibility seriously. Our commitment is to identify responsible cost savings that will improve the University's financial return, enabling it to provide high quality services at a reasonable cost.

***Commitment #3: Increase students' perception of value.***

If there is one axiom in our Company, it is that each individual customer - whether residential, retail or catering - must be convinced of the value of his or her purchase. Hence, we adopt philosophies and implement practices that add value to purchases. Residential meal plan patrons must be convinced of the quality, economy,

flexibility, convenience and comparative value of the cost of their meals (in contract to off-campus, grocery store, convenience store and restaurant prices). We emphasize the value of premium meal options, the exchanges and equivalency, the portability of products and the diversity of services.

Additionally, we will establish pricing incentives that motivate the purchase of commuter and voluntary meal plans and declining balance programs. Our programs are price sensitive and responsive to contemporary trends in dining. Today's students eat fewer traditional "square" meals and far more partial meals and snacks. Breakfast has become more a mid-morning snack limited to cereal, juice or a bagel than a full meal with hot entree. In the pricing of specific products, students want value. Every retail breakfast operation must offer full meal options that can be purchased for \$1.99 and \$2.99. We must "super size", stock with oversized grocery items and bottled beverages and implement "big bowl" solutions that give our retail customers a filling meal at a moderate price.





## *Executive Summary*

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***Commitment #4: Provide leadership in managing innovative services, programs and concepts.***

As we review campus dining operations across the country, there are two strategic errors that often undermine customer satisfaction and the financial growth of dining programs. First, many campus dining managers believe that cycles of innovation are seven to ten years in length. In other words, if you implement a pizza concept this year, it should continue to attract customers for the next seven years. At that point, the manager will have effectively amortized the cost of the project and be willing to make changes or modifications. Quite frankly, some managers are more concerned with their amortization schedule than trends in campus dining.

Our experience indicates that changes in student dining preferences are greatly influenced by national televised advertising and are more consistent with a three-year cycle than a seven-year cycle. Consequently, we must plan for recycling some key concepts every several years if we want to "recapture" patrons and meet changing expectations. In order to effectively manage innovation, we must be acutely aware of "product fatigue" among our patrons, anticipating changes in

product preferences rather than reacting to these changes several years too late.

How do we shorten the innovation cycle and better manage the process of change? By designing concepts (such as our Pan Geos concept) that are easily changed. The Pan geos format, backdrops and menus are changed seasonally. We budget for concept replacement on a shorter cycle and closely track patronage and sales of specific concepts. Above all, we are willing to replace brands (especially national brands) that do not perform as expected.

A second strategic error frequently made by dining program managers is that they broaden their menus in hopes of providing "something for everyone". ARAMARK's Retail Operations Management (ROM) training directs our managers to focus on the specific market segments served by "day-part". In retail operations, we cannot assume that the demographic profile of our morning customers is the same as the profile of our afternoon or evening customers. We must be willing to customize our menus and product offerings (even portion sizes) by day-part based on changes in market segments during differing operating hours. Our managers are taught to restock as needed to emphasize different products during



## *Executive Summary*

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different times of the day. This does not mean simply closing down unused concepts, it means "reshaping" our menu several times each day as needed.

These are our commitments to the University of Central Florida: They are straightforward promises that lie at the heart of our professional image and are fundamental to how we see ourselves. It means:

- *Being flexible*
- *Developing programs that are student and customer driven*
- *Providing value to students*
- *Being financially responsible with University assets and ARAMARK resources*
- *And above, all, delivering on all our promises with integrity*

# QUINN Services

Knights' Crossing  
Apartment  
Complex

**KNIGHT'S CROSSING**  
**Knights' MART**  
FOOD STORE

**GOOD DRINKS**

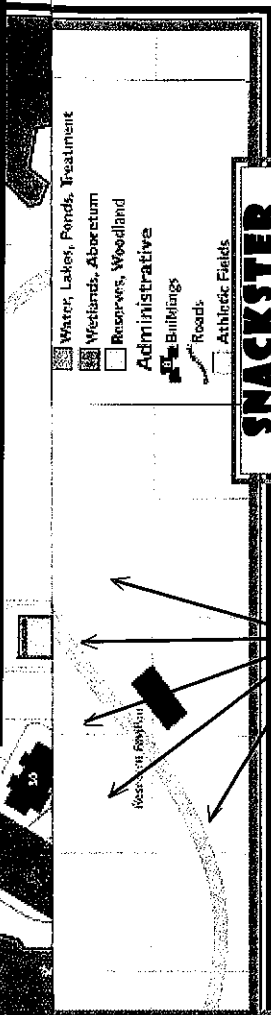


**CVMarketplace**

**THE STUDENT RESOURCES CENTER**

**PAN GEOS** (with globe icon)

HOME	WATERBROOK	CRISP	SIZZLE
SUMMER	SWEET	MORNING	STUFFED
			SPLASH



**SNACKSTER**  
**MOBILE CARTS**





# Executive Summary

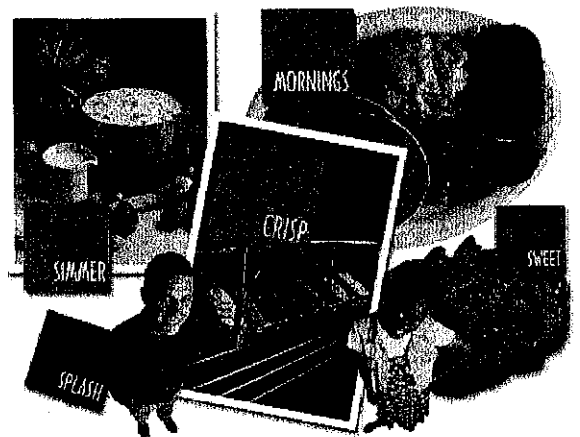


## FEATURING "ALL YOU CAN EAT" DINING AT THE STUDENT RESOURCES CENTER

We propose to introduce our state-of-the-art, retail driven concept, Pan Geos, at the Student Resources Center. Pan Geos will act as our anchor concept for our Marketplace program.

The Marketplace, our signature family of brands, will feature authentic cuisine from around the globe. Concepts like the Pasta Kitchen, Fresh Tossed, Home, Sizzle and Mediterranean will be designed to compliment the recent renovations to the dining hall. We also propose to enhance the facility by adding additional halogen lighting, wall murals, music, live foliage and fresh colors for the dining room walls.

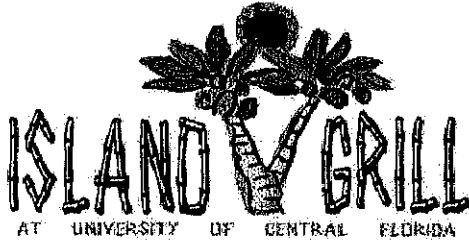
See details about the Marketplace and other proposed changes in our Food Service Operations Section (Student Resources Center).





## Executive Summary

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Introducing the "Island Grill" at Great Escapes. We're extremely excited about our proposed changes

to the Great Escapes location; specifically, the "Island Grill" which will replace the current Patio Grill.

During our many visits to the campus, we continuously looked for ideas and concepts that would work to not only compliment the campus, but also add an element of excitement and originality. Our proposed Island Grill concept addresses both of these points and should prove to be a bit out of the ordinary.

We're confident this concept will add some flavor to the palates of the campus community with great Caribbean foods like Conch Fritters, Jamaican Jerk Chicken, Cuban Sandwiches, and Coconut Shrimp. We will also feature crowd pleasers like Blackened Grouper Sandwiches, "Cheeseburgers in Paradise", and a variety of Caribbean drinks like virgin daiquiris and margaritas. We won't stop with great food! To enhance the tropical atmosphere,

we plan to add Caribbean steel drum music and other popular favorites like Jimmy Buffet and Bob Marley.

The Island Grill will be unveiled and supported by the all new outdoor Patio Deck that we propose to extend from the dining room at Great Escapes. The patio deck will add additional seating for not only Island Grill patrons, but the Chick-fil-A as well. Together, we envision a unique, fun, tropical dining destination that exemplifies the climate and characteristics of Florida.

See details about the Island Grill in our Food Service Operations section of the proposal.





## *Executive Summary*

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### **CHICK-FIL-A AT GREAT ESCAPES**

Like the Island Grill, we took a good look at the concepts at Great Escapes and realized that a change would be needed to help compliment the national brand concepts at the Student Union, not work against them.

Both Freshens and Sub-Connection are being challenged by the dominance of sandwiches at Subway and the Smoothie concept at the Bookstore. However, Chick-fil-A is a proven and popular brand that is needed to help grow revenue.

To support revenue growth, we propose to expand the current Chick-fil-a into a "Mega" Chick-fil-A. One that is capable of doubling the volume with improved efficiency and speed of service. We'll offer an enhanced menu as well, featuring breakfast. These two key changes will net dramatic results in popularity and satisfaction. Combine these changes with a new look and feel to the dining room and the addition of the patio deck, and the

Great Escapes venue will be a revitalized leader on campus as a dining destination.

See details about the new and improved Chick-fil-A in the Foodservice Operations section of the proposal.





## *Executive Summary*

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### **EINSTEIN BROS. BAGELS**

Introducing Einstein Bros. (In-Line Cafe) at the Education Complex. We propose to replace the snack bar, "Fast Break", at the Education Complex with a new, state-of-the-art, national brand cafe.

Today, Einstein Bros. is the nation's leading, fast casual cafe and has established itself as a world-class brand. With warm, inviting colors, creative, exceptionally good food and signature coffee. Our proposed Einstein location will feature a unique compelling menu consisting of signature sandwiches, breakfast favorites, salads and tantalizing hot and cold beverages.

With this unique, fresh new concept, combined with the location and traffic patterns associated with the Bus Depot. Einstein's will prove to be tremendously popular and successful in meeting students' needs and expectations.





## *Executive Summary*

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### **LIBRARY**

Introducing Java City . . . a nationally recognized gourmet coffee program that is trendy, upscale and self contained. Java City has become a popular icon on college campuses across America.

During our survey of the campus, we assessed many opportunities for new, "untapped", retail locations. One location, as validated by our survey of students, that would be the ideal spot for a retail kiosk is the Library.

We envision this kiosk to be located on the first floor of the Library next to the study lounge/computer area.

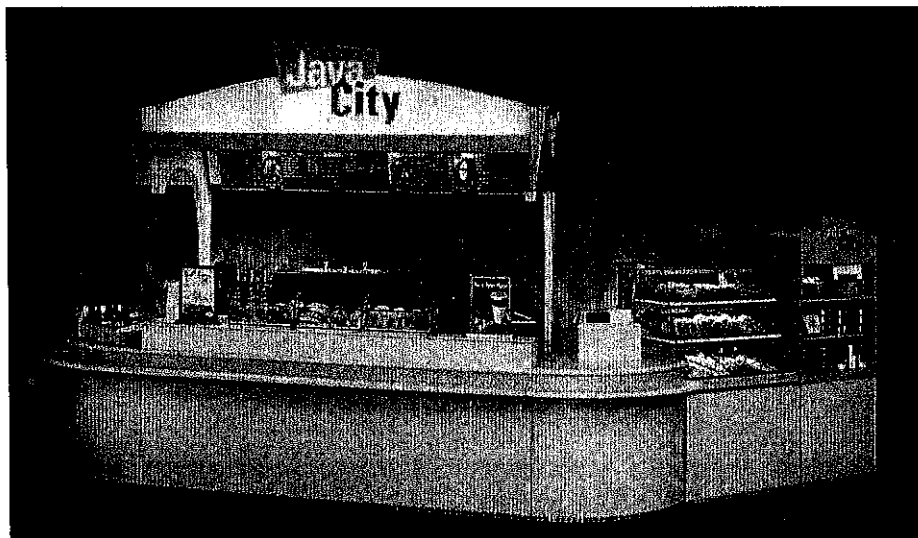
Our market penetration analysis and traffic pattern study have revealed that the popularity of the general library surroundings and nearby reflecting pond/fountain area lends itself to the

perfect opportunity to capture daytime commuters, faculty/staff and late night crowds heading to the Library for a study session.

With an intense population at its doorstep, Java City is sure to be a welcome crowd pleaser that will substantiate retail growth in this particular section of campus.

Java City will feature a full selection of espresso based coffee, iced coffee, beverages, upscale sandwiches, paninis, pastries and much more.

See details about our proposed Java City at the Library in our Foodservice Operations section of the proposal.







## *Executive Summary*

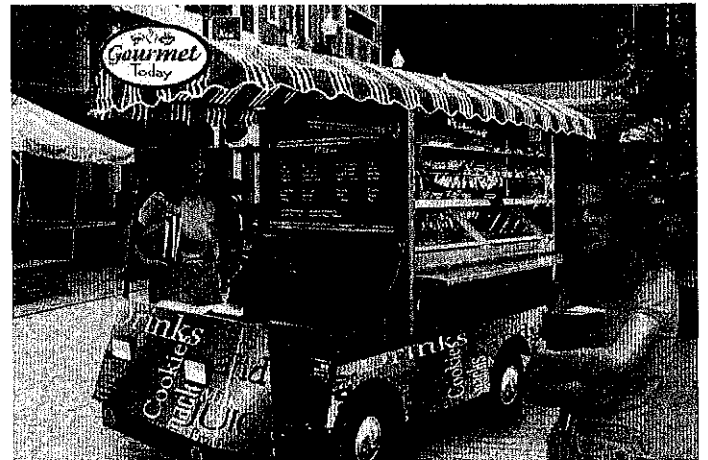
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### **SNACKSTER**

We propose to offer two revolutionary, mobile dining, retail carts called the "Snackster". We understand that students have a hectic schedule. By offering an attractive, commuter-driven concept, we will be able to not only satisfy commuting students, but resident students, athletes, and faculty/staff as well.

By strategically placing the "Snackster" carts around campus, the potential for capturing untapped dining revenues is enormous.

See details of the Snackster in our Foodservice Operations section.





## *Executive Summary*

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### **PEGASUS CIRCLE**

Introducing the Pegasus Circle Express Shop Cafe, situated within Pegasus Circle on campus.

Established through our many visits to the campus and with meetings with various administrators and students, you have told us that there needs to be a retail location on this side of the campus. A destination that captures students who wouldn't otherwise make it to the traditional, current dining venues.

We propose to design and build the Express Shop Cafe to captivate diners with a magnitude of meal, snack and beverage choices. With student population growing as rapidly as it is and with a new parking garage slated for this area, the time is right for dining services to expand to this area of the campus.

See details about our Pegasus Circle operation in the Foodservice Operations section of the proposal.





## Executive Summary

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### THE STUDENT UNION

We have exciting plans for the Convenience Store located in the Student Union. From our experiences at colleges and universities around the country, C-stores have become extremely popular not only for residential students, but for the entire campus community.

With that said, we propose to design and remodel the existing C-store location with a new, state-of-the-art food mart. We'll call it the "*KnightsMart*" food store.

*KnightsMart* will feature "Good to Go" entrees, sandwiches, salads, snacks, grocery items, and an assortment of bottled and fountain beverages.

In addition to convenience product offerings, the *KnightsMart* store at the Union will feature the nationally recognized juice concept "*Jamba Juice*". This exciting new and trendy national program offers nourishing and portable meal replacements, including fresh squeezed juices and nearly two dozen blended to order, 24 ounce fruit and juice based meals, including such favorites as *Strawberries Wild*, *Hawaiian Lust*, *Citrus Squeeze* and *Razzmatazz*. This concept offers the UCF patron a unique alternative

to traditional fast food meals and is sure to be a crowd pleaser.

See details about the entire *KnightsMart* store and *Jamba Juice* in our Food Service Operations section.





## Executive Summary

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### KNIGHTS CROSSING

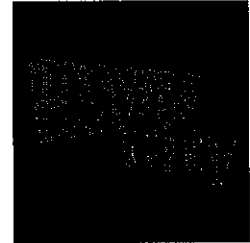
The new *Knight's Crossing* acquisition by the University holds many benefits for not only students, but for business partners as well.

We welcome the opportunity to share space at the complex clubhouse with Barnes & Noble to develop a unique residential shopping experience.

Concurrent with the RFP, we propose to design and build another "*KnightsMart*" food store at Knights Crossing. Unlike its twin brother at the Union, the store at Knights Crossing will offer twice as many food, beverage, grocery and household items.

In addition, this location will feature our signature deli concept "*Montague's*". As one of our most popular signature brands, Montague's offers a variety of hot and cold specialty sandwiches that are sure to be a big hit. Moreover, we'll add the brewed version of the nationally recognized gourmet coffee program *Java City*.

See details about the KnightsMart store at Knights Crossing in our Foodservice Operations section.





## *Executive Summary*

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### **PARKING GARAGE WEST**

**Parking Garage West** is yet another perfect location for us to enhance our retail image on campus.

Again, through visits to the campus and meetings with the administration, our market research is concurrent with the University's desire to incorporate a retail store in this particular location.

With an already expansive number of commuting students and continued growth, the potential to capture additional revenue, while satisfying the grocery, snacking and beverage needs of our commuter student, is tremendous.

Thus, we propose to design and build out a third KnightsMart food store at Parking Garage West. Like the KnightsMart locations at the Union and Knights Crossing this location will offer a variety of Home Meal Replacement (HMR) entrees, sandwiches, salads, snack and beverages.

See details of our proposed food store at Parking Garage West in our Foodservice Operations section.





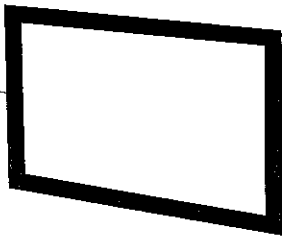
## *Executive Summary*

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### **THE UNIVERSITY DINING ROOM AND THE PRESIDENTIAL DINING ROOM**

Consistent with the University's plans for growth and expansion, we propose to partner with the University to fully expand and complete the already planned renovations to the University Dining Room and Presidential Dining Room.

We have allocated funds in our Financial Proposal to help support the completion of this project and we look forward to utilizing this space for catered functions, faculty meetings and presidential luncheons and special events.





## *Executive Summary*

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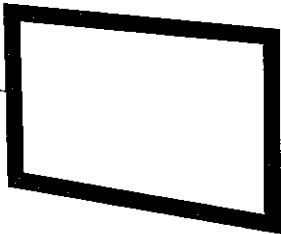
### **ADDITIONAL OPPORTUNITIES AND ADDITIONS TO CAMPUS**

If chosen to be the provider of dining services at UCF, we would like the opportunity, once our initial proposed renovations are complete, to review alternative sites for dining and related services.

In particular would be the space located adjacent to the current "Crossroads" Cafe. With this space eventually coming available, we foresee many opportunities to either expand the newly renovated residential dining facility or build an all together new venue designed to stimulate sales activity that is commensurate with the vastly growing residential population.

Other venues on campus include the Wild Pizza location and the Teaching Academy.

And lastly, we too are excited about the opportunity to share in the success of the Student Union. We're encouraged about the opportunity to bid on each of the nationally branded franchises as they come up for renewal.





## *Executive Summary*

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### **CATERING AND SPECIAL EVENT SERVICES**

ARAMARK will provide quality catering and special event services. We provide the training for our catering managers that enables them to exceed the expectations of our catering clients.

Catering Services will have the support of the ARAMARK District, Regional and Corporate catering personnel. The largest events may require support from any one of these sources. ARAMARK has the resources to backup UCF Catering Services.

### **MARKETING ANALYSIS / MARKETING PLAN**

When we visited the University campus, we identified opportunities for dining services to capture a larger market share and increase overall revenue. To help increase sales, we developed an initial marketing plan that is included in this proposal.

The objectives of our marketing plan are to:

- Increase market share
- Increase student satisfaction
- Improve the perceived value of dining services
- Increase the participation of our meal plan program

- Improve the breadth and depth of the services we offer

### **SEAMLESS TRANSITION**

ARAMARK will ensure that the transition from your current provider will be seamless. We will designate experienced managers to aid in the transition process. Teams of managers will be on location to supervise the process throughout the spring and summer. During this period, job expectations will be detailed and required training updated. ARAMARK managers, especially our District Manager, Russell Mellette, has extensive experience in the transition process.

### **LOCAL ARAMARK SUPPORT**

ARAMARK will supervise your Dining Services management staff with experienced managers. Russell Mellette, ARAMARK Campus Services District Manager, will oversee our dining services management team. Russell lives in Daytona Beach, Florida and can be expected to be seen on campus monthly.

In addition, the managers at each of our schools in Florida will be available to aid in the transition and opening period. The staff from these accounts will also be available to support our team during times of need. Large special events may require additional production and service staff. Sickness and vacation requirements may require staffing support.





## *Executive Summary*

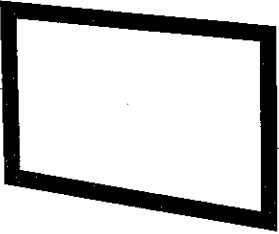
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### **PROPOSED MANAGEMENT TEAM**

Our commitment to the University, in terms of management staffing, will consist of a team of nine salaried managers. Each of our managers, from General Manager to Office Manager, will have specific assignments and objectives towards achieving our goals of being a seamless part of the University's business team.

As a company that prides itself on developing an entrepreneurial spirit in each of its managers, you can be assured that our people will have complete decision making authority.

The following list of positions represents the team of individuals who will lead UCF Dining Services:



#### **General Manager (Director of Dining Services)**

This individual will have total operational and financial responsibility for our services. He will be the direct liaison between ARAMARK and the Director of Business Services. This individual would report directly to our District Manager, Russell Mellette.

#### **Assistant Director of Dining Services**

This individual will assist the General Manager with overall unit management. He/she will oversee each of the department

managers. This individual reports to the General Manager.

#### **Catering Director**

This individual will have complete responsibility for all aspects of the UCF Catering Department. From supervision of our catering staff to appointments with prospective clients, this person will coordinate catering events year round for events on/off campus and at the president's home. He/she will report to the Director of Dining Services.

#### **Executive Chef**

Our Executive Chef will have complete authority over our culinary staff. His general responsibilities will include ordering all of the products, training the culinary staff, preparing cooked meals for special events and most importantly, being a consultant for guests who are trying to plan special meals for catered functions year round. The Executive Chef will report to the Director of Dining Services.

#### **Resident Dining Manager**

The Resident Dining Manager will have complete operational responsibility of our proposed Marketplace program at the dining room in the Student Resources Center. General responsibilities include conducting focus groups with residents



## *Executive Summary*

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and with student government to continual assess our performance. He/she will promote and solicit new board plan participants through special promotions and special events. This individual will report to the Assistant Director of Dining Services.

### **Special Events Coordinator/Marketing Manager**

Our Special Events Coordinator will be one of the most important members of our management team on campus. This individual's position will be multi-faceted. First and foremost, they will work year round to help coordinate special events that take place on and off campus. From orientation to commencement, this person will work in concert with the University at every level of the administration to ensure that events and public affair issues are continuously being fulfilled.

In addition, they will work with our Catering Director to plan and promote special cook-outs, meals and functions for the president, student government, and others holding conferences/events on campus.

He/she will also work with our Resident Dining Manager to actively market and promote our meal plan offerings.

The second part of this person's responsibilities focuses in on student advocacy. Because this manager will not be responsible for day to day operational issues, they will have an opportunity to assess all of our services and programs from the perspective of our customers: the students, faculty/staff and guests at UCF. With a constant, fresh eyes approach to overseeing our business, the Special Events Coordinator will be able to report and suggest necessary changes to our operation to ensure continuous customer satisfaction.

This individual will report directly to the Director of Dining Services with a dotted line to the Director of Business Services, Richard Stallworth.

### **Retail Manager**

This individual will have operational responsibility for all of our non-convenience store retail locations. From Great Escapes and the Island Grill to Einstein's at the Education Complex. Our Retail Manager will also oversee operations at the UCF arena and Pegasus Circle. He/she will report to the Assistant Director of Dining Services.



## *Executive Summary*

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### **C-Stores Manager**

Our C-Stores Manager will have responsibility for all three of our proposed convenience stores on campus: KnightsMart at the Union, Parking Garage West and Knights Crossing. He/she will report to the Assistant Director of Dining Services.

### **Office Manager**

Our Office Manager will oversee every aspect of our accounting and cashiering functions on campus. He/she will also oversee the sale of meal plans and declining balance flex accounts. This individual will report to the Assistant Director of Dining Services.



## *Executive Summary*

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### **OUR PRESENCE IN FLORIDA**

ARAMARK has a strong presence in the Florida market. Our business partners include:

- Disney World, Orlando
- Siemens-Westinghouse, Orlando
- The University of Florida, Gainesville
- Florida College, Temple Terrace
- Flagler College, St. Augustine
- St. Thomas University, Miami
- Florida International University, Miami
- Florida Memorial College, Miami (opens June 1, 2001)
- As well as a number of corporate clients across the state

With such a vast array of management presence, you can be assured of a plentiful supply of leadership support for major functions from any of our locations in Florida, should the need arise.

### **CAPITAL INVESTMENT**

We have the capability to invest in facility renovations and new construction and offer the University of Central Florida an investment of \$2,162,000. (See details in our Financial Proposal)

### **TECHNOLOGY**

ARAMARK is leading the industry with computer technology for the 21st century. Our managers are trained on our computerized inventory and food production system called

8Steps. In addition, our managers have the latest financial reporting software that maximizes sales and cost data reporting and minimizes the time spent in the office.

### **CUSTOMER SATISFACTION**

We deliver on our promises. During the last four years, 97% of Campus Services customers rated our performance as very good, or excellent.

### **CLIENT RETENTION**

ARAMARK is in the business of developing long-term partnerships. The true test of a management company's capabilities is to discuss the history of our services with current clients. Please contact our clients and ask them about our services. But more importantly, ask them about the relationship that exists between the institution and ARAMARK. Is it mutually beneficial?

Companies that listen to their customers and respond with improved programs, continue as partners with the colleges and universities they serve. ARAMARK's is proud to say that our client retention rate is the highest in the industry.

### **ARAMARK'S DIFFERENTIAL ADVANTAGE**

Before the University chooses a new food management company, you will be asked to determine what sets ARAMARK apart



## *Executive Summary*

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from other food management companies. We asked 100 of our clients to tell us why they partner with ARAMARK. What makes us different?

They responded by telling us that they felt there were three areas that elevated us above the rest:

### **1. Operational Capabilities**

- Strong adherence to food safety and sanitation policies
- Tailors menus and dining concepts that appeal to students
- Understanding the food process
- Unsurpassed marketing expertise to drive satisfaction and revenue
- Focus and performance
- Cutting edge systems
- "Raise the Bar" attitude

### **2. ARAMARK's people**

- Understand the consumer patterns of today's college student
- "Best People" vision
- "Owner Manager" incentives
- "Best Practice" training
- "Whatever It Takes" attitude
- "Student advocates"
- Makes and keeps promises

### **3. Customer Relations**

- Focused on the student
- Partnering approach
- "Win/Win" focus
- Shared risk
- Service attitude
- Total customization
- Long relationships
- Proactively seeks input from students regarding our services

*A Partnership In Excellence*

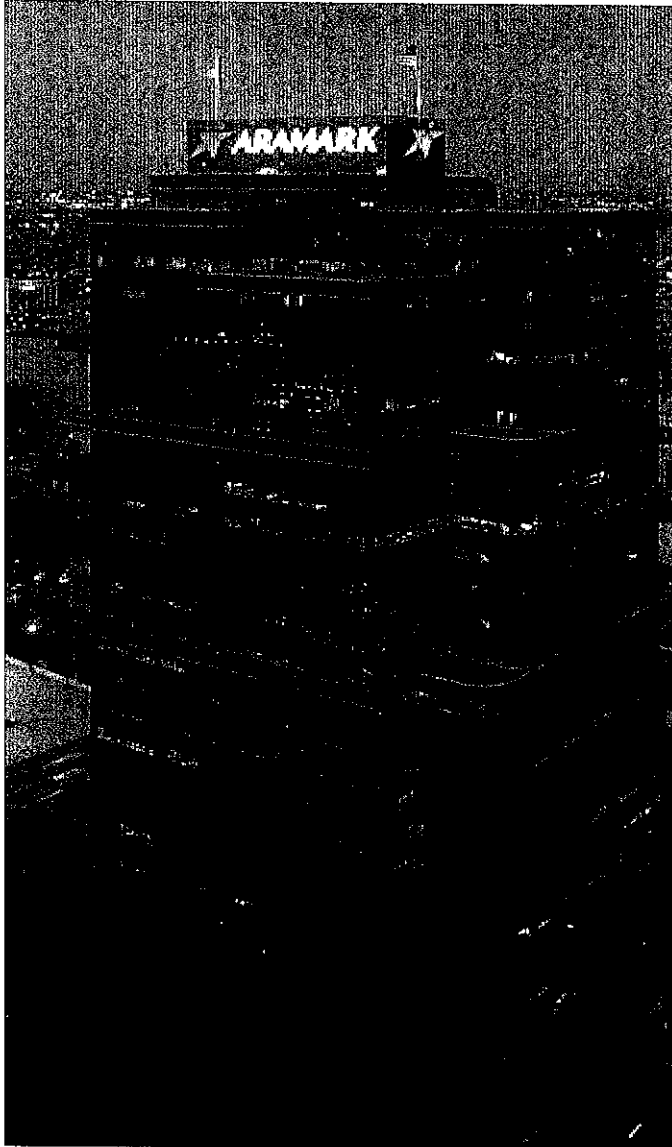




## *Required Information*

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### **3.1 EXPERIENCE AND QUALIFICATIONS**



#### **WHO ARE WE ?**

We served our first campus clients nearly 75 years ago and now prepare more than 1 million meals daily at over 400 colleges and universities.

Though food is at our roots, ARAMARK manages many different services. With international headquarters in Philadelphia, ARAMARK is a \$7.0 billion world leader in managed services: food and support, uniform and career apparel and childcare support services to the business, government, education, and healthcare markets. (A complete listing of managed services appears on the following page.) ARAMARK has more than 150,000 employees serving 15 million people at 500,000 locations around the world every day. Fortune Magazine calls us the country's largest diversified outsourcing company. We also rank among Forbes Magazine's top 20 privately-held corporations.

#### **AN ENTREPRENEURIAL SPIRIT**

We have flourished by staying close to our customers and incorporating the entrepreneurial spirit of our founders into all that we do. ARAMARK innovations in campus dining include:

- In-house resources devoted solely to areas such as catering, merchandising, culinary research, recipe development and facility design.





## *Required Information*

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- Exciting ARAMARK food concepts and signature brands such as Sizzle, Mediterranean, Stuffed and Home..
- National franchises such as Einstein Bros., Jamba Juice and Chick-fil-A, as well as the best in regional brands.
- Pan Geos, our exciting world menu featuring fresh, made-to-order, contemporary international cuisine prepared right in front of our customers!

In our entrepreneurial, "no limits" culture, employees strive to continuously improve and we empower managers to make their own decisions. Although we serve hundreds of colleges and universities, we respect each school's individuality. We tailor dining services programs to meet each partner's needs. Our partner list includes schools we've served for decades. The partnerships we establish and maintain with our customers are one reason our retention rate is the industry's highest!

On the following pages you will find:

- ARAMARK Client References

**ARAMARK  
COLLEGE AND UNIVERSITY CLIENT LIST**

<u>ALABAMA</u>	<u>Client Contact</u>	<u>Served Since</u>	<u>Volume</u>
Alabama A&M University Normal	Dr. John T. Gibson President (205) 851-5221	1968	2
Spring Hill College Mobile	Mr. Jon Yellin Vice President of Finance (334) 380-3867	2001	2
University of Alabama Tuscaloosa	Mr. Dale Taylor Director of Auxiliary Services (205) 348-8092	1996	3
University of Alabama at Birmingham Birmingham	Mr. Michael Raczynski Assistant Vice President for Student Affairs (205) 934-8220	2000	2
University of South Alabama Mobile	Mr. T. G. "Butch" Emmons Assist. Vice President Auxiliary Enterprises (334) 460-6481	1996	3
University of West Alabama Livingston	Mr. T. Raiford Noland Vice President Business Affairs/Treasurer (205) 652-9661 x310	1965	1
<u>ALASKA</u>			
University of Alaska Anchorage	Ms. Cyndi Spear Director of Housing, Dining, Conferences (907) 786-4838	1997	2
<u>ARKANSAS</u>			
Arkansas School of Math & Science Hot Springs	Dr. John Measel Director (501) 622-5117	1993	1
Harding University Searcy	Mr. Lott R. Tucker, Jr. Vice President of Finance (501) 279-4337	1987	2
Henderson State University Arkadelphia	Dr. Charles Dunn Vice President of Finance (501) 230-5090	1991	2
John Brown University Siloam Springs	Mr. Bruce Andree Business Manager (501) 524-7123	1998	1
University of Arkansas Pine Bluff	Dr. Lee A. Torrence Executive Assistant to Chancellor (501) 543-8482	1978	1
University of Arkansas Monticello	Dr. Mark Davis Vice President of Finance (870) 460-1022	1999	1



**ARAMARK  
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	<u>Client Contact</u>	<u>Served Since</u>	<u>Volume</u>
University of Central Arkansas Conway	Dr. John Smith Vice President of Student Affairs (501) 450-3416	1976	2
University of the Ozarks Clarksville	Mr. Darrell Williams Business Manager (501) 754-3839	1984	1
<b><u>ARIZONA</u></b>			
American Grad School of Int'l Mgmt Glendale	Mr. Dane Jay Vice President Administrative Affairs (602) 978-7224	1996	2
<b><u>CALIFORNIA</u></b>			
Cate School Los Angeles	Ms. Sandi Pierce Business Manager (805) 684-4352	1987	1
Chapman University Orange	Mr. Gary Brahm Vice President Finance & Administration (714) 997-6717	1982	2
Craig Hall Chico	Mr. John Fox College Housing Northwest (530) 345-1393	1997	1
University of California, Irvine Irvine	Mr. Tim Egan Associate Director of Housing (949) 824-6814	2000	3
University of LaVerne LaVerne	Dr. Loretta Rahmani Dean of Student Affairs (909) 593-3511 x4053	1988	2
<b><u>COLORADO</u></b>			
Adams State College Alamosa	Mr. Gary Jones Director of College Center (719) 589-7961	1993	2
Colorado Christian University Lakewood	Ms. Barbara Schneider Manager of Auxiliary Services (303) 963-3290	1991	1
Colorado School of Mines Golden	Mr. Robert Francisco Director Resident & Auxiliary Services (303) 273-3353	1990	2
<b><u>CONNECTICUT</u></b>			
Choate Rosemary Hall School Wallingford	Mr. Charles Lewis Director of Support Systems (203) 697-2392	1970	1

**ARAMARK  
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	<u>Client Contact</u>	<u>Served Since</u>	<u>Volume</u>
The Gunnery Washington	Mr. Robert Ullram Business Manager (860) 868-7334	1993	1
Loomis Chaffee School Windsor	Mr. Christopher V. Wejchert Chief Financial Officer (860) 687-6226	1973	1
Rumsey Hall School Washington	Ms. Dorota Habib Business Manager (860) 868-0535	1979	1
U.S. Coast Guard Academy New London	Ms. Joy Simmons Contracting Officer (860) 444-8242	1987	2
University of Hartford West Hartford	Mr. Thomas Perra Associate Vice President of Finance (860) 768-4200	1975	3
Westover School Middlebury	Mr. Steven Ladd Business Manager (203) 758-2423	1979	1
Wesleyan University Middletown	Ms. Ellen Stanton-Milstone Director of Financial Planning (860) 685-3153	1988	3
Yale University New Haven	Mr. Ernie Huff Executive Director of Financial Services (203) 432-8159	1998	3
<b><u>DELAWARE</u></b>			
University of Delaware Newark	Ms. Barbara Kreppel Assoc. Vice President Administrative Services (302) 831-3200	1991	3
Wesley College Dover	Dr. Earl Brooks Executive Vice President (302) 736-2316	1996	2
Widener University – Delaware Wilmington	Mr. Joseph J. Baker Vice President for Finance (610) 499-4151	1984	1
<b><u>DISTRICT OF COLUMBIA</u></b>			
George Washington University Washington	Mr. John Schauss Deputy Treasurer (202) 994-2268	1995	3
Mount Vernon College Washington	Mr. Daniel Alexander Operations Manager (202) 625-4540	1965	1

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	<u>Client Contact</u>	<u>Served Since</u>	<u>Volume</u>
<b><u>FLORIDA</u></b>			
Flagler College St. Augustine	Mr. Ken Russom Director of Business Services (904) 829-6481 x230	1991	1
Florida College Temple Terrace	Mr. Jim Evans Business Manager (813) 980-0691	1990	1
Florida International University Miami	Mr. Alex Zyne Director of Budget and Finance (305) 348-2104	1994	3
St. Thomas University Miami	Mr. Timothy DePalma Assistant Dean (305) 628-6788	1992	1
University of Florida Gainesville	Mr. Jim Morgan Director of Business Services (352) 392-0306	1995	3
<b><u>GEORGIA</u></b>			
Abraham Baldwin (ABAC) Tifton	Mr. Floyd Wright Comptroller (912) 386-3240	1984	1
Agnes Scott College Decatur	Mr. William Gailey Vice President Business & Development (404) 371-6000	1993	1
Albany State University Albany	Mr. William Johnson Vice President Fiscal Affairs (912) 430-4610	1984	1
Andrew College Cuthbert	Mr. Chris Corrigan Business Manager (912) 732-5946	1981	1
Armstrong Atlantic State University Savannah	Ms. Joann Windeler Director of Business Services (912) 927-5255	1992	1
Brewton Parker College Mount Vernon	Mr. Thomas R. Hartley Vice President of Fiscal Affairs (912) 583-2241	1982	1
Columbia Theological Seminary Decatur	Ms. Laura Mendonhall Vice President Business and Finance (404) 378-8821	1995	1
Columbus State University Columbus	Ms. Maria Holmes Director Auxiliary Services (706) 568-2038	1991	1

**ARAMARK**  
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	<u>Client Contact</u>	<u>Served Since</u>	<u>Volume</u>
Covenant College Lookout Mountain	Mr. Herb Politano Director of Auxiliary Services (706) 820-1560	1988	1
Darlington School Rome	Mr. Bob Rogers Vice President for Finance (706) 236-0410	1991	1
Emmanuel College Franklin Springs	Mr. Reggie Till Director of Finance (706) 245-7226 x25	1991	1
Emory University Atlanta	Ms. Helen Jenkins Food Service Liaison (404) 727-6407	1985	3
Fort Valley State University Fort Valley	Ms. Shirley Williams Vice President Business and Finance (912) 825-6436	1977	1
Georgia Southwestern University Americus	Ms. Susan Johnson Director of Auxiliary Services (912) 931-2042	1982	1
Georgia Tech Athletic Association Atlanta	Mr. Sterling Brown Assistant Athletic Director (404) 894-9002	1974	1
LaGrange College LaGrange	Ms. Phyllis Whitney Business Manager (706) 812-7267	1973	1
Macon State College Macon	Mr. Levy Youmans Vice President Finance (478) 471-2728	1998	1
Mercer University Macon	Mr. Al Baggarty Director of Auxiliary Services (912) 752-2731	1991	3
North Georgia College & State University Dahlonega	Mr. Gerald Lord Director of Auxiliary Services (706) 864-1641	1988	2
Oglethorpe University Atlanta	Dr. Artie Travis Vice President for Student Affairs (404) 261-1441	1995	1
Piedmont College Atlanta	Dr. Delene Lee Vice President Financial Affairs (706) 778-3000 x120	1997	1
Reinhardt College Waleska	Dr. Stephen Condon Vice President Student Affairs (770) 720-5538	2000	1

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Riverside Military Academy Gainesville	Colonel Mike Hughes Superintendent (706) 532-6251	1991	1
Shorter College Rome	Mr. Wayne Dempsey Vice President of Administration (706) 291-2121	1988	1
South Georgia Tech Institute Americus	Ms. Janice Davis Vice President Administrative Services (912) 931-2454	1991	1
Spelman College Atlanta	Mr. Robert D. Flanigan, Jr. Vice President Business & Finance (404) 223-1410	1995	3
State University of West Georgia Carrollton	Mr. William Gauthier Vice President Business and Finance (706) 836-6410	1974	2
Toccoa Falls College Toccoa Falls	Mr. Bill Silvermail Vice President of Business Affairs (706) 886-6831 x5202	1993	1
Truett-McConnell Cleveland	Dr. Don Stanley Vice President of Business Affairs (706) 865-2135	1987	1
Wesleyan College Macon	Mr. Steve Farr Director of Auxiliary Services (478) 477-1110 x110	1991	1
Young Harris College Young Harris	Dr. Thomas Yow President (706) 379-3111 x114	1968	1
<b><u>HAWAII</u></b>			
Chaminade University Honolulu	Mr. Ronald Rex Vice President Finance & Operations (808) 735-4825	1993	1
<b><u>ILLINOIS</u></b>			
Barat College Lake Forest	Ms. Judy Moore Vice President for Business (847) 234-3000	1977	1
Belleville Area College Belleville	Mr. Larry Schmalenberger Vice Chancellor Administrative Services (618) 235-2700 x244	1975	1
Dominican University River Forest	Ms. Amy McCormack Vice President Business Affairs (708) 524-6767	1980	1

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Garrett Evangelical Seminary Evanston	Dr. Adolf Hansen Vice President for Administration (847) 866-3906	1981	1
Lake Forest College Lake Forest	Ms. Leslie T. Chapman Vice President of Business (847) 735-5030	1988	2
Monmouth College Monmouth	Mr. Don Gladfelter Director of Finance & Business (309) 457-2124	1990	1
National-Louis University Evanston	Mr. David McCulloch Director of Support Services (847) 475-1100 x5276	1982	1
Northern Illinois University DeKalb	Mr. Ken Campbell Operations Manager (815) 748-9104	1999	2
North Park College Chicago	Mr. Carol Balsam Vice President Administration (778) 583-2700 x4100	1979	1
Northwestern University Athletic Dept Evanston	Mr. Charles (Rick) Taylor Director of Athletics/Recreation (847) 491-8880	1992	1
Rockford College Rockford	Mr. Noe Marinelli Vice President Finance & Administration (815) 226-4025	1964	1
University of Chicago Chicago	Ms. Sherry Gutman Director of University House Systems (773) 702-7366	1989	3
<b><u>INDIANA</u></b>			
Butler University Indianapolis	Mr. Greg Sharer Associate Dean of Students (317) 940-9570	1998	3
Marian College Indianapolis	Dr. William Woodman Dean of Students (317) 929-0240	1978	1
Rosee-Hulman Institute of Technology Terre Haute	Mr. Pete Gustafson Assistant dean of Students (812) 877-1511 x257	1979	1
<b><u>IOWA</u></b>			
Briar Cliff College Sioux City	Ms. Linda Mason Vice President Financial Affairs (712) 279-5432	1988	1

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Loras College Dubuque	Mr. Ken TeKippe Vice President of Finance (319) 588-7104	1984	1
Mount Mercy College Cedar Rapids	Dr. Thomas Feld Vice President Financial Affairs (319) 363-1323 x1220	1967	1
<b><u>KANSAS</u></b>			
Saint Mary College Leavenworth	Mr. William West Vice President Administrative Services (913) 758-6106	2000	1
Wichita State University Wichita	Mr. William Ross Director Rhatigan Student Center (316) 978-3487	1995	1
<b><u>KENTUCKY</u></b>			
Asbury Theological Seminary Wilmore	Mr. Duane L. Klity Vice President for Finance (606) 858-3581	1997	1
Bellarmine College Louisville	Dr. Ruth Garvey Assistant Vice President Student Affairs (502) 452-8153	1999	2
Boone Faculty Center at University of Kentucky Lexington	Dr. Don Frazier President Faculty Club Board of Directors (859) 266-6804	1998	2
Centre College Danville	Mr. Richard Bauer Vice President Business Affairs (859) 236-5211	1991	2
Eastern Kentucky University Richmond	Mr. Doug Whitlock Vice President Administrative Affairs (859) 622-2197	1999	3
Kentucky Wesleyan College Owensboro	Ms. Cindra Stiff Treasurer (502) 926-3111	1996	1
Morehead State University Morehead	Mr. Bill Redwine Director of Auxiliary Services (606) 783-2081	1999	3
Pikeville College Pikeville	Ms. Alice Coleman Business Manager (606) 432-9331	1965	1
Spalding University Louisville	Dr. Debbi Ford Vice President for Student Affairs (502) 585-9911 x236	1998	1

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Western Kentucky Bowling Green	Mr. Gary Meszaros Assistant Administrator Business Services (270) 745-2417	1997	3
<b><u>LOUISIANA</u></b>			
Grambling University Grambling	Mr. James Scott Vice President of Finance (318) 274-3100	1999	3
Louisiana College Pineville	Dr. Roy Heath Vice President Business Affairs (318) 487-7129	1972	1
Louisiana Tech University Ruston	Mr. Dickie Crawford Director Housing & Auxiliary Services (318) 257-4917	1999	3
McNeese State University Lake Charles	Mr. Ricky Mesteyer Dean of Students (318) 475-5607	1997	3
Northwestern State University Natchitoches	Dr. Dan Seymour Vice President Student Affairs (318) 357-5286	1987	2
Southeastern Louisiana University Hammond	Dr. Nick Bruno Director of Auxiliary Services (504) 549-2094	1998	2
Southern University Baton Rouge	Dr. Raymond Downs Vice Chancellor Student Affairs (504) 771-3922	1996	3
University of New Orleans New Orleans	Ms. Darlene Berggren Director Auxiliary Services (504) 286-6376	1993	2
<b><u>MAINE</u></b>			
University of Maine Farmington	Mr. Roger Spear Vice President Administration (207) 778-7271	1964	2
University of Maine – Ft. Kent Fort Kent	Mr. Scott Voisine Director of Student Services (207) 834-7513	1991	1
University of Maine Machias	Dr. Shirley Erickson Dean of Student Affairs (207) 255-1202	1980	1
University of Southern Maine Gorham	Ms. Judy Ryan Vice President Student Affairs (207) 780-4035	1966	2



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University of Southern Maine Portland	Mr. Joseph Austin Director of Student Life (207) 780-5158	1971	1
 <b><u>MARYLAND</u></b>			
Columbia Union College Tacoma Park	Mr. Marshall Ogburn Vice President for Finance (301) 891-4490	1993	1
St. Mary's Seminary Baltimore	Ms. Kathy Mignini Director Institutional Services (410) 864-4275	1984	1
 <b><u>MASSACHUSETTS</u></b>			
Anna Maria College Paxton	Mr. Jeff Mulford Chief Financial Officer (508) 849-3421	1998	1
Bay State College Boston	Ms. Nicola Melton Director of Residence Life (617) 236-8031	1992	1
Berklee College of Music Boston	Mr. David Hornfischer Vice President Administration & Finance (617) 747-2234	1998	3
Boston University Boston	Mr. Craig Hill Assistant Vice President Business Affairs (617) 353-2148	1976	3
Brandeis University Waltham	Mr. Mark Collins Director of Materials Management (781) 736-4506	1998	3
Cushing Academy Ashburnham	Mr. Willard Lampe Headmaster (978) 827-7100	1998	2
Elms College Chicopee	Ms. Dawn Ellinwood Dean of Students (413) 594-2761 x271	1998	1
Emerson College Boston	Mr. Michael Delleo Associate Vice President Administration (617) 824-7891	1995	2
Fisher College Boston	Ms. Roberta Cantor Sr. Vice President of Administration (617) 236-8811	1997	1
Massachusetts College of Liberal Arts North Adams	Mr. Scott Kalicki Dean of Students (413) 662-5231	1974	2

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Massachusetts Institute of Technology Cambridge	Mr. Richard Berlin Office of Campus Dining (671) 253-6142	1986	3
Middlesex School Concord	Mr. James Saltonstall Business Manager (978) 371-6585	1995	1
Milton Academy Milton	Mr. David Healy Business Manager (617) 898-2284	1992	2
Miss Hall's School Pittsfield	Ms. Andrea Nix Business Manager (413) 443-6401 x3205	1958	1
Mount Ida College Newton Centre	Ms. Elizabeth True Dean of Students (617) 928-4042	1987	2
Newbury College Brookline	Mr. David Ellis Executive Vice President (617) 730-7132	1989	1
Philips Academy Andover	Ms. Susan Stott Director of Business Services (978) 749-3400	1991	3
Simmons College Boston	Mr. Roy Schifilliti Director of Auxiliary Services (617) 521-2282	1997	3
University of Massachusetts – Lowell Lowell	Ms. Ellen Duggan Dean of Students (978) 934-2106	1987	2
Wentworth Institute of Technology Boston	Ms. Louise Litchfield Director of Business Services (617) 589-4254	1971	2
Western New England College Springfield	Mr. David Kruger Vice President for Finance (413) 782-1241	1989	2
Wheelock College Boston	Dr. Stanley Rumbaugh Vice President Administration & Finance (617) 734-5200 x2119	1989	1
<b><u>MICHIGAN</u></b>			
Central Michigan University Central Michigan	Mr. John Fisher Director Auxiliary Services/Resident Life (517) 774-7472	1994	1

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Concordia College Ann Arbor	Mr. Brian Heinemann Vice President Finance/Operations (734) 995-7312 x408	1999	1
Grand Valley State University Allendale	Mr. Michael Doxey Business Manager (616) 895-2284	1987	2
Jackson Community College Jackson	Mr. Tom Gutowski Purchasing Director (517) 787-0800 x144	1979	1
Lansing Community College Lansing	Mr. Ron Roush Director of Operational Services (517) 483-1802	1993	1
Michigan State University – Union East Lansing	Mr. James Sheppard Union Manager (517) 355-3460	1994	3
Northwestern Michigan College Traverse City	Mr. Tim Nelson Controller (616) 922-1140	1980	1
Oakland University Rochester	Ms. Eleanor Reynolds Associate Vice President Student Affairs (248) 370-3570	1996	2
Saginaw Valley State University University Center	Mr. Dale Irish Director Business & Auxiliary Services (517) 790-4101	1969	1
<b><u>MINNESOTA</u></b>			
Bemidji State University Bemidji	Mr. Tom Faecke Vice President Administration/Student Affairs (218) 755-2012	1974	2
Hamline University St. Paul	Dr. Marylyn Deppe Vice President Student Affairs (612) 523-2421	1991	2
St. Cloud State University St. Cloud	Dr. Eugene Gilchrist Vice President Administrative Affairs (612) 255-2286	1958	3
Southwest State University Marshall	Mr. Scott Crowell Vice President Students/Administration (507) 537-6241	1974	1
University of Minnesota – Twin Cities Minneapolis	Mr. Eric Kruse Vice President University Services (612) 625-6599	1997	3

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<b><u>MISSISSIPPI</u></b>			
University of Mississippi University	Mr. Ulmer "Buddy" Bullock Director of Auxiliary Services (662) 915-7445	1995	3
<b><u>MISSOURI</u></b>			
Missouri Western State College St. Joseph	Mr. Forrest Hoff Dean of Students (816) 271-4433	1993	2
Northwest Missouri State University Maryville	Mr. Kent Porterfield Vice President Student Affairs (816) 562-1154	1980	2
<b><u>NEBRASKA</u></b>			
Southeast Community College Milford	Mr. Larry Meyer Dean of Students (402) 761-2131	1988	1
York College York	Mr. Derryl Morgan Vice President of Finance (401) 363-5621	1997	1
<b><u>NEW HAMPSHIRE</u></b>			
Boston University Sargent Camp Hancock	Mr. Robert Rubindall Director (603) 525-3311	1976	1
<b><u>NEW JERSEY</u></b>			
Drew University Madison	Mr. Harry Scarpa Director of Purchasing (973) 408-3309	1997	2
Monmouth University West Long Branch	Ms. Mary Anne Nagy Vice President Student Services (732) 571-3417	1976	2
New Jersey City University Jersey City	Mr. Howard Buxbaum Vice President Administration & Finance (201) 547-3035	1994	2
Princeton Theological Seminary Princeton	Mr. Steve Cardone Director of Housing (609) 497-7730	1952	1
Rutgers University Newark	Mr. Gerald Massenburg Director Campus Center (973) 353-5212	1985	1
Stevens Institute of Technology Hoboken	Ms. Deborah Phillips-Lanza Dean of Student Services (201) 216-5126	1995	3

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<b><u>NEW MEXICO</u></b>			
Albuquerque Technical Institute Albuquerque	Mr. Gilbert Padilla Accounting Manager (505) 224-3484	1995	1
New Mexico Military Institute Roswell	Colonel Judy Collins Director of Auxilliary Services (505) 624-8080	1977	2
New Mexico State University Las Cruces	Mr. David Hertz Director of Auxilliary Services (505) 646-0111	1999	3
St. John's College Santa Fe	Mr. Bryan Valentine Treasurer (505) 984-6089	1996	1
University of New Mexico Albuquerque	Mr. Robert Schulte Director of Business Services (505) 277-4799	1976	2
<b><u>NEW YORK</u></b>			
Barnard College New York	Mr. Joseph Bertolino Associate Dean of Student Life (212) 854-4245	1987	3
Clarkson University Potsdam	Mr. Steve Newkofsky Dean of Students (315) 268-2660	1979	3
College of Insurance New York	Ms. Margaret Montano Business Manager (212) 815-9221	1987	2
College of St. Rose Albany	Dr. Kathleen Sinel Vice President Finance/Administration (518) 454-5216	1988	2
Fashion Institute of Technology New York	Mr. Harvey Spector Vice President Administration & Finance (212) 217-7903	1960	2
Hartwick College Oneonta	Mr. John Pontius, Jr. Vice President Finance (607) 431-4300	1954	2
The Julliard School New York	Mr. Jon Rosenhein Vice President Administration & Finance (212) 799-5000	1990	2
Masters School Dobbs Ferry	Mr. Fred Hoffman Business Manager (914) 693-1400 x42	1980	1

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Millbrook School Millbrook	Mr. Del Shilkret Business Manager (914) 677-8261	1973	1
New York University New York	Ms. Margo Post Marshak Vice President Student Affairs (212) 998-4410	1976	3
School of American Ballet New York	Mr. Scott Clung Stone Director of Finance (212) 877-0600	1990	1
St. John's University Jamaica	Mr. James Pellow Vice President of Finance & Treasurer (718) 990-6343	1972	3
St. Thomas Aquinas College Sparkill	Mr. Norman Juling Dean of Students (914) 398-4068	1993	1
SUNY-Farmingdale Farmingdale	Mr. George Larosa Vice President Administration & Finance (516) 420-2170	1994	2
University of Rochester Rochester	Ms. Mary-Beth Cooper Vice President and Dean of Students (716) 275-4085	1998	3
Utica College Utica	Mr. Rob Woods Dean of Students (315) 792-3320	1975	3
Vassar College Poughkeepsie	Mr. Colton Johnson Dean of the College (914) 437-5600	1981	2
<b><u>NORTH CAROLINA</u></b>			
The Asheville School Asheville	Mr. Glenn Mayes Business Manager (828) 254-6345	1993	1
Barton College Wilson	Dr. Gordon Joyner Vice President Business & Finance (252) 399-6300	1967	1
Brevard College Brevard	Mr. Paul Parker Vice President Technology & Operations (828) 884-8225	1978	1
Christ School Arden	Mr. James Banks Assistant Headmaster, Finance (828) 684-6232	1985	1
East Carolina University Greenville	Mr. Frank Salamon University Director of Dining Services (252) 328-4286	1990	3

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Elon College Elon	Mr. Gerald Whittington Vice President Business & Finance (336) 278-5434	1960	3
Greensboro College Greensboro	Mr. Barry Hartis Vice President Financial Resources (336) 271-7102	1965	1
High Point University High Point	Dr. E. Roy Epperson Vice President Administrative Affairs (336) 841-9214	1986	2
Lees McRae College Banner Elk	Mr. Tom Macon Vice President Finance/Development (828) 898-5241	1991	1
Lenoir Rhyne College Hickory	Mr. George Duhlstine Vice President of Finance (828) 328-7100	1992	2
Meredith College Raleigh	Mr. Bill Wade Vice President Business & Finance (919) 760-8516	1969	3
Montreat College Montreat	Dr. Dirk Wilmoth Vice President of Business Affairs (828) 669-8011	1991	1
NC School of the Arts Winston-Salem	Ms. Barbara Pace Director of Purchasing (336) 770-3319	1991	1
Peace College Raleigh	Ms. Laura Bingham President (919) 508-2000	1971	1
Ravenscroft School Raleigh	Mr. Leonard Johnson Business Manager (919) 847-0900	1993	1
St. Mary's College Raleigh	Mr. Steve Walters Director of Finance (919) 839-4090	1974	1
Salem College Winston-Salem	Dean Krispin Barr Dean of Students (336) 917-5578	1974	1
Shaw University Raleigh	Dr. Ernest Pickens Executive Vice President (919) 546-8300	1974	2
University of North Carolina Greensboro	Mr. Doug Brown Associate Vice Chancellor Business Services (336) 334-3620	1964	3

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University of North Carolina Wilmington	Mr. Richard M. Scott Assistant Vice Chancellor Business Affairs (910) 395-3067	1984	3
Wake Forest University Winston-Salem	Dr. John Anderson Vice President Administration & Finance (336) 758-5221	1961	3
Western Carolina University Cullowhee	Dr. Joseph Carter Vice Chancellor (828) 227-7321	1998	3
Winston-Salem State University Winston-Salem	Mr. Norman Williams Director of Auxiliary Services (336) 750-2770	2000	3

**OHIO**

Case Western Reserve University Cleveland	Mr. Richard Jamieson Director of Campus Services (216) 368-6245	1995	3
Cleveland State University Cleveland	Mr. Gary Meszards Director of Auxiliary Services (216) 687-5541	1997	3
College of Mt. St. Joseph Mount St. Joseph	Ms. Bridgett Cassidy Director of Auxiliary Services (513) 244-4306	1983	1
Heidelberg College Tiffin	Mr. John Saddle mire Vice President Student Development (419) 448-2058	1957	2
Kenyon College Gambier	Ms. Cheryl Steele Assistant Dean of Students (614) 427-5140	1981	3
Muskingum College New Concord	Ms. Janet Heeter-Bass Dean of Student Life (614) 826-8083	1976	2
Tiffin University Tiffin	Mr. Walter Zielinski Vice President Student Affairs (419) 447-6442	1984	1
University of Cincinnati Cincinnati	Mr. Steven Sayers Director of General Business Services (513) 556-4200	2000	3

**OKLAHOMA**

Oklahoma Baptist University Shawnee	Dr. Randy Smith Assistant Vice President for Business (405) 878-2004	1975	1
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Oklahoma School of Science & Math Oklahoma City	Dr. Lynn Morgan Chief Financial Officer (405) 878-2004	1998	1
Oklahoma State University Stillwater	Mr. Tom Keys Director Student Union (405) 744-5231	1993	2
Southeastern Oklahoma State University Durant	Mr. Raymond Johnson Business Manager (405) 924-0121	1991	1
St. Gregory's University Shawnee	Mr. Shingi Goto Vice President Administration (405) 878-5100	1999	1
<b><u>OREGON</u></b>			
Oregon Episcopal School Portland	Mr. Gary Pope Chief Financial Officer (503) 768-3133	1996	1
Pacific University Forest Grove	Mr. Ralph Vasey Business Manager (503) 359-2704	1990	2
Portland State University Portland	Mr. Brian Chase Director Auxiliary Services (503) 725-3738	1994	3
Western Baptist College Salem	Ms. Sharon Hill Controller (503) 375-7030	1992	1
<b><u>PENNSYLVANIA</u></b>			
Beaver College Glenside	Mr. Mike Coveney Vice President Finance & Treasurer (215) 572-2941	1990	1
Bloomsburg University of PA Bloomsburg	Ms. Linda Sowash Director of Residence Life (717) 389-4089	1991	3
California University of PA California	Mr. Larry Sebek Assistant Dean of Student Services (724) 938-4459	1998	1
Duquesne University Pittsburgh	Mr. David DiPetro Director Auxiliary Services (412) 396-5140	1988	3
Germantown Academy Fort Washington	Mr. Tom Taft Business Manager (215) 646-3300	1968	1

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Indiana University of PA Indiana	Ms. Sis Moorehead Administrative Assistant for Residence Life (724) 357-7554	1984	3
Mansfield University Mansfield	Mr. Joe Maresco Vice President Student Affairs (570) 662-4930	1992	3
Seton Hill College Greensburg	Mr. Paul Roman Vice President for Finance (412) 838-4215	1971	1
Slippery Rock University Slippery Rock	Ms. Debra Pincek Director of Food Service (412) 738-2470	1988	2
St. Joseph's University Philadelphia	Mr. Kevin Robinson Vice President Administration (610) 660-1357	1992	3
Susquehanna University Selinsgrove	Mr. Donald Aungst Vice President Finance & Treasurer (570) 372-4128	1981	2
University of Scranton Scranton	Mr. Marty Langan Associate Vice President Administration (570) 941-7451	1965	1
West Chester University West Chester	Mr. Thomas Purce Associate Vice President Student Affairs (610) 436-3307	1988	3
Widener University Chester	Mr. Joseph Baker Vice President of Finance (610) 499-4151	1984	2
<b><u>RHODE ISLAND</u></b>			
Bryant College Smithfield	Ms. Paulette Rattigan Director Purchasing/Support Services (401) 232-6320	1984	2
<b><u>SOUTH CAROLINA</u></b>			
Anderson College Anderson	Mr. Robert Keasler Vice President of Business Affairs (864) 231-2067	1965	1
Charleston Southern University Charleston	Mr. Kent Brasher Vice President Business Affairs (843) 863-8000	1987	1
The Citadel Charleston	Colonel Curt Holland Vice President Finance/Business Affairs (843) 953-5002	1968	3

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Clemson University Clemson	Mr. John Newton Director of Fiscal Affairs (864) 656-1387	1969	3
Coastal Carolina University Conway	Dr. Sally Horner Executive Vice President (843) 349-2040	1994	2
Coker College Hartsville	Dr. Steve Terry Vice President Student Services (843) 383-8057	1997	1
College of Charleston Charleston	Mr. Gary McCombs Vice President Business Affairs (843) 953-5577	1980	3
Erskine College Due West	Mr. Bill Stauff Vice President Business & Development (864) 379-8811	1991	1
Furman University Greenville	Mr. Jim Hudson Director Administrative Services (864) 294-2216	1996	3
Lander University Greenwood	Ms. MaryJo Cook Vice President Business & Administration (864) 388-8305	2000	2
Limestone College Gaffney	Mr. Dave Rilling Vice President Business & Finance (864) 489-7151 x573	1991	1
North Greenville College Tigerville	Ms. Elaine King Vice President Business & Finance (864) 977-7000	1979	1
Southern Wesleyan College Southern	Mr. Mary Atcheson Vice President of Finance (864) 644-5021	1991	1
Trident Technical College Charleston	Mr. Stephen Johnston Director of Purchasing (843) 572-6120	1997	1
University of South Carolina Aiken	Ms. Ginger Noel Associate Chancellor for Finance (803) 648-6851 x3456	1991	1
Winthrop University Rock Hill	Dr. Frank P. Ardaiole Vice President Student Life (803) 323-2251	1991	3
Wofford College Spartanburg	Mr. David Wood Vice President of Campus Services (864) 597-4090	1998	3

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<b><u>SOUTH DAKOTA</u></b>			
Dakota Wesleyan University Mitchell	Ms. Geri Beck Vice President for Finance (605) 995-2649	1978	1
Mount Marty College Yankton	Ms. Roberta Ambur Vice President for Business (605) 668-1514	1968	1
SD School of Mines & Technology Rapid City	Mr. Tim Henderson Vice President Business & Administration (605) 394-2371	1997	2
South Dakota State University Brookings	Dr. Marysz Palczewski-Rames Dean of Student Affairs (605) 688-4493	1996	3
University of South Dakota Vermillion	Mr. Rick Haught Student Center Director (605) 677-5416	1996	3
<b><u>TENNESSEE</u></b>			
Austin Peay State University Clarksville	Mr. Allen Irby Business Manager (931) 221-7672	1995	2
Carson Newman College Jefferson City	Mr. Robert Drinnen Vice President of Finance (615) 471-4000 x3206	1978	2
Christian Brothers College Memphis	Mr. Don Wharthon Vice President of Business (901) 722-0255	1986	1
East Tennessee State University Johnson City	Mr. Tony Warner Director University Culp Center (615) 929-4286	1992	3
Freed Hardeman University Henderson	Mr. Richard Taylor Vice President Business Affairs (901) 989-6006	1997	2
Hiwassee College Madisonville	Dr. Philip President (615) 442-4807	1988	1
King College Bristol	Mr. Johnnie Dillow Vice President Financial Affairs (615) 968-1187 x206	1964	1
University of Memphis Memphis	Mr. Danny Armitage Director Residence Life & Food Service (901) 678-2295	1989	3

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	<u>Client Contact</u>	<u>Served Since</u>	<u>Volume</u>
Middle Tennessee State University Murfreesboro	Mr. Joe Hugh Director of Purchasing (615) 898-2944	1976	3
Rhodes College Memphis	Mr. Allen Boone Dean of Administrative Services (901) 843-3760	1979	1
St. Andrews-Sewanee School St. Andrews	Mr. Dale Cermak Business Services (615) 598-5950	1977	1
Tennessee State University Nashville	Mr. Clay Harckleroad Vice President Business Affairs (615) 963-7411	1991	2
Tennessee Wesleyan College Athens	Ms. Martha Chambers Business Manager (423) 745-7504 x204	1978	1
Union University Jackson	Mr. Gary Carter Vice President Business Affairs (901) 668-1818 x298	1965	1
University of Tennessee Knoxville	Mr. Phil Scheurer Vice President Of Operations (865) 974-3061	1997	3
University of the South Sewanee	Mr. Randall Taylor Director of Auxiliary Services (931) 598-1250	2001	3
<b><u>TEXAS</u></b>			
Abilene Christian University Abilene	Mr. Jack Rich Vice President Finance/Administration (915) 674-2390	1986	2
Austin College Sherman	Mr. Tim Millerick Vice President Student Affairs (903) 892-2228	1961	2
Baylor University Waco	Mr. Kenneth Simons Business Manager (254) 755-3461	1958	3
Cisco Junior College Cisco	Mr. Bobby Smith Business Manager (817) 442-2567	1979	1
Dallas Baptist University Dallas	Mr. Blair Blackburn Vice President Enrollment & Admin Affairs (214) 333-5122	1999	2
Del Mar College Corpus Christi	Dr. Terry Dicianna President (512) 881-6200	1986	1

**ARAMARK  
COLLEGE AND UNIVERSITY CLIENT LIST**

	<u>Client Contact</u>	<u>Served Since</u>	<u>Volume</u>
Hardin-Simmons University Abilene	Mr. Harold Preston Vice President of Finance (915) 676-1221	1979	1
Kilgore College Kilgore	Mr. Jim Campbell Dean of Students (903) 984-8531	1994	1
Lubbock Christian University Lubbock	Ms. Marilyn Fannin Executive Assistant to President (806) 796-8800	2000	1
McMurry University Abilene	Mr. Carol brown Vice President Business Services (915) 692-4130	1995	1
Midwestern State University Wichita Falls	Dr. Howard Farrell Vice President Student Affairs (817) 689-4782	1995	1
Our Lady of the Lake University San Antonio	Ms. Mary Ellen Smith Vice President & Dean of Students (210) 434-6711	1985	1
Paris Junior College Paris	Dr. Jim Moffit Vice President Student Services (903) 785-7661	1984	1
St. Mary's University San Antonio	Mr. Daniel White Vice President Financial Administration (210) 436-3727	1982	2
Sam Houston State University Huntsville	Dr. Taylor Klett Business Manager (936) 294-1015	1986	2
Southern Methodist University Dallas	Ms. Julie Wiksten Director Auxiliary Services (214) 768-1909	1995	3
SW Assemblies of God University Waxahachie	Ms. Kay Davis Business Administrator (214) 937-4010	1989	1
SW Baptist Theological Seminary Fort Worth	Mr. Hubert Martin Vice President Business Affairs (817) 923-1921	1976	1
Stephen F. Austin State University Nacogdoches	Dr. Jack Nelson Director of Auxiliary Services (936) 468-3403	1985	3
Sul Ross State University Alpine	Mr. Mickey Havens Vice President of Finance (915) 837-8076	1991	1

**ARAMARK  
COLLEGE AND UNIVERSITY CLIENT LIST**

	<u>Client Contact</u>	<u>Served Since</u>	<u>Volume</u>
Tarleton State University Stephenville	Dr. Wanda Mercer Vice President Student Services (254) 968-9081	1978	1
Texas A&M Commerce Commerce	Dr. John Harper Vice President for Business & Administration (903) 886-5024	1961	2
Texas A&M University Corpus Christi	Mr. Larry Barton Director of University Services (512) 994-5712	1994	1
Texas Woman's University Denton	Dr. Richard Nicholas Vice President Student Life (940) 898-3601	1999	3
Trinity University San Antonio	Dr. Gage Paine Vice President of Student Affairs (210) 999-8521	1973	3
Trinity Valley Community College Athens	Dr. Rip Drumgoole Vice President of Student Affairs (903) 675-6316	1990	1
University of Dallas Irving	Mr. Robert Galecke Vice President Finance & Administration (972) 721-5201	1982	1
University of the Incarnate Word San Antonio	Dr. Louis Agnese President (210) 828-1261	1987	2
University of Texas Arlington	Mr. Kent Gardner Senior Vice President Student Affairs (817) 272-3361	1987	3
University of Texas Austin	Mr. William Andy smith Director Texas Union (512) 475-6608	1995	2
University of Texas Dallas	Mr. Robert Lovitt Vice President Business Affairs (214) 883-2213	1999	1
University of Texas San Antonio	Mr. David Larson Vice President of Business Affairs (210) 458-4201	1992	2
University of TX Health Science Center San Antonio	Ms. Debbie Cornwell Director of Auxiliary Services (210) 567-5960	1991	1
West Texas A&M University Canyon	Mr. Gary Barnes Vice President of Business Affairs (806) 656-2095	1990	1

**ARAMARK  
COLLEGE AND UNIVERSITY CLIENT LIST**

<u>VERMONT</u>	<u>Client Contact</u>	<u>Served Since</u>	<u>Volume</u>
Castleton State College Castleton	Mr. Richard Marshall Dean of Administration (802) 468-1208	1985	2
Johnson State College Johnson	Ms. Sarah Gamer Dean of Administration (802) 635-2356	1985	2
Lyndon State College Lyndonville	Mr. Wayne Hamilton Dean of Administration (802) 626-6411	1985	1
Vermont Technical College Randolph Center	Mr. Jack Daniels Dean of Administration (802) 728-1258	1985	1
<u>VIRGINIA</u>			
Bluefield College Bluefield	Mr. Paul Glaser Vice President Finance & Administration (540) 326-3682	1964	1
The College of William & Mary Williamsburg	Mr. Charlie Maimone Director of Auxiliary Services (757) 221-3643	1998	3
Hampden-Sydney College Hampden-Sydney	Mr. Norm Krueger Vice President Business Affairs & Treasurer (804) 223-6216	1956	2
James Madison University Harrisonburg	Ms. Towana Moore Assistant Vice President of Business (540) 568-2535	2000	3
Longwood College Farmville	Mr. David Harnage Executive Vice President Administration (804) 395-2017	1955	3
Old Dominion University Norfolk	Mr. Donald Runyon Assistant Vice President Auxiliary Services (757) 683-3462	1995	3
St. Christopher's School Richmond	Mr. Andrew "Ace" Ellis Business Manager (804) 282-3185	1967	1
University of Virginia Charlottesville	Mr. Leonard Sandridge, Jr. Senior Vice President & CFO (804) 924-3252	1988	3
Virginia Commonwealth University Richmond	Ms. Jean Clark Director of Food Services (804) 828-1147	1990	3



**ARAMARK  
COLLEGE AND UNIVERSITY CLIENT LIST**

	<u>Client Contact</u>	<u>Served Since</u>	<u>Volume</u>
Virginia Intermont College Bristol	Mr. Ronald Von Essen Business Manager (540) 669-6104 x205	1983	1
Virginia Military Institute Lexington	Colonel Ronald McManus Director of Post Services (540) 464-7323	1983	3
Virginia Theological Seminary Alexandria	Rev. Martha Horne President and Dean (703) 370-6600 x35	1951	1
<b><u>WASHINGTON</u></b>			
Walla Walla College College Place	Mr. Manford Simcock Vice President Financial Affairs (509) 527-2202	1983	2
<b><u>WISCONSIN</u></b>			
Viterbo College LaCrosse	Mr. Todd Ericson Vice President Finance & Administration (608) 791-0040	1994	1
<b><u>WEST VIRGINIA</u></b>			
Concord College Athens	Mr. James Cannon Vice President of Finance (304) 384-5235	1990	2
Glennville State College Glennville	Ms. Cheryl McKinney Vice President for Student Affairs (304) 462-4114	2000	1

**NOTE:**

**SALES VOLUME CODES:**

- 1 = Less than one million dollars in sales
- 2 = Between one and two million dollars in sales
- 3 = More than two million dollars in sales

Updated: April 2001



## *Required Information*

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### **ARAMARK FOOD AND SUPPORT SERVICES**

Business Services delivers customized solutions to over 1,000 clients in business and industry, including the financial, insurance, technology, pharmaceutical, entertainment and manufacturing arenas. Our expertise ranges from on-site restaurants, conference center management and office services to specialty coffee destinations and vending.

Campus Services makes the education experience more enjoyable for students, faculty and visitors at over 400 colleges and universities. Our range of services extends from food, facilities, stadium and conference center management to vending, uniform and childcare services.

Correctional Services, the market leader in providing correctional services, helps streamline operations and meets cost-reduction goals at more than 200 correctional facilities by managing food service and laundry programs, overall facility and equipment maintenance and inmate commissary operations.

Facility Services provides comprehensive facility management solutions to leading corporations, educational institutions, healthcare organizations, correctional facilities and sports and entertainment venues. Our customized services include plant operations and maintenance, energy

management, capital program, management, housekeeping, grounds maintenance and specialized technical and consulting services.

Healthcare Support Services is a leader in creating value for hospitals and regional healthcare systems by providing innovative support services solutions that guarantee best-in-class cost and quality outcomes for core non-clinical services such as food and nutrition, environmental services, laundry and linen distribution and patient transportation.

International operations are recognized as the global brand of quality service in over 15 countries outside the United States. We manage first-class food and facility services based on an in-depth understanding of each client's unique culture and by employing and training local talent to manage the business within each country.

### **ARAMARK MANAGED SERVICES ... AT A GLANCE**

Refreshment Services provides our clients' employees with what they want for a refreshment break - whether it's coffee, soda or snacks - at more than 100,000 locations in the United States.

School Support Services is the leading provider of professional food and support management services to K-12 school



## *Required Information*

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districts in the United States, serving over 2 million students in more than 300 districts.

Sports and Entertainment Services provides a comprehensive range of innovative high quality managed service - from premium catering and concessions management to retail merchandising and cleaning, plus other specialized services. We're found at over 35 professional sports arenas and stadiums, 21 convention centers, 12 national and state parks, plus numerous concert venues, entertainment complexes, resorts and other popular tourist attractions across the country.

### **ARAMARK EDUCATIONAL RESOURCES**

Serving more than 100,000 children in 28 states, ARAMARK Educational Resources (AER) is the second largest provider of early childhood and education services in the United States. AER provides programs for children up to 12 years old at more than 1,000 locations.

The company provides educational services at community-based Children's World Learning Centers and other child care centers, on-site at elementary schools through its Medallion School Partnerships division and at businesses, universities and government locations through AER's

Work/Life Partnerships division. In addition, AER's private elementary schools include Meritor Academy and the Warren Walker schools.

*When you visit stadiums, national parks, hospitals or colleges around the country, we're likely to be there.*

*In fact, the ARAMARK name has become synonymous with managed services.*

### **ARAMARK UNIFORM AND CAREER APPAREL**

ARAMARK Uniform Services provides uniforms, career apparel and accessories for over 450,000 businesses every day, through rental, purchase or lease.

Crest Uniform designs, manufactures and distributes durable and attractive uniforms for work forces in the healthcare and quick service restaurant industries.

Gall's serves the public safety industry - over 1 million individuals, businesses and government agencies nationwide - by providing supplies, equipment and apparel for law enforcement, fire fighting and emergency medical personnel.

WearGuard, with over 1 million satisfied business customers, is one of the most



## *Required Information*

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prominent suppliers of uniforms, rugged work clothing, outerwear and business casual apparel in the United States.

WearGuard's "Perfect Fit" approach leads to customized services and products specifically designed to meet each customer's needs. Customer relationships are developed and maintained through catalog, telephone sales and web channels.

### **STRENGTHS IN THE MARKET**

When parents of prospective students say ARAMARK managed services are a determining factor in choosing a college or university, you know you're doing something right. At ARAMARK, we're not just solving problems. We're solving problems and adding value by contributing in a positive way to student life. It's something students and parents notice and appreciate.

Today's marketplace for higher education is extremely competitive. If you examine the colleges and universities we serve, they tend to compete for students among a fairly small group of schools - peer groups of schools. They view ARAMARK as a way to help create a competitive advantage. We're continually discovering unique ways to enrich the academic and social life of students.

If you ask our partners why they choose ARAMARK, they say: "You've got great people, you've got operations superiority and you get it done." The important part is the trust relationship clients have with us.

We are a company of leaders. We build strong, positive and productive relationships, not only with our customers, but also with peers, bosses and subordinates from diverse backgrounds. We own an entrepreneurial spirit at ARAMARK. We're always seeking new avenues of growth and expansion, finding opportunity where others may not see it. We look at the business as if it were our own, because it really is.

We have a passion to serve. We love what we do and the people we work with and for. It causes us to go the extra mile and look for ways to be more valuable, not only to our customers, but to our employees and to the communities in which we work and live throughout the world.

We possess a humble confidence at ARAMARK. We are confident, not arrogant, because we are successful at what we do.

We are winners, but we are also humble because we serve others and we do it in their "homes." We are the best, but our goal is to make others look good and make the lives of others more productive.



## *Required Information*

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And we have a diversity of experience. Managers of diverse backgrounds who have worked in more than one business environment, for more than one boss, in more than one country, tend to be more open to new thinking and move quicker to incorporate new ideas, borrow from existing resources and adopt new concepts.

### **OLYMPIC GAMES HERITAGE**

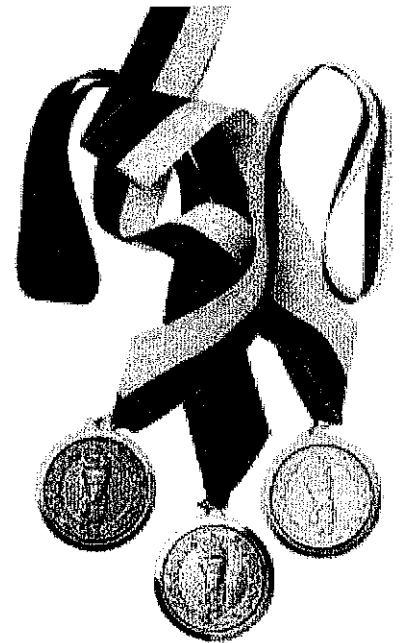
ARAMARK first managed Olympic Games food service in 1968 at the Olympic Summer Games in Mexico City. Our gold medal performance there established a standard of excellence that has made ARAMARK the provider of choice at Olympic Games and other international sport events for more than three decades.

We're extremely proud of our Olympic Games heritage:

- 1968 Olympic Summer Games  
Mexico City, Mexico
- 1976 Olympic Summer Games  
Montreal, Canada
- 1980 Olympic Winter Games  
Lake Placid, New York
- 1984 Olympic Winter Games  
Sarajevo, Yugoslavia
- 1984 Olympic Summer Games  
Los Angeles, California
- 1988 Olympic Winter Games

Calgary, Canada

- 1988 Olympic Summer Games  
Seoul, South Korea
- 1992 Olympic Summer Games  
Barcelona, Spain
- 1994 Olympic Winter Games  
Lillehammer, Norway
- 1996 Olympic Summer Games  
Atlanta, Georgia
- 1998 Olympic Winter Games  
Nagano, Japan
- 2000 Olympic Summer Games  
Sydney, Australia



# ARAMARK

The World Leader in Managed Services

## ARAMARK FOOD AND SUPPORT SERVICES



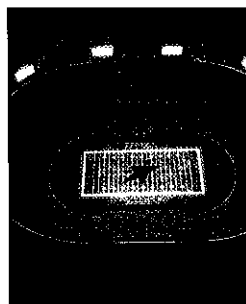
### ARAMARK Business Services

Serving more than 3 million people at over 1,000 locations across North America and northern Mexico, Business Services helps keep work forces productive with a variety of service offerings including dining services, meeting planning, janitorial services or plant operation and maintenance. ARAMARK's service offerings also include On-site Restaurant, Facility, Conference Center Management, Industrial Services and Government and Military Services.



### ARAMARK Facility Services

ARAMARK is a leading provider of comprehensive facilities management services to the Business, Education, Healthcare and Government markets. The ARAMARK Facility Services include plant operations and maintenance, energy management, capital program management, housekeeping and grounds care. Utilizing training, technology, best practices, and performance measurement, ARAMARK has assisted its clients to improve service delivery and reduce operating costs.



### ARAMARK Sports and Entertainment Services

ARAMARK Sports & Entertainment Services is the leading provider of fan amenities, such as concession, premium catering, restaurant, retail merchandise and cleaning services for stadiums and arenas that are home to over 25 major league sports teams. Every year, we satisfy the appetites of more than 50 million fans at over 45 sporting and concert venues. ARAMARK also serves 18 convention centers with large scale catering, public food, and retail services, and 15 parks, resorts and other tourist attractions with a full range of food, lodging, recreational activities, and retail, cleaning and maintenance services. In addition to traditional venues, ARAMARK expertly handles many special events. ARAMARK proudly provided the food services for athletes who competed in the Olympic Games in Atlanta, Barcelona, Seoul, Los Angeles and many others.



### ARAMARK Campus Services

ARAMARK Campus Services focuses on being the unlimited partner to over 400 colleges, universities and preparatory schools. By offering food services, facilities and capital project management, resident hall expertise and other services, we help our clients achieve their goals. Through Resourcing, ARAMARK helps campuses center their efforts on their institutional mission, while meeting the changing needs of students. ARAMARK Campus Services adds to the education experience by concentrating on client and student needs...from fresh, innovative foods served by courteous employees, to comfortable classroom facilities and a well-planned environment. We help create a fulfilling and enjoyable learning experience for students.



### ARAMARK School Support Services

ARAMARK School Support Services provides professional facility services and food service management for more than 1.6 million students in approximately 330 school districts, offering comprehensive services ranging from menu management to food handling safety, marketing, nutrition education, recycling programs and custodial, grounds and maintenance.



### ARAMARK Healthcare Support Services

ARAMARK Healthcare Support Services manages a comprehensive range of non-clinical support services — including food and nutrition environment; laundry and linen; and plant operations and maintenance services. ARAMARK is helping healthcare systems nationally reduce costs while increasing the satisfaction of patients and residents. With its INTERSERV® management system, ARAMARK integrates the operation of multiple service departments to deliver unsurpassed outcomes tailored to the needs of each facility. And with advanced INTERSERV® organizational design, training and technology, these results are guaranteed.

FOR MORE INFORMATION, CALL 1-800 ARAMARK OR  
VISIT OUR WEB SITE AT ARAMARK.COM

  
Managed Services, Managed Better.



## *Required Information*

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### **Facility Planning and Design Assistance**

#### **ARAMARK DESIGN SOLUTIONS**

Presented in this proposal are our ideas for the future. ARAMARK's Design Solutions support team has developed a comprehensive plan of suggested ideas and recommendations for existing and new dining operations.

The nation's largest food service design group, Design Solutions functions solely as a resource of ARAMARK and its clients. We are the only food service company that has this vital resource.

Design Solutions is uniquely qualified to direct renovation projects from genesis to completion, ensuring all projects meet our customers' expectations with regard to function, quality and fiscal needs.

The following pages provide an overview of Design Solutions' capabilities.

ARAMARK Design Solutions is an organization of professional planners, designers, custom fabricators, equipment specialists and installers, all with vast experience in creating and implementing successful food service facilities. We bring together all these and other resources to produce professionally planned equipment

and furnishing arrangements in well-designed areas that are both environmentally and aesthetically pleasing. Combining these resources with efficient procurement techniques, Design Solutions is able to consistently meet and exceed the operational requirements and objectives of a broad range of projects of various size and scope.

ARAMARK Design Solutions' guiding principles and objectives set us apart from all other professional design organizations:

- \* Dedication to prompt response and professional performance.
- \* Unquestioned functionality to meet critical operational needs of the largest food service management company in the United States.
- \* Complete flexibility to serve any need of the thousands of clients and components of ARAMARK Corporation - no matter how simple or complex, large or small.
- \* Innovative and creative planning solutions that are personalized and compatible with the many types of institutions and enterprises we serve.



## *Required Information*

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ARAMARK Design Solutions is a creative combination of many disciplines. "A company within a company", we boast experts in food facilities planning, interior design, procurement, custom fabrication and construction and installation supervision -- all working together to produce the best possible technical and professional solutions.

A. Project Management and Consulting.

ARAMARK Design Solutions has vast experience in project management and consulting for every type of food and refreshment challenge. Our professional program development and follow-through provide the assurance that there will be no unnecessary or unwanted actions to waste your time and money. Moreover, our commitment is to achieve the final completion of a satisfactory project. From simple, straightforward advice to complex consulting endeavors, we do what it takes to get the job done for our ARAMARK clients and components.

B. Food Facilities Design. Professional and technical people with the talent and dedication to interpret operational

problems and criteria and translate them into efficient floor plan arrangements, our food facilities designers set the working space of the operation. They design an orderly production flow and smooth customer traffic. Each design and planning problem is addressed by in-depth technical drawings, specifications and the detailed data necessary to supply contractors, architects, manufacturers and various other contributors with the information and support they need to transform a conceptual idea into an operational reality.

C. Interior Design. Providing area treatments that are aesthetically pleasing is the primary assignment of our Interior Design staff. This means much more than the selection of colors and finishes. Equally important to customer comfort is the creation of an atmosphere appropriate to the character and personality of the institution or enterprise. We also place great emphasis on maximum merchandising potential.





## *Required Information*

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### D. Technical Services.

#### 1. *Purchasing and Budget Control.*

Our high purchasing volume allows us to obtain furnishes, fixtures, equipment and applied decorations at rates extended only to dealers and preferred national buyers, ensuring the lowest pricing possible. We pass the savings on to you, our ARAMARK clients and components, without profit markup.

2. *Construction Services.* We retain employees from Bovis Construction Corporation as extensions of its staff to provide construction support services such as estimating, scheduling, value engineering, constructability reviews, cost control and general construction purchasing. With Bovis on our team, ARAMARK Design Solutions has not only insight into the construction industry, but also the ability to solicit bids, write contracts, make awards and manage construction projects with the efficiency of a full-service construction firm. Our partnership with Bovis gives us a competitive advantage in securing national and international assignments and satisfying clients worldwide.

3. *Custom Fabrication.* Through the years, ARAMARK Design Solutions has developed close working relationships with the premier American stainless steel and millwork fabricators. These resources enable ARAMARK Design Solutions to offer custom-built food service equipment to meet any need, large or small. These relationships also let us work with local architects and contractors to provide on-site delivery and installation.

4. *Field Installation Coordination.* From purchase order coordination through project opening, ARAMARK Design Solutions can provide the following services:

- \* Maintenance of accounting records and establishment of invoicing procedures.
- \* Filing of freight claims for damages and/or shortages.
- \* Preparation of project change orders.
- \* Preparation and assembly of appropriate operating maintenance and repair manuals.



## *Required Information*

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- \* Arrangement of delivery to project site, marking and storage, as well as the uncrating, setting and leveling of all furnishings and fixtures in preparation for final connections by general contractor and/or trades people.
- \* Conducting of field inspections to ensure contractor compliance with plans and/or other pertinent documents.

5. *CADD Services.* State-of-the-art planning and design technology is key to all our project activities. The Computer Aided Design and Drafting System (CADD) offers a wide range of benefits, improving the overall productivity of our professional and technical staff by automating time-consuming and repetitious tasks. CADD produces more work in less time, reducing project costs while increasing quality and efficiency.

### **Design Solutions Projects**

During the past forty years, ARAMARK Design Solutions has participated in thousands of business, college,

healthcare, school district, stadium park and arena food service planning and design projects throughout the world.

Following are just some of our projects currently in progress or recently completed:

- \* Albany Medical Center
- \* Coors Field
- \* Oriole Park at Camden Yards
- \* AT&T
- \* Capital One
- \* Upper Darby School District
- \* Central Michigan University
- \* Clemson University
- \* Federal Express
- \* Foster Wheeler
- \* Harwood Pacific
- \* Lucent Technologies
- \* New York Life Insurance Company
- \* Oakland University
- \* Pentagon
- \* SC Johnson & Son, Inc.



## *Required Information*

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- \* Tupperware
- \* University of Minnesota
- \* Viacom International
- \* Walt Disney World
- \* Zurich American
- \* Gund Arena
- \* The Houston Summit
- \* Olympic Food Facilities
- \* Boston University
- \* Case Western Reserve University
- \* Citibank (national contract)
- \* Elon College
- \* First Card Services
- \* Goldman Sachs
- \* Johnson & Johnson
- \* McDonnell Douglas
- \* New York University
- \* Travelers Insurance
- \* UNC Greensboro
- \* Wake Forest University
- \* Xerox Corporation
- \* Zeneca

### **CLIENT REFERENCE LIST**

#### New York University

Mr. Carl F. Bender  
Resident District Manager  
(212) 995-3121

#### The Pentagon

Mr. Andrew Jones  
Director - DoDCC  
(703) 695-2295

#### Disney World

ARAMARK Corp.  
Mr. Jim Yamauchi  
Vice President  
(407) 560-0550

#### Boston University

Mr. Alan Leo  
Resident District Manager  
(617) 353-3992

#### Emory University

Marcia Rafig  
Resident District Manager  
(404) 727-6407



## *Required Information*

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ARAMARK Design Solutions' success in the industry is due largely to two procedural policies that are unique to ARAMARK.

### 1. Individually Tailored Design Efforts.

We have no standard or pre-packaged plans or designs. As the leading service management company in the food service field, we have long realized and accepted that the facilities we design must be specifically tailored to the institution or industry that is to be serviced. The individual character and personality of the customer and facility are paramount in the selection of the design concepts we utilize.

### 2. Design and Operator Relationships.

ARAMARK boasts hundreds of front-line managers with specialized talents in all types of food service. ARAMARK Design Solutions must meet their service requirements with designs that work. Therefore, it is standard operating procedure for each project manager from ARAMARK Design Solutions to work hand-in-hand with an experienced Food Service Director, District Manager, Marketing Manager and/or Regional Vice President in the conceptual and planning process. This

method of cooperative consultation and step-by-step review and approvals guarantees the success of any operation.

### **Scope of Services**

Careful attention to countless details is essential to the successful completion of each and every project. ARAMARK Design Solutions offers a wide variety of services to meet every need:

- \* Site Surveys
- \* Development of Presentation Materials
- \* Preliminary Project Meetings
- \* Video & Interactive CD Walk-throughs
- \* Program Preparation & Consultation
- \* Graphic Delineations
- \* Retail Concept Development
- \* Working Drawings & Detailing
- \* Log and Sign Design
- \* Mechanical Requirements Drafting
- \* Job Conferences
- \* Specification Writing
- \* Preliminary Planning & Design
- \* Assembly of Delivered Quotations
- \* Drafting of Preliminary Plans
- \* Sleeve Drawings
- \* Equipment Selection
- \* Shop Drawing Review
- \* Preliminary Budget Preparation



## *Required Information*

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- \* Custom Fabrication
- \* Perspective Sketches & Renderings
- \* Purchase Order Follow Up
- \* Equipment Brochures
- \* Source Lists
- \* Capital Equipment Purchasing
- \* Securing of Competitive Bids
- \* Uniform Design & Selection
- \* Review of Bid Proposals & Award
- \* Table Service Selection
- \* Construction Management
- \* Smallwares Selection
- \* Installation Scheduling
- \* External/Internal Graphics Design
- \* On-Site Installation
- \* Finish, Material & Color Selection
- \* Field Inspection & Start-Up Operations
- \* Furnishing & Fixture Selection
- \* Formal Presentation Presence

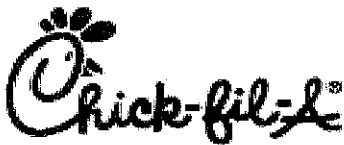
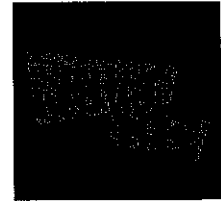


## *Executive Summary*

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### **ABILITY TO NEGOTIATE AND MANAGE BRANDED CONCEPTS**

As the leader in the marketplace, ARAMARK has licensee/franchisee agreements with the following:



On the following pages is a list of ARAMARK Campus Services' current operated national branded concepts and their respective location.

ARAMARK National Brand Concepts

Account Name	Baja Tortilla	Baskin Robins	Blimpies	Burger King	Chick-fil-A	Dunkin Donuts	Freshness Yogurt	Jamba Juice	Java City	KFC	Little Caesars	Manchu Wok	Noble Romans	Pizza Hut	Starbucks	Subway	Taco Bell	Ben & Jerry's
Abilene Christian University					X									X				
Albany State University					X									X				
Armstrong Atlantic State University					X													
Austin Peay State University			X		X		XX				X							
Baylor University - Student Union		X	X		X	X												
Belleville Area College														X				
Bemidji State University							X							X				
Boston University - GSU				X			X							X				X
Brandeis University							X							X				
Bryant College																		
Buffalo State College									X									
Butler University													X				X	
Case Western Reserve University		X		X									X	XX		X	X	
Central Michigan University			X				^						X					
Chapman University							X		X					X				
Charleston Southern University																		
Clark Atlanta University							X											
Clarkson University																		
Clemson University				X	X		X							X			X	
Coastal Carolina University							X							X				
College of Charleston				X										X				
College of William & Mary				X	X		X									X		
Colorado School of Mines																		
Columbus College														X				
Columbus State University														X				
Community College of Philadelphia														X				
Concord College							X									X		
Cuyahoga Community College														X				
Dekalb Community College			X														xxx	
Del Mar College			X															
Drew University				X										X				
Duquesne University				X	X		X							X				
East Tennessee State University				X	X		X											
Eastern Kentucky University					X							X						
Elon College					X		X											
Emory University				X	X									X				
Erskine College														X				
Florida Inter. Univ.-North Campus							X							X		X		
Florida International University				X										X			X	
Freed-Hardeman University																		
Furman University					X		X							X				
George Washington University				X	X		X				X					X		X

ARAMARK National Brand Concepts

Account Name	Baja Tortilla	Baskin Robbins	Blimpie's	Burger King	Chick-fil-A	Dunkin' Donuts	Freshers Yogurt	Jamba Juice	Java City	KFC	Little Caesars	Manchu Wok	Noble Romans	Pizza Hut	Starbucks	Subway	Taco Bell	Ben & Jerry's
Georgia Southwestern State Univ.														X				
Grambling State University				X														
Grand Valley State University											X			X		X		
Greensboro College														X				
Hamline University																		
Hardin-Simmons University				X														
Harding University				X	X													
Henderson State University																	X	
High Point University			X															
IUP - Folger Hall				X														
Jackson Community College																		
James Madison University				X														
Langston University				X			X											
Lansing Community College			X				X							X				
Longwood College					X		X											
Loras College							X											
Louisiana Tech. University				X			X											
Mansfield University							X											
Mars Hill College							X											
Massachusetts Inst. Of Tech.				X			X							X			X	
McNeese State					X											X		
Mercer University					X													
Meredith College					X													
Middle Tennessee State Univ.				X	X		X							X		X	X	
Midwestern State University			X								X							
MIT - Cambridge														X				
MIT - Lobdell Student Center				X														
Monmouth University							X											
Morehead State University				X			X											
Mount Ida College														X				
NYU - Weinstein				X														
New Mexico State University				X														
North Georgia College					X													
North Park College						X											X	
Northwest Missouri State University						X												
Northwestern Michigan College			X															
Northwestern State University					X		X											
NYU - LaGuardia Pl.														X				
Oakland University				X			X							X			X	
Oglethorpe University														X				
Oklahoma State Univ.-Std Uni. Food				X			X							X				
Oklahoma State University			X	X	X													



ARAMARK National Brand Concepts

Account Name	Baja Tortilla	Easkin Robins	Blimp ies	Burger King	Chick fil-A	Dunkin Donuts	Freshens Yogurt	Jamba Juice	Java City	KFC	Little Caesars	Manchu Wok	Noble Romans	Pizza Hut	Star Bucks	Sub way	Taco Bell	Ben & Jerry's
Old Dominion University					X		X							X			X	
Our Lady of the Lake University						X												
Pacific University														X				
Pfeiffer University														X				
Phillips Academy														X			X	
Portland State University							X							X				
Rutgers Univ.-Robeson St. Cr.				X										X				
Sam Houston State University									X					X				
South Dakota State University			X															
Southeastern Louisiana University				X			X											
Southern Methodist University			X	X			X							X				
Southern Polytechnic State Univ.							X							X				
Southern University				X														
Spelman College					X		X										X	
St. Cloud State University				X										X			X	
St. John's University - Marillac Hall				X					X								X	
St. Johns University							X							X				
St. Joseph's University				X										X				
St. Mary's University														X				
State U. of W. Georgia							X							X				
Stephen F. Austin State University			X			X												
Tarleton State University					X									X				
Tennessee State University				X										X				
Texas A & M - Corpus Christi			X														X	
Texas A&M University - Commerce																		
The College of Saint Rose							X											
Trinity University							X											
UNC at Greensboro			X		X		X		X					X			X	
Univ of Hartford- Univ. Commons						X								X				
Univ of TX - San Antonio - HSC																		
Univ. of Hartford- Gengfras S U							X										X	
Univ. of N.C. - Wilmington							X				X				X			
University of Alabama			X	X			X				X							
University of Alaska-Anchorage				X			X					X		X				
University of Central Arkansas					X		X							X				
University of Chicago														X				
University of Cincinnati														X				
University of Delaware		X			X									X			X	
University of Florida														X				
University of Florida														X				
University of Florida														X				
University of Florida														X				

ARAMARK National Brand Concepts

Account Name	Baja Tortilla	Baskin Robbins	Blimpie's	Burger King	Chick-fil-A	Dunkin Donuts	Freshens Yogurt	Jamba Juice	Java City	KFC	Little Caesars	Manchu Wok	Noble Romans	Pizza Hut	Starbucks	Subway	Taco Bell	Ben & Jerry's
University of Florida	X		X		X	X	X				X			X				
University of Mass. - Lowell					X											X	X	
University of Memphis					X		X											
University of Minnesota			X		X		X				XX							
University of Mississippi		X												X	X			
University of New Mexico		X												X	X			
University of New Orleans					X									X	X			
University of Rochester			X				X							X	X			
University of South Alabama			X											X	X			
University of South Carolina - Aiken			X											X	X			
University of Tampa														X	X			X
University of Tennessee			XX	X			X							X	X			
University of Texas - Arlington				X										X	X			
University of Texas - Austin				X										X	X			
University of Texas - San Antonio				X										X	X			
University of Virginia			X		X	X	X							X	X			
Virginia Commonwealth U.							X											
Wafford College							X			X						X	X	
Wake Forest University					X		X							X	X			
Wentworth Institute																		
West Texas A&M University				X														
Western Carolina University					X		X				X			X	X	X	X	
Western Kentucky University					X		X							X	X	X	X	
Wichita State University							X											
Widener Univ. Delaware Campus							X							X				
Winthrop University							X							X		X		



## *Required Information*

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### **Cost Savings Programs**

ARAMARK is committed to providing a quality dining service program at University of Central Florida. One that is cost effective to both our client and our customers.

Our commitment to our employees, coupled with the involvement of ARAMARK's Human Resources professionals in training, will result in significant cost savings to the University. The benefits associated with a stable, skilled, dedicated, experienced labor force, and the improved productivity, efficiency and job satisfaction will enhance services and contain labor costs.

Additional cost savings to the University will come from ARAMARK's:

- National buying power of our Corporate Purchasing Department.
- Commitment to energy efficiency.
- Environmental awareness program and waste reduction plan
- Accounting systems and control/report procedures.
- Loss prevention program
- Efforts in the area of risk management.

As with all other aspects of a customized dining service, the cost savings programs

we will implement will be designed to meet the specific needs of UCF, utilizing the many resources that will be available to your management team.

#### **Cost Controls**

All costs are closely monitored for any unusual fluctuations, particularly in the area of product costs. Food production records are carefully maintained at each location and accurate production quantities are forecast based on these daily production records.

Our Purchasing Department constantly updates unit managers on the price, quality and availability of raw food products so that, if necessary, menus can be restructured to take advantage of seasonal values, and to minimize the use of items currently in short supply or overpriced due to other factors. Product costs are also kept under control through our national purchasing agreements.

#### **Inventory Controls**

ARAMARK's tight controls make it possible to maintain low inventories. We keep our inventories at 65% of sales and require our managers to turn over stock on a regular



## *Required Information*

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first-in/first-out basis. ARAMARK's receiving procedures are systematized and rigidly enforced. Each manager must maintain complete and accurate records of orders and receipts of food and supplies. They also are required to take a weekly physical inventory.

At the start of each accounting period, your management team will prepare inventory records for the period, posting quantities ordered, prices, and quantities received to the Order/Receiving Inventory Record. They will check the perishable goods inventory each day, take weekly inventories of all food and supplies by category and transcribe totals for each cost category to the unit's Weekly Operating Report. These totals also will be entered on the accounting period operating statement.

Each unit manager is responsible for proper storage and safe keeping of inventory, accuracy of the weekly inventory reports, reporting all shortages superior and maintaining a balanced inventory of sufficient quantity to meet the unit's needs, but no larger than necessary.

An equipment inventory is taken when a new account is opened and as frequently thereafter as required by the client. Equipment is generally divided into three categories: capital equipment, serviceware, and minor equipment. Appropriate forms have been designed for careful, accurate inventory recording.

### **Examples of Successful Programs**

Following are examples of universities that have realized significant cost savings as a result of ARAMARK programs. Although we could relate numerous success stories, we have included several specific examples, which are particularly relevant to our assessment of UCF's needs.



## *Required Information*

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### *The College of Charleston ARAMARK's System Provides Significant Cost Savings*

ARAMARK implemented at The College of Charleston our in-house access control system, ScanPlus. Since that time, the College has expanded the ScanPlus System to incorporate a campus one-card, called the Cougar Card. Customers across campus use their Cougar Cards for bookstore purchases, vending, laundry, parking tickets and food purchases.

Combining ARAMARK's ScanPlus System with the College's Cougar Card program resulted in a cost savings of approximately \$375,000 in the past five years.

### *The Citadel Cooperative Effort with Johnson & Wales Pays Big Dividends*

ARAMARK is proud of its association with the culinary university, Johnson & Wales. Due in large part to Citadel Director of Dining Operations David Heidenberg's personal relationship with Johnson & Wales -- as well as ARAMARK's corporate relationship with the University -- we have successfully implemented an internship program at The Citadel.

As part of this exciting program, Johnson & Wales culinary students must complete a training program of 400 hours of service. In 1998-99, ARAMARK trained over 25 J&W students at The Citadel. As a result, The Citadel benefited from over 10,000 hours of culinary expertise annually, resulting in estimated cost savings of approximately \$104,000.

This program continues in full force, with similar financial benefits to The Citadel each year.



## *Required Information*

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### ***Clemson University Retail Operations Management Training Pays Off With Significant Cost Savings***

The implementation of techniques learned in ARAMARK's Retail Operations Management (ROM) training at Clemson has dramatically increased bottom line performance at the University's *Canteen*.

A retail food court in the Student Center complex, the *Canteen* had consistently been a poor performer. The challenge was to turn this unit around. Clemson managers put into practice the skills and techniques acquired during their ROM training. The first step, Menu Engineering, helped the team determine the *Canteen's* "Stars", "Plow Horses", "Puzzles" and "Dogs". This process resulted in a number of changes in product line, meal packaging and pricing.

The next step was to determine a product mix that would promote sales and profit growth. To increase incremental sales, *Freshens*, *Yogurt* and *Smoothies* were added, along with cappuccino. Old signage was replaced and the combo and super-size menu was expanded to include all concepts.

The managers realized that all these changes were likely to displease some customers, so they focused on increased customer service training as well as listening and responding to customer concerns.

After just six weeks of implementation:

- \* Sales increased 2.4% and profit went from \$1,388 to \$22,398 - a 1,514% increase!
- \* Convenience Store sales increased an average of \$1,000 per week.
- \* The *Canteen's* check average increased \$.30.
- \* *Freshens* sales averaged \$2,900 per week.
- \* Combo sales averaged \$2,300 per week.
- \* The addition of cappuccino increased coffee sales an average of \$185 per week.



## *Required Information*

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### ***Boston University Meeting the Challenges of our Times***

Over the past few years the industry, and particularly the New England area, have had to face some tough times -- decreases in student enrollment, rising costs and high unemployment -- while continuing to meet our customers' expectations and needs for additional services and unconditional satisfaction.

Boston University Campus Services, managed by ARAMARK, has beat all odds. Over a period of approximately four years, Boston University Campus Dining Services increased sales by 29.8% and reduced operational costs by 2.8%, providing an increase of 14.7% in profits to the University, without compromising quality or service.

During this same time period, Campus Services enhanced its board plan menus with made-to-order omelet bars, an expanded New York style deli, soft-serve ice cream, fresh bread bars and premium entrees. The traditional monthly Festive Meals and Something Different for Dinner have also continued, featuring some of their most popular menus. The importance of brand names has not gone unnoticed either. In addition to featuring many ARAMARK concepts such as *Gretel's*, *Allegro*, *Itza Pizza*, *Deli Corner* and *Cafe Features*, Boston University also boasts the recent addition of *Dunkin' Donuts*, *Pizza Hut*, *Mrs. Field's Cookies* and *Burger King*, four well-known national brands. The University has also met the needs of its students by increasing the hours of operation in several of its dining facilities, adding a pizza delivery service, establishing a cake-by-mail program, which gives parents the opportunity to order cakes for students, and implementing a recycling program.

Contributing to the success at Boston University has been a commitment to listening to students via food service committee meetings, a *Comments PLUS* suggestion program and input from customer surveys.



## *Required Information*

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### **3.2 Board Plan Options and Prices**

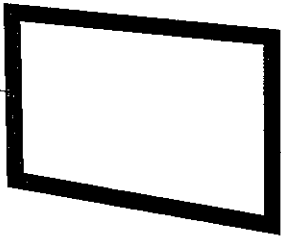
We have many ideas and options that we can offer related to meal plan choices. However, the ideal method of determining what's exactly right for our customers is to hold various focus groups with student groups (i.e. residents, student government, faculty/staff, etc.).

Therefore, in our opinion, we propose to offer meal plans that are consistent with those currently offered at least for the first semester.

If chosen, we would immediately work towards coordinating with students to study and evaluate what meal plan options are best for the entire campus community. In addition, by leaving meal plans the same for the Fall 2001 semester, there will be less confusion and a better opportunity to assess the various plan popularities.

Financially speaking, we have opted to keep the meal plan choices priced exactly as they were in the previous two semesters. This allows us to offer additional value to our customers and promotes our introduction into the campus family.

Our board plan options and prices appear on the following page:







# Financial

## PROPOSED MEAL PLAN RATES

<u>Proposed Meal Plan Rates</u>	<u>Daily/Semester Rates</u>
<u>23 Meal Plan Plus</u> Any 23 meals per week plus \$150 per semester in flex dollars	Academic year August 2001-May 2002 \$1,268 per patron, per semester
<u>23 Meal Plan</u> Any 23 meals per week	Academic year August 2001-May 2002 \$1,118 per patron per semester
<u>15 Meal Plan Plus</u> Any 15 meals per week plus \$150 per semester in flex dollars	Academic year August 2001-May 2002 \$1,237 per patron per semester
<u>15 Meal Plan</u> Any 15 meals per week	Academic year August 2001-May 2002 \$1,087 per patron per semester
<u>12 Meal Plan Plus</u> Any 12 meals per week plus \$150 per semester in flex dollars	Academic year August 2001-May 2002 \$1,138 per patron per semester
<u>12 Meal Plan</u> Any 12 meals per week	Academic year August 2001-May 2002 \$988 per patron per semester
<u>75 Meal Plan</u> Any 75 meals per semester	Academic year August 2001-May 2002 \$389 per patron per semester
<u>175 Meal Plan</u> Any 175 meals per semester	Academic year August 2001-May 2002 \$849 per patron per semester

**Note: These rates do not include sales tax.**

# Pan Geos ~ Week 1

## Pasta Kitchen

### Lunch

### Dinner

### Fresh-Tossed

Monday

#### Eggplant Kalamata Cavatappi

Kalamatas, grilled eggplant, garlic, oregano, cavatappi pasta and feta cheese

#### Casalinga Penne

Fresh garlic and onions are sautéed with mushrooms and bacon, finished with alfredo and marinara sauces, penne pasta and fresh parmigiano reggiano.

#### Grilled Chicken Caesar

Made with marinated, grilled chicken breast, crispy romaine lettuce, sliced tomatoes, pita chip croutons, grated parmesan cheese & Caesar dressing served on a pita flatbread

Tuesday

#### Pollo alla Griglia Cacciatore

Grilled chicken, mushrooms, marinara sauce, penne pasta, and provolone

#### Orecchiette Confetti

Roma tomatoes, bacon, orecchiette pasta, marinara and alfredo sauces and pignolis.

#### Wild 'N' Wonderful

Marinated pork loin, wild rice, broccoli rabe, grilled red onion, romaine chiffonade, & spinach, tossed with herb vinaigrette & herb croutons

Wednesday

#### Quatro Pomodora & Basil

Roma, sundried & cherry tomatoes, marinara, penne pasta basil, & parmigiano

#### Pollo Portobello Radiatore

Grilled chicken and portobellos, snow peas, radiatore pasta and alfredo sauce

#### Balsamic Garden

Spinach & leaf lettuce, grilled onions, red peppers, cucumber, tomato, fennel, carrot & balsamic vinegar

Thursday

#### Risotto with Three Mushrooms

Olive oil, grilled red onions, shitake mushrooms, portobello, fresh basil, and Romano cheese

#### Bowtie Ballet

Grilled onions, green peas, bacon olive oil, bescimella sauce, bowtie pasta, and aged provolone

#### Hot Caesar Pleaser

Basmati rice, grilled Caesar chicken breast, romaine lettuce, parmesan cheese, Caesar dressing, pita chips wrapped in a traditional pita flatbread

Friday

#### Summer Amore'

Broccoli, summer squash, basil, gemelli pasta, parmesan, and alfredo sauce.

#### Open Sesame

Garlic, gingerroot, onion, sesame and peanut oils, Asian straw mushrooms, fresh spinach, peanut paste, and gemelli pasta.

#### Bleu Skies Cobb

Grilled Chicken, bleu cheese, olives, tomato, avocado, field greens & light Italian dressing

Saturday

#### Gemelli Pepperoni

Pepperoni, mushrooms, basil, gemelli pasta, marinara sauce and ricotta cheese

#### Sicilian Summer Orzo Verde

Arugula, broccoli rabe, green beans, toasted walnuts, basil, thyme, and orzo pasta

#### Caesar Pleaser

Crisp romaine lettuce, pita chips, tomato, parmesan cheese, & Caesar dressing on a traditional pita

Sunday

#### Fiesta Pasta

Corn, onions, black beans, roasted garlic oil, chili powder, salsa, penne pasta and hot pepper cheese.

#### Pollo Limone

Shallots, grilled onions, olive oil, fresh spinach, chicken, bescimella sauce, orecchiette pasta and lemon citrus zest

#### Grilled Chicken Caesar

Made with marinated, grilled chicken breast, crispy romaine lettuce, sliced tomatoes, pita chip croutons, grated parmesan cheese & Caesar dressing served on a pita flatbread

# Pan Geos ~ Week 2

## Pasta Kitchen

### Lunch

### Dinner

## Fresh-Tossed

Monday

### Michel Angelo Portobello

Grilled portobellos, arugula, marinara sauce, cavatappi pasta and parmigiano

### Pastel Della Pesto

Pesto, tomato, spinach, penne pasta, and alfredo sauce.

### Granny Smith's Smoked Turkey Salad

Granny Smith apples, toasted barley, smoked turkey, shredded red onion & celeriac, tossed with apple cider vinaigrette. Topped with toasted pumpkin seeds

Tuesday

### Splendente Penne Parmigiana

Grilled peppers and onion, mushrooms, penne pasta, garlic, marinara sauce, basil and parmesan

### Twist and Shout Pesto

Pesto, Kalamatas, tomatoes, mushrooms, conchiglie pasta, and ricotta cheese

### Gone Fishin' Caesar

This Caesar Salad is made with a blend of marinated baked Haddock, Caesar dressing, pita chips, romaine lettuce, tomato & grated parmesan cheese-all wrapped up in a pita flatbread

Wednesday

### Risotto With Tomato, Spinach & Bacon

Olive oil, fresh garlic, fresh spinach, fresh red onions fresh roma tomatoes, bacon, oregano leaves, and parmigiano cheese

### Casalinga Penne

Fresh garlic, onions, mushrooms, bacon, alfredo and marinara sauces, penne pasta and fresh parmigiano reggiano

### Gazpacho Salad

Romaine lettuce, red onion, green & red peppers, cucumber, & spicy tomato herb vinaigrette

Thursday

### Pollo Alla Griglia Cacciatore

Grilled chicken, mushrooms, marinara sauce, penne pasta, and provolone

### Leonardo Di Cavatappi

Roasted garlic oil, mushrooms, basil, cavatappi pasta, marinara & alfredo sauce

### Caesar Pleaser

Crisp romaine lettuce, pita chips, tomato, parmesan cheese, & Caesar dressing on a traditional pita

Friday

### Eggplant Kalamata Cavatappi

Kalamatas, grilled eggplant, garlic, oregano, cavatappi pasta and feta cheese

### Spinach Basil Bellissimo

Prosciutto, sundried tomato pesto, spinach, basil, cavatappi pasta and parmesan

### Raspberry Mint Tabouleh

Bulgar, fresh mint, Italian parsley, cucumber, raspberry-lemon vinaigrette, arugula & romaine

Saturday

### Orrechiette Confetti

Roma tomatoes, bacon, orrechiette pasta, marinara & alfredo sauces & pignolis

### Peanut Pasta-Bilities

Peanut cilantro pesto, red bell peppers, spinach, ginger and gemelli pasta

### Thai Vegetable Peanut

Bok choy, spinach, bean sprouts, carrot, red onion, cucumber, cilantro & peanut sauce

Sunday

### Pesto Rosso Radiatore

Pesto, grilled zucchini, spinach, radiatore pasta, marinara sauce and parmigiano

### Mediterranean Zest

Grilled chicken, asparagus, penne pasta, lemon zest and alfredo sauce

### Caesar Pleaser

Crisp romaine lettuce, pita chips, tomato, parmesan cheese, & Caesar dressing on a traditional pita

# Pan Geos ~ Week 3

## Pasta Kitchen

### Lunch

### Dinner

### Fresh-Tossed

<b>Monday</b>	<b>Risotto with Escarole Garlic &amp; Prosciutto</b> Olive oil, roasted garlic, escarole, grilled red onions, parmigiano cheese, basil kosher salt, black pepper, prosciutto	<b>Pepper Tres</b> Bell peppers, basil, garlic, Italian sausage, radiatore pasta, & alfredo sauce	<b>Power Woking</b> A bed of bok choy, & romaine topped with wasabi vinaigrette, sesame & wasabi noodles, stir-fried Chinese 5 spice powder, veggies & crispy onions
<b>Tuesday</b>	<b>Neapolitan Pizzaiola</b> Cavatappi pasta sautéed with shredded balsamic pork, basil chiffonade, marinara sauce, oregano, capers & garlic	<b>Summer Amore</b> Broccoli, summer squash, basil, gemelli pasta, parmesan, and alfredo sauce	<b>Grilled Chicken Caesar</b> Made with marinated, grilled chicken breast, crispy romaine lettuce, sliced tomatoes, pita chips, grated parmesan cheese & Caesar dressing served on a pita flatbread
<b>Wednesday</b>	<b>Gemelli Pepperoni</b> Pepperoni, mushrooms, basil, gemelli pasta, marinara sauce and ricotta cheese	<b>Limone Zafferone</b> Squash, onion, garlic, saffron, cavatappi pasta, lemon zest, and alfredo sauce	<b>El Pollo Corn Confetti</b> Grilled chicken, bacon, apple corn relish, field greens, & apple Dijon vinaigrette
<b>Thursday</b>	<b>Michel Angelo Portobello</b> Grilled portobellos, arugula, marinara sauce, cavatappi pasta and parmigiano	<b>Orrechiette Confetti</b> Roma tomatoes, bacon, orrechiette pasta, marinara & alfredo sauces, & pignolis	<b>Hot Caesar Pleaser</b> Basmati rice, grilled Caesar chicken breast, romaine lettuce, parmesan cheese, Caesar dressing, & pita chips wrapped in a traditional pita flatbread
<b>Friday</b>	<b>Fiesta Pasta</b> Corn, onions, black beans, roasted garlic oil, chili powder, salsa, penne pasta, hot pepper cheese	<b>Pastel Della Pesto</b> Pesto, tomato, spinach, penne pasta, and alfredo sauce	<b>Solstice Ratatouille Salad</b> Pumpkin, tomatoes, carrots, celery root, parsnips, & pearled onions served warm over a 1/2 head of dressing dipped romaine
<b>Saturday</b>	<b>Pomodora Finocchio</b> Sundried tomatoes, fennel, marinara sauce, cavatappi pasta, and parmigiano cheese	<b>Sicilian Summer Orzo Verde</b> Arugula, broccoli rabe, green beans, toasted walnuts, basil, thyme, and orzo pasta	<b>Thai Vegetable Peanut</b> Bok choy, spinach, bean sprouts, carrot, red onion, cucumber, cilantro & peanut sauce
<b>Sunday</b>	<b>Prosciutto Conchiglie</b> Prosciutto, broccoli rabe, marinara sauce, garlic, onion, conchiglie pasta, and provolone cheese	<b>Leonardo di Cavatappi</b> Roasted garlic oil, mushrooms, basil, cavatappi pasta, marinara and alfredo sauces	<b>Grilled Chicken Caesar</b> Made with marinated, grilled chicken breast, crispy romaine lettuce, sliced tomatoes, pita chips, grated parmesan cheese & Caesar dressing served on a pita flatbread

# Pan Geos ~ Week 4

## Pasta Kitchen

### Lunch

### Dinner

## Fresh-Tossed

Monday

### Pomodora Finocchio

Sundried tomatoes, fennel, marinara sauce, cavatappi pasta, & parmigiano

### Leaning Powers of Pesto

Sundried tomato, Pesto, asparagus, penne pasta, & provolone

### Bitter Sweet

Fried chunks of sweet potatoes, roasted shallots, celery & bitter greens are tossed with hot bacon dressing & garnished with toasted walnuts

Tuesday

### Michel Angelo Portobello

Grilled portobellos, arugula, marinara sauce, cavatappi pasta and parmigiano

### Limone Zafferone

Squash, onion, garlic, saffron, cavatappi pasta, lemon zest & alfredo sauce

### Marinated Tofu Caesar

Marinated tofu, romaine, parmesan cheese & pita chips, & Caesar dressing wrapped in a traditional pita flatbread

Wednesday

### Eggplant Kalamata Cavatappi

Kalamatas, grilled eggplant, garlic, oregano, cavatappi pasta and feta cheese

### Spinach Pavarotti

Spinach, bacon, sundried tomato, conchiglie pasta, cream sauce, & provolone

### The Executive Cher

Grilled chicken, havarti cheese, cucumbers, cherry tomato, hard boiled egg, on a bed of field greens drizzled with ranch dressing

Thursday

### Pollo alla Griglia Cacciatore

Grilled chicken, mushrooms, marinara sauce, penne pasta, and provolone

### Risotto w/ Portobellos & Sundried Tomato

Olive oil, fresh garlic, grilled chicken breast, grilled green beans, fresh red onions, fresh lemon juice, parmigiano cheese, thyme leaves, crushed red pepper, and toasted pine nuts

### Gone Fishin' Caesar

This Caesar is made with a blend of marinated baked Haddock, Caesar dressing, pita chips, romaine lettuce, tomato slices & grated parmesan cheese-all wrapped up in a pita flatbread

Friday

### Splendente Penne Parmigiana

Grilled peppers and onion, mushrooms, penne pasta, garlic, marinara sauce, basil and parmesan

### Casalinga Penne

Fresh garlic and onions, mushrooms, bacon, alfredo and marinara sauces, penne pasta, and fresh parmigiano reggiano

### Caesar Pleaser

Crisp romaine lettuce, pita chips, tomato slices, parmesan cheese, & Caesar dressing on a traditional pita

Saturday

### Quatro Pomodora & Basil

Roma, sundried & cherry tomatoes, marinara, penne pasta, basil, & parmigiano

### Pollo Limone

Shallots, Grilled onions, olive oil, fresh spinach, chicken, bescimella sauce, orechiette pasta and lemon citrus zest

### The Emerald City

Spinach & leaf lettuce, grilled onions, cucumber, cherry tomatoes, carrots, bell peppers, & basil yogurt dressing

Sunday

### Pesto Rosso Radiatore

Pesto, grilled zucchini, spinach, radiatore pasta, marinara sauce and parmigiano

### Venetian Scampo Bisi

Radiatore pasta, shrimp and garlic sauté, spinach, sautéed mushrooms, sweet peas, plum tomatoes, garlic, and prosciutto

### Calypso Melon Salad

Calypso seasoned toss of honeydew, cantaloupe, & watermelon served on a bed of romaine topped with gingered chicken & garnished with frizzled sweet potatoes

# Pan Geos ~ Week 5

## Pasta Kitchen

### Lunch

### Dinner

## Fresh-Tossed

Monday

### Quatro Pomodora & Basil

Roma, sundried & cherry tomatoes, marinara, penne pasta basil, & parmigiano

### Leonardo di Cavatappi

Roasted garlic oil, mushrooms, basil, cavatappi pasta, marinara & alfredo sauce

### Chinese Chop Salad

Bok choy, romaine, bean sprouts, bell peppers, carrots, peanuts, cappellini pasta & sesame teriyaki dressing

Tuesday

### Risotto with Three Mushrooms

Olive oil, grilled red onions, shitake mushrooms, portobello, fresh basil, and Romano cheese

### Spinach Basil Bellissimo

Prosciutto, sundried tomato pesto, spinach, basil, cavatappi pasta and parmesan

### Penne Basil Balsamic

Spinach, basil, roma tomatoes, penne pasta, mozzarella & parmesan cheeses with balsamic vinegar

Wednesday

### Summer Amore'

Broccoli, summer squash, basil, gemelli pasta, parmesan, and alfredo sauce.

### Peanut Pasta-Bilities

Peanut cilantro pesto, red bell peppers, spinach, ginger and gemelli pasta

### Wonton Napoleon

Crispy wontons layered with gingered udon noodles, a toss of fresh spinach, cherry tomato, shitake mushrooms in hoisin sauce & garnished with toasted almonds

Thursday

### Gemelli Pepperoni

Pepperoni, mushrooms, basil, gemelli pasta, marinara sauce and ricotta cheese

### Mediterranean Zest

Grilled chicken, asparagus, penne pasta, lemon zest and alfredo sauce

### Insalata Portobello

Marinated Portobello mushrooms, spinach, potato croutons, tomato & balsamic vinegar

Friday

### Fiesta Pasta

Corn, onions, black beans, roasted garlic oil, chili powder, salsa, penne pasta and hot pepper cheese.

### Pepper Tres

Bell peppers, basil, garlic, Italian sausage, radiatore pasta, & alfredo sauce

### Marinated Tofu Caesar

Marinated tofu, romaine lettuce, parmesan cheese, pita chips & Caesar dressing wrapped in a traditional pita flatbread

Saturday

### Michel Angelo Portobello

Grilled portobellos, arugula, marinara sauce, cavatappi pasta and parmigiano

### Summer Amore

Broccoli, summer squash, basil, gemelli pasta, parmesan, and alfredo sauce

### Orzo Mediterranean

Spinach, basil & romaine, kalamata olives, tomato, broccoli rabe, orzo, feta cheese & lemon

Sunday

### Splendente Penne Parmigiana

Grilled peppers and onion, mushrooms, penne pasta, garlic, marinara sauce, basil and parmesan

### Limone Zafferone

Squash, onion, garlic, saffron, cavatappi pasta, lemon zest, and alfredo sauce

### Sculptured Sorbet Salad

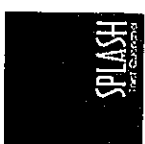
Marinated cantaloupe topped with fruit sorbet & a warm melon relish of sautéed shallots, cantaloupe, honeydew, watermelon & fresh mint, served on a bed of sugared tortilla straws & finished with toasted coconut



	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
<b>Breakfast</b>	Oatmeal Scrambled Eggs Poached Eggs Blueberry Pancakes Ham & Egg Biscuits Texas French Toast Rice Bacon Donuts Muffins	Peaches & Cream Oatmeal Scrambled Eggs Pancakes Texas French Toast Hash Patty Rice Hash Browns Donuts Muffins	Cream of Wheat Scrambled Eggs Eggs Rancheros Whole Wheat Pancakes Belgium Waffle bar Turkey Sausage Bacon Rice Donuts Muffins	Oatmeal Scrambled Eggs & Cheese Ham & Swiss Omelet Blueberry Pancakes Texas French Toast Sausage Link Rice Donuts Muffins	Cream of Wheat Scrambled Eggs Hard Cooked Eggs Stuffed French Toast Buttermilk Pancakes Turkey Links Rice Donuts Muffins	Oatmeal Scrambled Eggs French Toast Omelets to Order Fried Potatoes Batter Dipped Waffles Rice Turkey Ham Donuts Muffins		
<b>Lunch</b>	Meatloaf Chicken Ala King Vegetable Lo Mein Grilled Cheese Ham & Cheese Omelet Rice Mashed Potatoes Peas Chicken & Rice Soup Tomato Soup	Chicken & Noodles Eggplant Parmesan Tator Tot Hotdish BLT Nachos Bar Rice Italian Blend Vegetables Twister fries Cream of Vegetable Soup Goulash Soup	Hot Ham & Cheese Tuna Pasta Parmesan Roast Chicken Cheese Quesadilla Corn Rice Fried Potatoes Carrots Turkey Vegetable Soup Chicken Vegetable Soup	Panini Florentine Fruited Chicken Stir Fry Coney Dogs Cheese Ravioli Tuna Melt Broccoli Quiche Rice Mashed Potatoes Split Pea & Ham Soup Manhattan Clam Chowder	Gyros Beef Tomato Mac Vegetable Calzone Italian Sausage Rice Corn Italian Vegetables Spicy Fries Chili Vegetable Chowder	French Dip Veggie Pizza Muffins Mandarin Chicken Plate Chicken Nuggets Beef Noodle Casserole Bacon Cheeseburger Rice Carrots Navy Bean Chili Potato Soup	Scrambled Eggs Pancakes French Toast Carved Pit Ham Vegetarian Sub Patty Melt French Green Beans Hash Browns Au Gratin Potatoes Tomato Soup	
<b>Dinner</b>	Baked Fish Chicken Breast Sandwich Stuffed Shells Beef Fajitas Rice Twice Baked Potatoes Corn California Blend Vegetables	Italian Combo Plate Tulsa Chicken Fried Steak Baked Macaroni & Cheese Garden Burger Italian Sausage w/Peppers Baked Potatoes Rice Broccoli Cuts Corn	Roast Pork w/Applesauce Lasagna Sweet & Sour Chicken Bacon Cheeseburger Chicken Pesto Pasta Lima Beans Mashed Potatoes Rice Pilaf Cauliflower	Baked Cod Carved Beef & Cheddar Baked Mostaccioli Alfredo Primavera Pasta Sticky Joe Egg Noodles Rice Scandinavian Vegetables Carrots	Chicken Jambalaya Beef Ravioli Broccoli Quiche Fish Florentine Dirty Rice Au Gratin Potatoes Green Beans Mixed Vegetables	Roast Turkey Breast Sweet & Sour Pork Cheese Tortellini Chicken Tacos Rice Mashed Potatoes Bread Dressing Creamed Corn Asian Blend Vegetables	Yankee Pot Roast Southern Fried Chicken Black Bean Green Peppers Chicken Hoagie Rice Whole Baby Potatoes Broccoli Cuts Harvard Beets Corn	
<b>Lunch &amp; Diner Pizza</b>	Pepperoni Pizza BBQ Chicken Pizza Red Pepper & Mushroom Pizza	Sausage Pizza South of the Border Pizza Apple Cheese Breakfast Pizza	Pepperoni Pizza Canadian Bacon & Pineapple Cheese Pizza	Sausage Pizza Sausage, Mushroom & Olive Vegetable Calzone	Pepperoni Pizza Breakfast Pizza Three Cheese Pizza	Sausage Pizza Bacon Cheese Burger Pizza Ranch Pizza	Pepperoni Pizza Polish Sausage Pizza Primavera Pizza	

Green Type = Lax Ova Vegetarian

Blue Type = Treat Yourself Right (low in fat, sugar, & salt)

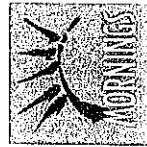


	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<b>Breakfast</b>	Hot Cereal Bar Hash Browns Scrambled Eggs w/cheese Oatmeal Logger Jacks Texas French Toast Baked Apples Rice Bacon Donuts Muffins	Cream of Wheat Scrambled Eggs Fried eggs Pancakes Texas French Toast Biscuits & Gravy Hash Browns Donuts Muffins	Oatmeal w/brown sugar Fried Eggs Scrambled eggs w/cheese Banana Pancakes Texas French Toast Turkey Sausage Bacon Rice Donuts Muffins	Grits Fried Eggs Scrambled Eggs & Ham Titan Biscuit Pancakes Texas French Toast Sausage Patties Rice Donuts Muffins	Cream of Wheat Scrambled Eggs French Toast Omelets to Order Yogurt & Fruit Bar Rice Peppered Bacon Donuts Muffins	Oatmeal Scrambled Eggs French Toast Omelets to Order Yogurt & Fruit Bar Rice Peppered Bacon Donuts Muffins	Scrambled Eggs Soft Boiled Eggs Scrambled Egg Bar Breakfast Pizzas Yogurt & Fruit Bar Rice Turkey Ham Donuts Muffins
<b>Lunch</b>	Italian Sub Chicken Nuggets Black Bean Enchiladas Cheddarwurst Mushroom Omelet Spanish Rice Corn Seasoned Fries Pasta Fajito Soup Vegetable Soup	Nachos Monterey Beef Turnover Szechuan Stir Fry Grilled beef & Cheddar Sausage Omelet Rice Tator Tot French Green Beans Turkey Chowder Tortilla Soup	BBO Rib Sandwich Chicken Burrito Broccoli/tofu Stir Fry Turkey Club Sandwich Western Omelet Rice Rosemary New Potatoes Cauliflower Temper Vegetables Hot & Sour Soup Black Bean Soup	Grilled Monte Carlo Orange-Thyme Chicken Grilled Cheese Cheese Franks Mexican Omelet Baked Beans Rice Winter Blend Vegetables Fried Potatoes Chicken Noodle Soup Cream of Broccoli Soup	BBQ Pork Sandwich Red Pepper Chicken Vegetarian Tostitos Ham & Cheese Calzone BLT Rice Cottage Fries Mixed Vegetables Cream of Mushroom Soup Ham & Bean Soup	Italian Beef Sandwich Baked Ziti Chicken & Wild Rice Grilled Cheese & Tomato House Special Pizza Steak Fries Rice Cauliflower Greens Beef Barley Soup Broccoli Cheese Soup	Scrambled Eggs Apple Pancakes Hickory Smoked Ham Turkey & Ham Melt Spinach Mushroom Strata Au Gratin Potatoes Rice Steak Fries Corn Wisconsin Cheese Soup Beef Vegetable Soup
<b>Dinner</b>	Cajun Pollack Filet Beef Stew w/cornbread Sundried Tomato Penne Taco Bar Grilled Swiss on rye Rice Creamed Potatoes Spinach California Blend Vegetables	Roast Turkey Chinese Pepper Steak Spaghetti w/marinara Grilled Vegetable Sandwich Hot Dogs Rice Roasted Red Potatoes Peas Carrots	Manicotti Roast Pork Loin Baked Macaroni & Cheese Garden Burger Italian Sausage w/peppers Baked Potatoes Rice Broccoli Cuts Corn	Beef Stroganoff Chicken Quesadillas Vegetarian Chow Mein Fish Sandwich Baked Potato Rice California Blend Veggies Escalloped Apples	Baked Chicken Fish & Chips Pierogies Beef & Bean Burritos Fiesta Rice Au Gratin Potatoes Corn Winter Mix	Beef Stir Fry w/broccoli Pasta Mediterranean Chicken Wings Salsa Nachos Fried Rice Green Beans Grilled Yellow Squash	Lasagna Roast Beef Red Beans & Rice Fish Sandwich Chicken Tacos Rice Broccoli Cuts California Blend Veggies Corn
<b>Lunch &amp; Dinner Pizza</b>	Sausage Pizza Classico Pizza Stuffed Cheese Pizza	Pepperoni Pizza Grilled Chicken & Broccoli Spinach Herb Pizza	Two Sausage Pizza Ham & Cheese Pockets Four Cheese Calzone	Pepperoni Pizza Works Pizza Ranch Pizza	Sausage Pizza Jerk Chicken Pizza Beijing Pizza	Pepperoni Pizza Beef & Broccoli Pizza Primavera Pizza	Sausage Pizza Canadian Bacon & Pineapple White Pizza

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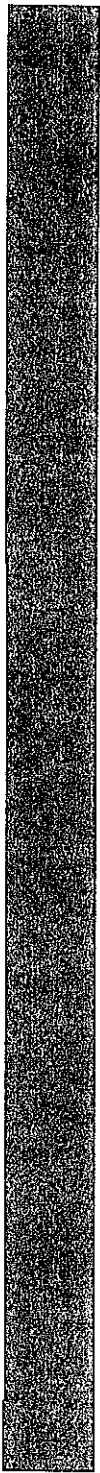




	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<b>Breakfast</b>	Hot Cereal Bar w/fruit Fried Eggs Scrambled Eggs Whole Wheat Pancakes Texas French Toast Sausage Links Rice Donuts Muffins	Cream of Wheat Scrambled Eggs Hard Boiled Eggs Trian Biscuit Texas French Toast Hash Patty Hash Browns Donuts Muffins	Oatmeal Breakfast Fajitas Scrambled Eggs Chocolate Chip Pancakes Cheese Omelet Texas French Toast Sausage Links Donuts Muffins	Waffle Bar Eggs Benedict Scrambled Eggs Trian Biscuits Apple Pancakes Rice Turkey Sausage Donuts Muffins	Raisin Oatmeal Fried Eggs Poached Eggs Cherry Pancakes Texas French Toast Rice Turkey Sausage Donuts Muffins	Oatmeal Scrambled Eggs French Toast Farmers Omelet Yogurt & Fruit Bar Rice Sausage Patties Donuts Muffins	Cream of Wheat Scrambled Eggs Hard Cooked Eggs Chocolate Chip Pancakes Biscuits & Oatry Rice Turkey Ham Donuts Muffins
<b>Lunch</b>	Chicken Fricassee Grilled Ham & Cheese Primavera Linguini BLT Sausage Omelet Rice Baked Beans Minestrone Soup Wild Rice Soup	Sloppy Joe Beef Stroganoff Vegetarian Burrito Fish Sandwich Ham & Swiss Omelet Red Beans & Rice Winter Mix Vegetables Beef Noodle Soup Cream of Vegetable Soup	Beef Tomato Mac Chicken Caesar Salad Vegetable Hero Italian Meatball Sub Quiche Lorraine Rice Curly Fries Peas & Carrots Chicken Sausage Gumbo Cream of Potato Soup	Pizza Buffet Chicken Pot Pie Macaroni & Cheese Italian Sausage Ham & Cheese Omelet Rice Tator Tots Carrots Navy Bean & Ham Soup Cream of Cauliflower Soup	Salisbury Steak Baked Tuna Noodle Grilled Cheese Sand. Party Melt Bacon & Cheese Omelet Rice Mashed Potatoes Chicken Gumbo Tomato Soup	Vegetable Egg Rolls Lasagna Tex-Mex Chicken Sandwich Tuna Melt Red Beans & Rice Sticky Rice Peas Italian Vegetables Chicken Noodle Soup Cheddar Cheese Soup	Scrambled Eggs w/cheese French Toast Fried Chicken Bean & Rice Chimichanga Lemon Pepper Cod Rice Steak Fries Lemon Glazed Carrots Cream of Broccoli Chili
<b>Dinner</b>	Pork Chops Beef Enchiladas Vegetable Stew w/biscuit Grilled Turkey & Cheddar Apple Bread Stuffing Rice Pilaf Corn Pasta & Vegetables	Baked Pollack Fillet Chinese Beef & Peppers Baked Ziti Chicken Fajitas Rice Conscious Pilaf Carrots Peas	Beer Battered Cod Liver & Onions Stuffed Shells w/Marinara BBQ Beef Sandwich Potatoes O'Brien Rice Capri Mix Vegetables Grilled Zucchini	BBQ Chicken Beef Burgundy Vegetarian Stew w/Breadbowl Roma Calzone Egg Noodles Rice Suicotash Garden Blend Vegetables	Grilled Ham Steak BBQ Chicken Pizza Grilled Veggie Wrap Charcoal Grilled Brats Rice Au Gratin Potatoes Green beans Carrots	Roast Beef Manhattan Pork Fritter Corlen Risotto Chili Dogs Rice Mashed Potatoes Corn Winter Mix Vegetables	New England Pot Roast Chicken Philly Cheesesteak Turkey Divan Spinach Lasagna Roasted Red Potatoes Rice French Fries Cauliflower
<b>Lunch &amp; Diner</b>	Sausage Pizza Pepperoni Pockets Broccoli & Eggplant Pizza	Pepperoni Pizza Original Sweet & Sour Pizza Three Onion Pizza	Sausage & Pepperoni Pizza Polynesian Pizza White Pizza	Hamburger Pizza Greek Pizza Pizza OLE	Pepperoni Pizza Shrimp & Sundried Tomato Spinach & Ricotta Pizza	Sausage Pizza Cajun Chicken Pizza Cheese Pizza	Pepperoni Pizza South of the Border Pizza Vegetable Calzone

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	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<b>Breakfast</b>	Cream of Wheat Scrambled Eggs Hard Cooked Eggs Silver Dollar Pancakes Texas French Toast Hashed Browns Rice Donuts Muffins	Apple Pear Oatmeal Fried Eggs Potatoes O'Brien Oatmeal Logger Jacks Texas French Toast Corned Beef Hash Rice Donuts Muffins	Oatmeal Breakfast Fajitas Scrambled Eggs Choc. Chip Pancakes Cheese Omelet Texas French Toast Sausage Links Donuts Muffins	Cream of Wheat Fried Eggs Vegetable Fritata Biscuits & Gravy Banana Pancakes Texas French Toast Rice Donuts Muffins	Waffle Bar Eggs Benedict Scrambled Eggs Tiram Biscuit Apple Pancakes Rice Turkey Sausage Donuts Muffins	Oatmeal Scrambled Eggs French Toast Omelets to order Yogurt & Fruit Bar Rice Sausage Patties Donuts Muffins	Cream of Wheat Fried Eggs Broccoli Quiche Cheese Quiche Blueberry Pancakes Rice Bacon Donuts Muffins
<b>Lunch</b>	BLT Chicken Noodle Casserole Broccoli Cheese Quiche Fish Sandwich Denver Omelet Rice Roasted Red Potatoes Green Beans Chili Lentil Soup	Country Meatloaf BBQ Chicken Sandwich Vegetable Mostaccioli Tuna Melt Cheese Omelet Rice Tator Tots Honey Glazed Carrots Beef Vegetable Soup Broccoli Cheese Soup	Grilled Veggie Sandwich Lemon Pepper Chicken Philly Cheese Steak Taco Salad Reuben Sandwich Rice Fried Potatoes Pasta Blend Vegetables Mexicali Corn Wild Rice Soup	Chicken & Dumplings Cheese Quesadilla Pizza Burger Garden Burger Spanish Omelet Rice Cottage Fries Green Beans Chicken Vegetable Soup French Onion Soup	BBQ Ribs Spicy Chicken Lo Mein Pasta Bar Fish Sandwich Three Cheese Omelet Rice French Fries Italian Vegetables Beef Noodle Soup Potato Chowder	Tom-Basil Pasta Alfredo Beef & Bean Burritos All American Sub Grilled Ham & Swiss Italian Omelet Rice Pan Fried Potatoes Pepperpot Soup Broccoli Cheese Soup	Scrambled Eggs w/Cheese Pancakes Roast Turkey Pasta Marinara Rice Mashed Potatoes Peas & Pearl Onions Navy Bean Snip Chicken Noodle Soup
<b>Dinner</b>	Fried Cheese Ravioli Grilled Italian Chicken Sour Cream Enchiladas Taco Bar Spanish Rice Garlic Mashed Potatoes Dilled Carrots Corn w/fred peppers	Jerk Chicken Swedish Meatballs Stuffed Green Peppers Vegetable Fajita Hot Dogs Rice Fried Potatoes Cauliflower	Roast Beef Au Jus Manicotti Whiting Fillet Giant Burger Bar Vegetable Wrap Rice Mixed Vegetables Wax Beans	Carved Pit Ham Chicken Chow Mein Lemon Pesto Pasta Turkey Club Sandwich Fried Rice Algrain Potatoes Broccoli Stir Fried Vegetable Mix	Baked Fish Chicken Parmesan Lasagna Bianco Onion Swiss Burger Egg Noodles Rice Winter Mix Vegetables Corn	Sweet & Sour Chicken Roast Pork w/Applesauce Baked Potato Bar Chicken Breast Sandwich Nachos Grande Rice Chili Fries Green Beans	Beef Fajitas Baked Chicken Vegetarian Fried Rice Turkey Burger Rice French Fries Peas Squash
<b>Lunch &amp; Dinner</b>	Pepperoni Pizza Cajun Pizza Mushroom Pizza	Sausage Pizza Cheese Burger Pizza Mexican Pizza	Pepperoni Pizza Canadian Bacon & Pineapple Beijing Pizza	Sausage Pizza Ham & Cheese Pocket Stuffed Cheese Pizza	Pepperoni Pizza Oriental Garlic Chicken Pizza Antipasto Pizza	Sausage Pizza Taco Pizza Ranch Pizza	Pepperoni Pizza Seventh Heaven Pizza Mediterranean White Bean

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## DESSERTS

**SWEET**  
Desserts & Treats

### Week 1

**Monday**  
Apple Pie  
Brownies w/M&M's  
White Cake  
Tapioca Pudding

**Tuesday**  
Chocolate Select Pie  
Apple/Cherry Orchard Bars  
Butterscotch Pudding  
Marble Cake

**Wednesday**  
Low Fat Ginger Cake  
Cherry Pie  
Banana Pudding

**Thursday**  
Pumpkin Pie  
Rocky Road Bars  
Vanilla Pudding  
Spice Cake

**Friday**  
Blueberry Pie  
Caramel Apple Cake  
Oreo Pie  
Chocolate Pudding

**Saturday**  
Plantation Bars  
Mint Chocolate Crust Pie  
Vanilla Pudding  
Angel Food Cake

**Sunday**  
Dutch Apple Pie  
Pistachio Pudding  
Chocolate Cake w/Cherry  
Frosting

### Week 2

**Monday**  
Cheesecake  
Lemon Crème Pie  
Special K Bars  
Butterscotch Pudding

**Tuesday**  
Apple Pie  
Chocolate Cake w/Cherries  
Rice Pudding

**Wednesday**  
Rice Krispy Bars  
Carrot Cake  
Vanilla Pudding  
Butterscotch Cookies

**Thursday**  
Dream Dessert Raspberry  
Apple Turn-Over  
White Cake  
Chocolate Pudding

**Friday**  
White Chocolate Bars  
Chocolate Cream Pie  
Marble Cake  
Tapioca Pudding

**Saturday**  
Brownies  
Pound Cake  
Cherry Pie  
Banana Pudding

**Sunday**  
Blueberry Pie  
Banana Cake  
Rocky Road Bars  
Butterscotch Pudding

### Week 3

**Monday**  
Pineapple Upside Down Cake  
Chocolate Pudding  
Coconut Pie

**Tuesday**  
Apple Slice  
German Chocolate Cake  
Butterscotch Pudding

**Wednesday**  
Angle Food Cake  
Pumpkin Bars  
Peach Pie  
Rice Pudding

**Thursday**  
Mint Brownie  
Cherry Pie  
Spice Cake  
Vanilla Pudding

**Friday**  
Chewy Oatmeal Bars  
Chocolate Cake  
Lemon Meringue Cake  
Chocolate Pudding

**Saturday**  
Blueberry Pie  
Angel Food Cake  
Butterscotch Pudding

**Sunday**  
Apple Pie  
Marble Cake  
Rocky Road Bars  
Tapioca Pudding

### Week 4

**Monday**  
Carrot Cake  
Cherry Crisps  
Brownies w/Peanut Butter  
Butterscotch Pudding

**Tuesday**  
Oreo Pie  
Caramel Apple Cake  
Chocolate Pudding

**Wednesday**  
Oatmeal Bars  
Marble Cake  
Bread Pudding  
Pumpkin Chiffon Pie  
Lemon Pie

**Thursday**  
Banana Cream Pie  
German Chocolate Cake  
Rice Pudding

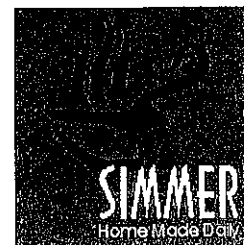
**Friday**  
Chocolate Squares  
Blueberry Pie  
Vanilla Pudding

**Saturday**  
Rice Krispy Bars  
Chocolate Cake w/Choc. Frosting  
Cherry Pie  
Tapioca Pudding

**Sunday**  
Rocky Road Bars  
Apple Pie  
White Cake  
Banana Pudding



## SOUP CHOICES



### Week 1

**Monday**  
Beef Rice Soup  
Corn & Tomato Chowder

**Tuesday**  
Minnesota Wild Rice Soup  
Vegetarian Chili

**Wednesday**  
Chicken Dumpling Soup  
Cheesy Cauliflower Soup

**Thursday**  
Meatball Soup  
Italian Vegetable Soup

**Friday**  
Boston Clam Chowder  
Vegetable Barley Soup

**Saturday**  
French Onion Soup  
Chunky Potato Soup

**Sunday**  
Chicken Confetti Soup  
Minestrone Soup

### Week 2

**Monday**  
Beef Vegetable Soup  
Potato Leek Soup

**Tuesday**  
Creamy Seafood Chowder  
Garden Vegetable Soup

**Wednesday**  
Chicken and Rice Soup  
Potato Chowder

**Thursday**  
Beef Barley Soup  
Cream of Vegetable Soup

**Friday**  
New England Clam Chowder  
Italian Vegetable Soup

**Saturday**  
Calico Chicken Soup  
White Bean and Garlic Soup

**Sunday**  
Old Fashioned Turkey Noodle  
Garden Tomato Soup

### Week 3

**Monday**  
Hearty Chicken Chili  
Cream of Mushroom Soup

**Tuesday**  
Rueben Chowder  
Minestrone Soup

**Wednesday**  
Chili Con Carne  
Broccoli Cheese Soup

**Thursday**  
Mexican Tortilla Soup  
Creamy Tomato Soup

**Friday**  
Beef & Vegetable Soup  
Potato Chowder

**Saturday**  
Beef Barley Soup  
Minnesota Wild Rice Soup

**Sunday**  
Chicken Noodle Soup  
Navy Bean Soup

### Week 4

**Monday**  
Taco Soup  
Garden Vegetable Soup

**Tuesday**  
Pepperpot Soup  
Broccoli Cheese Soup

**Wednesday**  
Navy Bean and Ham Soup  
Tomato and Rice Soup

**Thursday**  
Bacon, Lettuce, and Tomato Soup  
Cream of Broccoli Soup

**Friday**  
Chicken Vegetable Soup  
Duchess Soup

**Saturday**  
Szechwan Beef Noodle Soup  
Cheddar Cheese Soup

**Sunday**  
Creamy Chicken Soup  
Vegetarian Vegetable Soup



## CRISP SALAD BAR

Available Daily



### Fresh Produce

Iceberg & Romaine Blend  
Romaine Lettuce  
Fresh Spinach  
Shredded Carrots  
Celery Sticks  
Broccoli & Cauliflower  
Mushrooms  
Radishes  
Red Onions  
Green and Red Peppers  
Sliced Red Tomatoes  
Cherry Tomatoes  
Cucumbers  
Napa Cabbage and Bok Choy  
Green Peas  
Zucchini  
Asparagus

### Additional Items

Hard-Cooked Eggs  
Diced Honey Ham & Smoke Turkey  
Julienne Chicken  
Jalapeno & Banana Peppers  
Black & Green Olives  
Deli-Style Pickles  
Shredded Cheddar Cheese  
Provolone & Mozzarella Cheese  
Kidney & Garbanzo Beans  
Black & Lima Beans  
Low-Fat Cottage Cheese

### Salad Toppings

Croutons  
Bacon Bits & Soy Bacon Bits  
Sesame & Sunflower Seeds  
Pumpkin Seeds & Assorted Nuts  
Chow Mein Noodles & Wheat Germ

### Dressings

French Dressing, 1000 Island Dressing, Italian Dressing, Creamy  
Italian Dressing, Ranch Dressing,  
Blue Cheese, Parmesan Peppercorn,  
Honey Mustard Dressing &  
Caesar Dressing

### Fat-Free Dressings

French Dressing, Ranch Dressing, 1000 Island Dressing  
Italian Dressing, Lime Cilantro & Tomato Basil

### Specialty Salads

Creamy Coleslaw  
Cantonese Chicken & Rice Salad  
Old Fashioned Potato Salad  
Italian Pasta Salad with Marinated Vegetables  
Sliced Red Potato Salad with Onion  
Curried Rice Salad  
Ham and Cheese Pasta Salad  
Macaroni and Pea Salad  
Seafood Shell Pasta Salad  
Southwestern Pasta Salad with Corn  
Flavored Jell-O with Whipped Topping  
Apple and Raisin Coleslaw  
Broccoli Marinade Salad  
Creamy Cucumbers and Onions  
Spinach and Bacon Salad  
Marinated Medley of Vegetables  
Three Bean Salad  
Cantonese Tofu and Sesame Salad  
Mixed Fresh Fruit  
Apple and Walnut Waldorf Salad





**Deli Meats**

Roast Beef  
Honey Smoked Ham  
Oven Roasted Turkey  
Smoked Turkey  
Salami  
Bologna  
Pastrami  
Turkey Bologna

**Sandwich Spreads**

Egg Salad  
Tuna Salad  
Chicken Salad  
Ham Salad  
Low-Fat Tuna Salad  
Low-Fat Chicken Salad  
Low-Fat Ham Salad  
Hummus  
Eggless Egg Salad  
Asian Tofu Spread

**Vegetables**

Leaf Lettuce  
Sliced Tomatoes  
Red Onions & Cucumbers  
Alfalfa Sprouts & Jalapeno Peppers



**Deli Cheeses**

American Cheese  
Swiss American Cheese  
Cheddar Cheese  
Co-Jack Cheese  
Swiss Cheese  
Mozzarella Cheese  
Provolone Cheese  
Colby Cheese  
Vegan Cheese  
Alpine Lace Low-Fat Cheese

**Additional Toppings**

Mayonnaise  
Fat-Free Mayonnaise  
Pesto Spread  
Yellow Mustard  
Dijon Mustard  
Vinegar and Oil  
Cream Cheese  
Fat-Free Cream Cheese  
Pepper and Salt

**Breads**

Whole Wheat Bread  
White Bread  
Marble Bread  
Outrageous Oatmeal Bread  
Seven-Grain Bread  
Flour Tortillas  
Rye Bread  
Pita Bread  
Bagels  
Crossaints  
Hoagie Rolls

## BREAKFAST CHOICES

*Available Daily*

### Assorted Breakfast Pastries

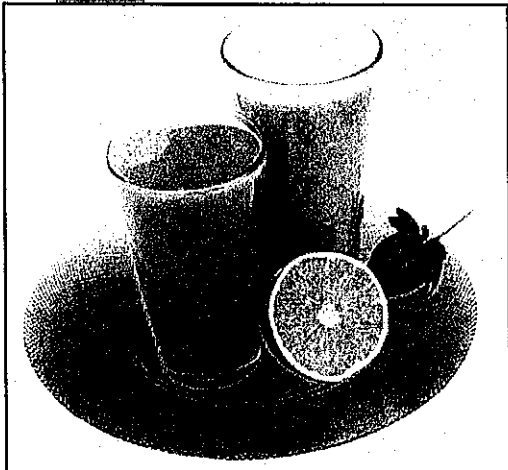
Sweet Rolls  
Raised Donuts  
Cake Donuts  
Assorted Muffins & Low-Fat Muffins  
Apple Cinnamon Coffee Cake  
Blueberry Coffee Cake  
Glazed Cinnamon Raisin Biscuits  
Powder Sugar Donut Holes  
Assorted Flavored Scones  
Cinnamon Rolls

### Assorted Fruit Juices

Orange Juice  
Cranberry Juice  
Apple Juice  
Grape Juice  
Cranberry Juice

### Breads and More!

Whole Wheat Bread  
Five Grain Bread  
White Bread  
Rye Bread  
English Muffins  
Assorted Fresh Bagels  
Assorted Cold Cereals  
Natural Granola  
Sweetened Granola  
Assorted Jellies & Honey  
Margarine and Butter  
Soy Margarine  
Natural Peanut Butter  
Smooth & Chunky Peanut Butter  
Cream Cheese & Low Fat Cream Cheese  
Apple Butter & Molasses  
Fresh Fruit selections including apples, oranges, and bananas  
Melon Slices or Grapefruit Halves  
Flavored Yogurts  
Raisins



*Classic Fare Catering*



*At  
University of  
Central Florida*





# *Welcome*

The University of Central Florida Dining Services is pleased to present our Catering Guide. For your convenience, we have provided a wide selection of frequently requested menu items.

In addition to the offerings in this handbook, our Catering Director and Executive Chef can assist you in creating an exciting menu especially designed for your event.

If you have any questions, please call our Catering Office.

## *Catering Office Hours*

Monday through Friday

8:00 am – 11:30 am

1:00 pm – 4:00 pm

## *Facility Reservations*

Requests for facility usage are arranged through the camps and Conference Office. Once a facility has been reserved, food arrangements can be made by contacting the Catering Director.

A number of rooms on campus are used extensively by campus organizations. Those interested in reserving these facilities should plan ahead by calling early to check on availability.

# Event Scheduling/Menu Selection

Upon completion of facility reservations, you should contact the Catering Director to select your menu. This should be completed at least three weeks prior to your event. At the time of menu selection, information on date of event, number of guests, location and billing must be provided to the Catering Director.

## ***Guaranteed Count***

A guaranteed count must be received by the Catering Office 72 hours prior to your event. You will be billed for the guaranteed count, plus any additional guests served.

## ***Cancellations***

Cancellations must be made 48 hours prior to your event in order to ensure that no charges are made. If cancellations are made after the deadline, your group will be responsible for all costs incurred prior to cancellation.

## ***Type of Service***

China, glassware, caterware and linen will be used for all sit-down style and buffet meals, formal teas, coffee and punch receptions served in certain facilities, unless otherwise designated. Dinners served on china in the designated location on campus will have an additional charge based on the number of people attending the event.

## ***Flowers for Table Arrangements***

The dining service will order flowers or table arrangement upon request. If ordered by the customer, they may be delivered to the dining service for storage until the time of the event. Waitstaff personnel will place them on the tables for your function.

## ***Delivery of Pick-up Service for Refreshments***

Arrangements for beverages and refreshments delivered to offices, classrooms, or social rooms for a meeting must be made 48 hours in advance of the function. The Catering Office will be happy to help you in planning for items and quantities.

When food and/or beverage is planned for a function but no service is required, you may pick up your items at the facility designated by the Catering Director. When pick-ups are made, no delivery charge is applicable. A deposit for equipment is required. All equipment must be returned within 48 hours. A replacement will be made for equipment not returned within this time frame. A delivery charge applies to all functions. A pick-up charge will be added if we must come back to pick up equipment that has been moved or taken back to offices.

# Event Scheduling/Menu Selection

## ***Linens***

Linens are included with all catered events. You may rent linens for other needs from the Catering Department. Please make your request for linen at least two (2) weeks in advance.

### ***Charge for Linens***

Napkins		\$ .35 each
Tablecloths	54" x 54"	\$1.75
	72" x 72"	\$2.80
	90" x 90"	\$5.50
	120" x 54"	\$4.40

## ***Billing***

Events charged to a University account will be reviewed by the University Food Service Office. Prior to your event, money must be available in the cost center to be charged. If money is unavailable in the cost center, the event will not be authorized by the University.

For events not billed through a University account, a 50% deposit is required during your initial planning meeting with the Catering Director. The remaining amount must be paid prior to or on the day of the event.

## ***Waitperson Service***

At all buffet or sit-down style functions, waitperson service is included in the cost of the meal. Waitperson service is not included at receptions or any event where a waitperson is needed to replenish items, pass hors d'oeuvres and clear china or other caterware as it accumulates. These services can be provided upon requests at the cost of \$7.50 per hour, per waitperson. The minimum charge is two (2) hours per waitperson.

Additional labor charges will be added in cases where the event is more than three (3) hours from the initial serving time. Also, additional labor charges will be added for events scheduled selected campus locations. The costs are related to the time spent organizing, packaging, and transporting equipment and other items needed for the event.

# Breakfast Selections

1. Selection of Chilled Fruit Juices, Fresh Scrambled Eggs, Crisp Bacon, Smoked Ham or Sausage, Buttered Toast with Jellies, Coffee, Tea or Decaf.
2. Seasonal Fresh Fruit Plate, Cinnamon French Toast or Honey Pecan Pancakes served with Minted Orange Butter or Syrup, Crisp Bacon, Smoked Ham or Sausage, Coffee, Tea or Decaf
3. Selection of Chilled Juices, Eggs Benedict, Chilled Seasonal Fruit, Lyonnaise Potatoes, Coffee, Tea or Decaf
4. Selection of Fruit Juices, Fresh Breakfast Pastries, Seasonal Fresh Fruit Plate, Coffee, Tea or Decaf
5. Seasonal Fresh Fruit Plate, Cheese Eggs, Crisp Bacon, Ham or Sausage, Assorted Muffins and Country Jellies, Coffee, Tea or Decaf
6. Selection of Chilled Fruit Juices, Selection of Gourmet Omelets, Assorted Whole Grain Breads and Muffins, Breakfast Potato, Coffee, Tea or Decaf

# Brunch Suggestions

1. Fresh Seasonal Fruits, Breast of Chicken Divan, Apple Fritters or Turnovers, Assorted Muffins, Belgium Waffles
2. Seasonal Fresh Fruits w/Honey Dressing, Fresh Scrambled Eggs, Chicken and Broccoli Crepes or Fruit Blintze, Assorted Muffins, Coffee, Tea or Decaf
3. Chilled Juice, Fresh Cut Fruit Bowl, Gourmet Quiche, Seafood Newburg, Assorted Fancy Pastries, Coffee, Tea or Decaf

***Complement your Brunch with the following items:***

Select two of the following accompaniments: Baby Carrots w/Honey, Broccoli Spears, Sugar Snap Peas & Peppers, Peas w/Mushrooms & Onions, Cauliflower Au gratin, Duchess Potatoes, Sweet Potato Hash Browns, Potato and Basil Pancakes, Hash Brown Casserole.

# *Executive Bag Lunch*

**Priced per person and arranged in a decorative bag with beverage and mints**

## ***Choose One***

Pastrami on Marble Rye

Croissant Sandwich (Roast Beef or Turkey Breast)

Smoked Ham and Swiss on Sour Dough

## ***Choose One***

Fresh Fruit Salad

Fresh Tortellini Salad

Three Bean Salad

Potato Salad

## ***Choose One***

Apple Turnover

Chocolate Éclair

Fresh Fruit Tart

# Cold Luncheon Specials

Can be prepared for a buffet or individual plates & includes rolls, dessert & beverage.

1. **Hawaiian Chicken Salad** – A composition of chicken, fresh pineapple, grapes and nuts combined for a refreshing taste
2. **Chef Salad** – Crisp tossed greens with julienne cuts of turkey, ham and Swiss and American cheese
3. **Herb Breast of Chicken Salad or Marinated Steak w/Orange Pepper Vinaigrette** – Marinated chicken breasts or steak grilled and served over fresh greens and an accompaniment of vegetables
4. **Chilled Fruit Platter** – Fresh melons and berries along with Artisian-style bread and assorted cheese wedges plus your choice of cottage cheese or yogurt
5. **French Style Croissants** – Chicken, Tuna or Shrimp – all made from fresh ingredients and a mayonnaise base. Served with lettuce and tomato
6. **Triple Salad Platter** – Alsatian, pasta and snow crab salads – a combination of all three salads will be presented with fresh greens and salad accompaniments plus homemade dinner rolls on the side

# Hot Sandwiches

Available for sit-down service and choice of soup or salad, dessert and beverage

1. **Italian Hoagie** – Ham, salami, roast beef and Provolone cheese on a fresh homemade hoagie bun
2. **Grilled Chicken Sandwich** – 4 oz. marinated chicken breast, served with fresh tomato and bean sprouts on a whole wheat bun
3. **Open Face Steak Sandwich** – 4 oz. boneless New York strip steak served with caramelized onion rings on toast garnished with tomato and lettuce
4. **Towering Club Sandwich** – Triple decker sandwich, turkey, ham, bacon, Swiss cheese, lettuce and tomato
5. **Hearty Homemade Chili** – Served in a fresh baked bread bowl topped with sharp cheddar cheese

# Hearty Luncheons

## Choice of Soup or Salad, Vegetable, Starch, Dessert, Rolls and Butter and Beverage

1. **Chicken or Beef Stir Fry** – Tender chicken breast or top round and fresh oriental vegetables served with rice
2. **Grilled Top Round or Beef Primavera** – Marinated top round steaks grilled with seasonal vegetables
3. **Pecan Chicken** – 4 oz. breast of chicken breaded with fresh bread crumbs and chopped pecans topped with a light honey glaze
4. **Creole Pork** – Julienne pork loin with tomato, onions, peppers and mushrooms
5. **Tortellini with Cchorizo and Pepper Sauce** – Little tortellini in a hearty red sauce with slices of sausage and colored peppers
6. **Baked Lasagna (Meat or Vegetable)** – Your choice of rich noodles in a red sauce with a lean ground beef and a variety of Italian cheese make up our meat lasagna. Fresh vegetables in a mornay sauce with Parmesan cheese complete the vegetable lasagna.
7. **Sole with Fresh Salsa** – Sole filets baked with fresh herbs served with tomato and cilantro salsa

# Dinner Suggestions

1. **Stuffed Chicken Breast New Hampshire** – 6 oz. chicken breast stuffed with ham and fresh chopped parsley, breaded with fresh bread crumbs & walnuts, served with supreme sauce
2. **Roast Pork Loin with Rosemary Au Jus** – Seasoned and slowly roasted, sliced and served
3. **Roast Sirloin of Beef with Madeira Sauce** – Choice New York strip roasted whole and sliced. Served with a rich mushroom and Madeira wine sauce
4. **Medallions of Beef Tenderloin** – Tender pieces of beef tenderloin served on a croustade with your choice of béarnaise, bordelaise or horseradish sauce
5. **Sautéed Chicken Breast** – with shitake mushrooms and tri-colored peppers
6. **Salmon en Croute** – Salmon filet seasoned with lemon and dill wrapped in puff pastry, baked until golden brown, served with Hollandaise sauce
7. **Veal Scaloppini** – Thinly pounded veal with your choice of roasted pepper cream sauce or light white wine shallot sauce
8. **Baked Herbed Chicken** – Seasoned with fresh rosemary, thyme and garlic, baked until golden brown
9. **Orange Roughy** – Served sautéed, broiled or poached
10. **Tri- Colored Bowtie Pasta Tuscany** – Served with sautéed vegetables and garlic aioli
11. **Stuffed Shrimp with Crabmeat** – Large shrimp, butterflied and stuffed with snow crabmeat, broiled and served with melted butter
12. **Roast Turkey Dinner** – Tender, juicy breast of turkey with old fashioned stuffing served with pan gravy and cranberry sauce
13. **Braised Swiss Steak** Braised tender top round of beef steak topped with jardiniere vegetables in a rich brown sauce

## Dinners include one selection from each of the following

**Soup or Salad** – French Onion Soup, Vegetarian Vegetable Soup, Chicken Pastina, Cream of Broccoli and Cheddar, Tossed Garden Salad, Fresh Fruit Cup, Spinach Salad, Bibb Lettuce Salad

**Vegetables** – Sautéed Green Beans with Pimentos, Mushrooms Bourguignon, Baby Carrots with Dill, Corn and Peppers, Vegetable Medley

**Side Dish** – Wild Rice Blend, Rice Pilaf, Scalloped Potato, Duchess Potato, Herb Roasted Redskin Potato, Parsley Buttered Potato

**Desserts** – Pecan Pie, Assorted Fruit Pies, Brownies, Carrot Cake, German Chocolate Cake



# Dinner Buffets

## Carved Meat Selection

*Carved Top Round of Beef*  
*Carved Turkey Breast*  
*Carved Smoked Bone-in Ham*  
*Carved Steamship Round (for over 100 people)*

## Entrees

1. *Baked Stuffed Chicken Breast and Stuffed Shells*
2. *Sliced Roast Beef with Burgundy Wine Sauce and Cod English Style*
3. *Homestyle Fried Chicken and Baked Ziti*
4. *Roast Pork Loin w/Grain Mustard Sauce and Turkey Scaloppini with Peppers and Sherry Sauce*

All buffets include the choice of two salads, two vegetables, one starch and one dessert.

### *Salads*

Tossed Salad Bowl  
Spinach Salad Bowl  
Pasta Salad  
Sour Cream Dressing Redskin Potato Salad  
Cole Slaw  
Waldorf Salad  
Macaroni Salad  
Jello Salad  
Marinated Vegetable Salad  
Carrot & Raisin Salad

### *Vegetables*

Buttered Corn  
Cauliflower Polonaise  
Medley Vegetables-Broccoli, Carrots,  
Cauliflower  
Peas and Red Peppers  
Broccoli Spears  
Baby Carrots with Dill

### *Starches*

Redskin Potatoes  
Baked Stuffed Potatoes  
Duchess Potatoes  
Wild Rice  
Rice Pilaf  
Lyonnaise Potatoes

### *Desserts*

Boston Cream Pie  
Grand Marnier Layer Cake  
Carrot Cake  
German Chocolate Cake

# *Picnics*

## **Priced Per Person**

### ***Deli Counter Buffet***

Roast Beef, Sliced Turkey, Smoked Ham  
and Hard Salami  
Cole Slaw or Potato Salad, Pasta Salad  
or Macaroni Salad  
Assorted Cheeses  
Fresh Rolls and Bread  
Fresh Fruits in Season  
Choice of Dessert  
Lettuce, Tomato and Onion  
Condiments and Beverage

### ***Country Western Picnic***

Grilled BBQ Chicken  
Grilled BBQ Beef Short Ribs or  
Spare Ribs  
Corn on the Cob  
Cole Slaw and Potato Salad  
Dinner Rolls and Butter  
Choice of Dessert  
Watermelon Slices  
Condiments and Beverage

### ***Gourmet Deli***

Oven Roasted Turkey Breast & Sliced  
Beef Tenderloin  
Artisian Bread  
Sliced Cheese  
Tortellini Salad & Redskin Potato Salad  
Choice of Dessert  
Condiments and Beverage

### ***Pool Side Picnic***

Chargrilled 5 oz. Strip Steak  
Grilled BBQ Chicken  
Tossed Salad, Choice of Dressing  
Corn on the Cob  
Cole Slaw or Potato Salad  
Dinner Rolls and Butter  
Baked Potato, Sour Cream and Butter  
Choice of Dessert  
Condiments and Beverage

### ***Carnival Picnic***

Grilled Hamburgers  
Jumbo Hot Dogs  
Cole Slaw and Macaroni Salad  
Potato Chips  
Brownies and Watermelon Slices  
Lettuce, Tomato and Onions  
Condiments and Beverage

# Breaks

1. **Express Break** – Coffee, tea, decaffeinated coffee, danish, muffins or doughnuts.
2. **Continental** – Coffee, tea, decaffeinated coffee, danish, muffins or doughnuts and juice.
3. **Afternoon Relaxer** – Soft drinks, cookies and brownies or punch, cookies and brownies
4. **Healthy Break** – Vegetable tray, fruit tray, sparkling water or bottled fruit juices

**Munchies** – Popcorn, Potato Chips, Pretzels, Mixed Nuts, Nachos with Salsa or Cheese

**Beverages** – Coffee (includes Tea setup), Iced Tea (fresh brewed), Fruit Punch, Cranberry Snow Punch, Orange Juice, Hot Chocolate, Hot Spiced Cider (in season), Bottled Juice, Bottled Flavored Sparkling Water, Canned Soda, Lemonade

# Hors d'Oeuvres

## Hot

Swedish or Sweet & Sour Meatballs  
Mini Quiche  
Water Chestnuts and Bacon  
Buffalo Wings  
Crab Balls  
Egg Rolls  
Rumaki  
Cheese Puffs  
Stuffed Mushrooms Crab Imperial  
Stuffed Mushrooms w/Sausage  
Chicken Satay  
Mini-Beef Kabobs  
Spanakopita  
Pizza Primo Stuffers  
Pizza Quesadilla

## Cold

Fruit Kabobs  
Stuffed Cherry Tomatoes  
Assorted Canapés  
Shrimp Cocktail  
Snow Crab Claws  
Assorted Tea Sandwiches  
Stuffed French Baguettes  
Mini Muffellatas  
Stuffed Celery  
Deviled Eggs

# *Party Trays/Reception Items*

Fresh Fruit Trays

Assorted Domestic and Imported Cheese Tray with Crackers and Mustard

Fresh Vegetable Tray with Dip

Cheeseball with Crackers

1 Kilo Baked Brie with Fruit – Serves 25 to 30

Hot or Cold Crab Dip with Toast Points

Ice Cream Buffet

Whole Poached 10-12 Pound Salmon w/Appropriate Condiments Displayed on a Mirror

## *Sweet Treats*

Danish Kringle

1 Dozen Danish

1 Dozen Mini Danish

1 Dozen Doughnuts

1 Dozen Muffins

1 Dozen Cookies

1 Dozen Party Cookies

1 Dozen Cinnamon Rolls

1 Dozen Cream Puffs

1 Dozen Eclairs

1 Dozen Brownies

Cheesecake

6 Cupcakes

Cream Puffs (each)

Pie

Fresh Fruit Pies (seasonal)

Raisin Bread (per loaf)

Angel Food Cake

¼ Sheet Cake

Full Sheet Cake

½ Sheet Double Cake

# Catering Price Schedule

All prices based per person

## *Breakfast Selections*

Scrambled Eggs .....	\$5.95
French Toast .....	\$5.95
Eggs Benedict .....	\$6.50
Breakfast Pastry .....	\$3.90
Cheese Eggs .....	\$5.95
Gourmet Omelet .....	\$5.95

## *Brunch Suggestions*

Chicken Divan .....	\$9.75
Chicken Crepes .....	\$8.95
Mini Quiche and Salmon .....	\$10.50

## *Cold Luncheon Selections*

Hawaiian Chicken Salad .....	\$7.50
Chef Salad .....	\$7.00
Grilled Chicken Salad .....	\$8.00
Chilled Fruit Platter .....	\$5.75
French Style Croissants (three choices)	
Shrimp .....	\$8.50
Tuna .....	\$6.75
Chicken .....	\$7.00
Triple Salad Platter .....	\$8.50

## *Hot Sandwiches*

Italian Hoagie .....	\$6.50
Grilled Chicken .....	\$6.75
Open Face Steak .....	\$7.50
Towering Club .....	\$6.70
Hearty Homemade Chili .....	\$4.95

## *Executive Bag Lunch*

Each .....	\$7.75
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## *Hearty Luncheons*

Chicken Stir Fry .....	\$8.50
Marinated Beef Primavera .....	\$7.95
Pecan Chicken .....	\$8.25
Pork Creole .....	\$7.50
Tortellini .....	\$7.50
Baked Lasagna .....	\$7.50
Baked Sole with Salsa .....	\$8.90

## *Dinner Suggestions*

Stuffed Chicken Breast .....	\$11.50
Roast Pork Loin .....	\$9.95
Roast Sirloin w/Madeira Sauce .....	\$12.50
Medallions of Beef Tenderloin .....	\$15.50
Sautéed Chicken Breast .....	\$11.25
Baked Herbed Chicken .....	\$8.95
Pasta Tuscany .....	\$9.50
Stuffed Shrimp w/Crabmeat .....	\$MP
Roast Turkey Dinner .....	\$9.25
Swiss Steak .....	\$8.95

## *Carved Meats*

Roast Top Round .....	\$2.50
Turkey Breast .....	\$2.25
Bone-in Smoked Ham .....	\$2.95
Steamship Round (over 100 people) .....	\$2.25

## *Buffet Dinners*

Stuffed Chicken & Stuffed Shells .....	\$12.95
Roast Beef & Cod English Style .....	\$13.25
Fried Chicken & Baked Ziti .....	\$10.95
Roast Pork Loin & Turkey Scaloppini .....	\$12.95

## *Picnics*

Deli Counter Buffet .....	\$7.25
Pool Side Picnic .....	\$11.95
Country Western Picnic .....	\$9.45
Carnival Picnic .....	\$7.25
Gourmet Deli .....	\$9.95

## *Breaks*

Express Break .....	\$1.75
Continental .....	\$2.10
Afternoon Relaxer with Soda .....	\$2.20
Afternoon Relaxer with Punch .....	\$1.75
Healthy Break .....	\$3.95

## *Munchies*

Popcorn .....	\$0.50
Potato Chips .....	\$2.60
Pretzels .....	\$2.20
Mixed Nuts .....	\$6.50
Nachos w/Salsa or Cheese .....	\$3.00

# Catering Price Schedule

## *Hors d'Oeuvres - Cold*

Fruit Kabobs .....	\$1.75 per person
Stuffed Cherry Tomatoes.....	\$2.50 per dozen
Assorted Canapés.....	\$5.60 per dozen
Shrimp Cocktail .....	\$9.75 per person
Snow Crab Claws.....	\$10.25 per dozen
Assorted Tea Sandwiches .....	\$3.25 per dozen
Stuffed French Baguettes.....	\$3.50 per dozen
Mini Muffins.....	\$3.50 per dozen
Stuffed Celery .....	\$1.75 per person
Deviled Eggs.....	\$4.75 per dozen
Fresh Fruit Tray .....	\$1.95 per person
Cheese Tray .....	\$1.75 per person
Fresh Vegetable Tray.....	\$1.25 per person
Cheeseball w/Crackers.....	\$1.35 per person
Baked Brie w/Fruit Garnish.....	\$35.00
Cold/Hot Crab Dip.....	\$3.00 per person
Ice Cream Buffet.....	\$3.00 per person
Salmon w/Condiments .....	\$75.00

## *Hors d'Oeuvres - Hot*

Swedish Meatballs .....	\$1.75 per dozen
Mini Quiche .....	\$5.75 per dozen
Water Chestnuts & Bacon.....	\$2.50 per dozen
Buffalo Wings.....	\$3.50 per dozen
Crab Balls .....	\$5.90 per dozen
Egg Rolls.....	\$3.25 per dozen
Rumaki.....	\$5.40 per dozen
Cheese Puffs .....	\$2.25 per dozen
Stuffed Mushrooms w/Crab.....	\$6.25 per dozen
Stuffed Mushrooms w/Sausage.....	\$5.25 per dozen
Chicken Satay .....	\$3.50 per dozen
Mini Beef Kabobs.....	\$3.75 per dozen
Spanakopita.....	\$3.90 per dozen
Pizza Primo Stuffers .....	\$7.95 per dozen
Pizza Quesadilla.....	\$7.55 per dozen

## *Beverages*

Coffee (includes Tea setup).....	\$6.25 per gal.
Iced Tea (fresh brewed).....	\$5.95 per gal.
Fruit Punch .....	\$5.95 per gal.
Cranberry Snow Punch.....	\$7.90 per gal.
Orange Juice.....	\$7.90 per gal.
Hot Chocolate.....	\$6.95 per gal.
Hot Spiced Cider .....	\$6.00 per gal.
Bottled Juice 10 oz. ....	\$1.25 per btl.
Bottled Water 12 oz.....	\$1.75 per btl.
Canned soda 12 oz.....	\$.80 per can
Lemonade (powder mix) .....	\$5.95 per gal.
Lemonade (concentrate w/pulp).....	\$6.50 per gal.

## *Sweet Treats*


Danish Kringle .....	\$6.25
1 Dozen Danish .....	\$5.99
1 Dozen Mini Danish .....	\$4.99
1 Dozen Doughnuts.....	\$3.99
1 Dozen Muffins.....	\$4.29
1 Dozen Cookies .....	\$2.79
1 Dozen Party Cookies.....	\$3.79
1 Dozen Cinnamon Rolls .....	\$3.99
1 Dozen Cream Puffs .....	\$2.99
Cheesecake .....	\$19.99
1 Dozen Eclairs .....	\$9.48
1 Dozen Brownies .....	\$4.68
6 Cupcakes .....	\$2.79
Cream Puffs (each).....	\$.89
Pies .....	\$5.99
Fresh Fruit Pies (seasonal) .....	\$12.00
Raisin Bread (per loaf) .....	\$2.09
Angel Food Cake.....	\$2.09
¼ Sheet Cake.....	\$9.99
¼ Sheet Double Cake .....	\$14.50
Full Sheet Cake .....	\$24.00
½ Sheet Double Cake .....	\$24.00
Full Sheet Double Cake.....	\$35.00





**Classic Fare**  
CATERING

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*University  
of  
Central Florida*







## *Welcome*

**Thank you for considering the University's Classic Fare catering for your special event! Whether your catering needs call for a lavish reception, a small get together, a business meeting, or a "party-to-go", guests of Classic Fare can be assured of courteous and competent service at all times.**

**This catering guide provides an indication of the scope of available catering services. Aside from the items in our catering guide, arrangements can be made to design a menu which reflects the special needs of your particular group. Our professional staff would be delighted to assist you in planning the details of your function to make it a truly special event.**

**We look forward to extending our hospitality to you. We trust you will enjoy your dining experience.**

**The Staff and Management of Classic Fare**

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## ***Booking Procedures***

1. Please contact the Scheduling Coordinator to make arrangements for your function.
2. Please have the following information ready when making your special event request:
  - ◆ Organization or Department
  - ◆ Account number or billing information
  - ◆ Name and phone number of contact person
  - ◆ Description of function
  - ◆ Date and time event will start and finish
  - ◆ Location desired
  - ◆ Menu requested (let us help design your menu)
  - ◆ Anticipated attendance
  - ◆ Type of room setup desires

We recommend that your food and facility arrangements be made as early as possible to enable us to procure menu items or specialties desired to insure the success of your event. Menu selections should be made seven (7) days prior to the event for meals and at least three (3) days prior to the event for beverage services. If you should need to make any last minute changes to your catering order, please contact the Catering Office. We will gladly accommodate your needs in a timely fashion.



# *General Information and Policies*

## **1. Guarantee**

To provide the best possible service and most competitive pricing. We maintain a policy on customer guarantees for each event. Please give a guaranteed number of guests to be served at least three business days prior to the event. We will then provide service for 5 percent above the guaranteed number of guests to account for any additional guests. If we do not receive an official guarantee three days prior to the event, the catering office will consider your last indication of expected guests to be your guarantee. Groups will be billed for the guaranteed number of or the actual attendance, whichever is greater.

## **2. Pricing**

All prices and items listed in the catering menu are subject to change due to seasonal availability and market prices. Catering guide prices are based on groups of 20 people or more. Since service of smaller groups does not offer certain economics of scale, the pricing may be adjusted to compensate for this consideration. Small groups are encouraged to contact the catering office when planning their menus. The catering staff can help suggest menus which offer the greatest economy and excellent quality. Prices listed include menu selections and standard service required to your event. Because service needs often vary for each group, some services and items are priced separately. These items include such things as table linens, rented specialty equipment, floral arrangements, candles, overtime service, and special requests, to name a few. It is best to consider all these and similar items to obtain a realistic cost estimate for your function. The Classic Fare staff will gladly prepare a written proposal for you prior to the function.

## **3. Food and Beverage**

The prices quoted for functions include food and/or beverages and accompaniments at the time of the catered event. Waitstaff/bartenders will be charged based on the following: Receptions: 1 person per 50 people. Buffet Lunch/Dinner: 1 person per 30 people. Served Lunch/Dinners: 1 person per 20 people. Waitstaff will be charged at \$15.00 per hour with a 4 hour minimum in adherence to local Health Department regulations and catering policy, guests or hosts should not remove any food items from the catering site. The quantities of food and beverage prepared are based on the guaranteed number of guests in ample amounts to insure all guests at the event enjoy an attractive selection of food.

## **4. Cancellation Policy**

In the event that services need to be cancelled, the Catering Office will charge for the food and labor costs incurred at the time of cancellation.

## **5. Billing**

Any catering service approved for a sponsored event can be billed through the appropriate on-campus accounting procedure by indicating the account number to be charged. Groups outside the college should be directed to the Catering Office to make arrangements for payment. Such arrangements typically include a 50 percent deposit one week prior to the event and the balance to be paid after the event.

## **6. Catering Services Questionnaire**

In an effort to constantly improve service to our valued customers, catering services requests that the contact person for each special event complete a brief questionnaire pertaining to the services provided. By helping us get a "customer perspective" on areas like ease of booking procedures, friendliness of service staff, and quality of food and presentation, we are able to continually exceed your expectations. Thank you for using our services!



## *Beverages*

Prices reflect per gallon unless otherwise noted

Starbucks Coffee.....	\$9.95
Premium Coffee.....	\$7.95
Tea/Sanka .....	\$.35 per packet
Hot Chocolate .....	\$7.95
Iced Tea .....	\$7.95
Lemonade .....	\$7.95
Fruit Punch.....	\$7.95
Specialty Party Punch.....	\$8.95
Fruit Juice .....	\$8.95
Canned Soda .....	\$1.00
Cider .....	\$7.95
Milk (1/2 pint) .....	\$ .65
Iced Water.....	\$ .25



## *Cold Hors D'Oeuvres*

Priced per person unless otherwise noted

Assorted Cheese with Crackers .....	
Small .....	\$15.00 (up to 10 people)
Medium .....	\$20.00 (up to 25 people)
Large .....	\$30.00 (25 to 50 people)
Homemade Cheeseball with Crackers.....	\$1.75
Fresh Vegetable Tray with Dip .....	
Small .....	\$9.00 (up to 20 people)
Medium .....	\$15.00 (up to 25 people)
Large .....	\$25.00 (25 to 50 people)
Fresh Fruit Tray with Dip .....	
Small .....	\$12.00 (up to 10 people)
Medium .....	\$20.00 (up to 25 people)
Large .....	\$35.00 (25 to 50 people)
Cream Cheese Cornucopias.....	\$1.50
Layered Cheese Spread .....	\$1.50
Assorted Finger Sandwiches .....	\$2.00
Fruit Kabobs .....	\$1.75
Assorted Cold Canapé .....	\$2.00
Chocolate Fondue with fruit.....	\$2.25
Smoked Fish with Crackers & Bread.....	to be quoted
Shrimp Cocktail .....	to be quoted
Petit Fours .....	\$1.75
Assorted Tortilla Rollups.....	\$1.75
Cubed Cheese & Meat Tray w/Crackers .....	\$1.25
Chips and Dip .....	\$1.25
Snack Mix .....	\$1.25
Pretzels .....	\$1.25
Nacho Chips with Dip .....	\$1.50



## ***Hot Hors D'Oeuvres***

Priced per dozen unless otherwise noted

Artichoke Dip w/Crackers (per person).....	\$2.00
Meatballs (Sweet & Sour, Swedish, BBQ & Tangy Cherry).....	\$9.95
Stuffed Mushrooms.....	\$12.95
Chicken Drummies or Wing Dings .....	\$9.95
Chicken Cordon Bleu .....	\$15.95
Individual Quiche .....	\$9.95
Cajun Chicken Strips .....	\$10.95
Assorted Mexican Dips w/Chips (per person).....	\$1.75
Assorted Fondues w/Crackers & Breads (per person) .....	\$1.75
Carved Meats w/Assorted Mini Rolls (per person).....	\$2.75
Crab Rangoon .....	\$11.95
Rumaki.....	\$9.95
Chicken Brochette w/Teriyaki Sauce .....	\$12.95



## ***Breakfast A La Carte***

Priced per dozen unless otherwise noted

Assorted Donuts .....	\$4.50
Assorted Muffins .....	\$6.95
Assorted Jumbo Muffins .....	\$9.95
Bagels with Cream Cheese .....	\$7.30
Gourmet Bagels with Cream Cheese.....	\$12.75
Coffee Cake .....	\$12.95 each
Sticky Buns .....	\$6.95
Assorted Nut and Fruit Breads .....	\$9.95
Cinnamon Rolls .....	\$7.50
Jumbo Cinnamon Rolls .....	\$9.95
Assorted Danish.....	\$6.75





## ***Breakfast Buffets***

Menus include juice, coffee, tea/Sanka, and assorted muffins or breads

### **Scrambled Eggs**

Ham, Bacon or Sausage, Hash Browned Potatoes

\$6.50

### **Baked Omelet**

Ham, Bacon or Sausage, Hash Browned Potatoes  
(breakfast meat can be served in omelet)

\$6.25

### **French Toast or Pancakes**

Ham, Bacon or Sausage, Hash Browned Potatoes

\$6.25

### **Eggs Benedict**

Hash Browned Potatoes

\$7.00

### **Continental Breakfast**

Coffee, Tea/Sanka, Juice, Assorted Muffins or Breads

\$2.50

(Substitutions can be made at an additional charge)

A fresh fruit tray can be added to any above menu for an additional \$1.25



## ***Served Brunch Menus***

Served with a side of fruit and choice of beverage

### **Grilled Chicken Caesar Salad**

This classic Caesar salad is served with strips of seasoned chicken and a choice of a roll or muffin on the side. Chicken can be ordered Cajun-style.

\$7.25

### **Deli Sandwich Plate**

Choose from a kaiser or croissant and a selection of sliced deli meats or our pre-made deli salads. Includes chips.

\$6.25

### **Club Sandwich**

Sliced ham and turkey triple layered with bacon, lettuce & tomato. Includes chips.

\$6.95

### **Breaded Chicken Salad**

Strips of chicken breaded with either Cajun or regular batter over the top of a mixture of fresh greens & vegetables and served with honey mustard dressing. Roll and muffin included.

\$6.95

### **Raspberry Chicken Salad**

Sliced, marinated chicken breast on a bed of assorted greens with pecans, tomato, green pepper, served with a raspberry vinaigrette & choice of roll or muffin.

\$7.25

### **Deli Buffet**

Create your own sandwich with shaved roast beef, turkey, ham, American and Swiss cheeses, assorted breads, lettuce, tomato & onion. Served with chips and choice of salad. Side of fruit excluded unless used as choice of salad.

\$7.50

### **Gourmet Deli Buffet**

Same as above, but make your sandwich with our own deli salads. Choose three from the following: chicken, ham, tuna, seafood, egg or Cajun chicken salad.

\$8.00

### **Deluxe Salad Bar**

Crisp garden greens and an assortment of fresh toppings including ham, turkey and shredded cheese. Choice of your favorite dressing and a roll or muffin.

\$7.25

Soup Du Jour add \$ .75 per person  
Additional Salad Selection add \$ .75 per person



## *Lunches To Go*

### **Box Lunch**

Roast Beef, ham or turkey on a kaiser, with cheese, chips, whole fruit, brownie or cookies, and a beverage.

Substitutions may be made at an additional charge.

\$6.00

### **Executive Bag Lunch**

Your choice of croissant sandwich, chips, side salad, cut fruit, gourmet dessert bar and beverage.

All packaged neatly in a reusable executive bag!

\$8.00

### **Pizza Party**

Pick your favorite assortment of toppings!

Includes beverage and two pieces of pizza per person.

\$5.25



## ***Hot Luncheon Buffets***

Beverages are included with all the following entrees

### **Stir-Fired Chicken & Vegetables**

Tender strips of chicken stir-fried with a blend of vegetables and served over broccoli almondine rice. Served with choice of soup du jour or salad, rolls and butter.

\$7.75

### **Linguini Primavera**

Variety of fresh vegetables served in a cream sauce and ladled over linguini.

\$7.50

### **Taco Salads**

Make it your way with seasoned chicken or beef and top it with refried beans, tomatoes, olives, onions, cheese, sour cream and salsa. All of this and a shell too!

\$6.95

### **Garden Cod**

Filets of cod baked on a bed of vegetable stuffing. Served with choice of soup du jour or salad, potato, vegetable, a roll and butter.

\$8.00

### **Polynesian Chicken**

Breast of chicken sliced with green pepper and pineapple simmered in a Polynesian sauce and served over white rice. Choice of soup du jour or salad, rolls & butter.

\$7.75

### **Spinach Fettucini with Marinara Sauce**

A light and healthier alternative served with choice of soup du jour or salad, rolls and butter.

\$7.50

### **Breast of Chicken with Creamy Mustard Sauce**

Boneless breast of chicken baked and topped with a creamy mustard sauce. Choice of soup du jour or salad, potato, vegetable, rolls and butter.

\$8.50

### **Chicken and Mushrooms**

Breast of chicken baked to perfection in a mushroom wine sauce. Choice of soup du jour or salad, potato, vegetable, rolls and butter.

\$8.25



## ***Buffet Dinners***

The following entrée selections include choice of two salads or soup du jour, a potato, a vegetable, freshly baked rolls, and a beverage. Accompaniment entrees can be added for an additional charge of \$2.00 per person. All dinner menu prices are based on a minimum of ten (10) people. Less can be served at an additional charge.

### **Stuffed Breast of Chicken**

Boneless breast of chicken stuffed with choice of broccoli almondine rice, spinach and mushroom wild rice, or apple almond celery stuffing.

\$10.25

### **Roasted Prime Rib of Beef Au Jus**

Oven roasted and served with natural au jus.

\$14.25

### **Hawaiian Chicken**

Polynesian style rice stuffed into a breast of chicken and topped with our special sweet and sour sauce.

\$10.25

### **Cumin – Scented Pork Tenderloin**

Medallions of pork lightly marinated and served with a touch of cumin.

\$14.25

### **Italian Light Cod**

Fillets of cod breaded and baked in a light Italian seasoning.

\$12.25

### **Crab Dijon Chicken**

Breaded breast of chicken filled with crab and seafood, topped with a dijon cream sauce.

\$12.25

(continued on next page)



***Buffet Dinners continued***

**Northwestern London Broil**

London Broil marinated with special seasoning and served with a mushroom pecan sauce.

\$13.00

**Baked Salmon**

Alaskan King Salmon steaks baked to perfection and topped with a lemon dill sauce.

\$15.50

**Beef Tips in a Burgundy Wine Sauce**

Choice cuts of beef simmered in a wine sauce and served over buttered noodles.

(No potato choice)

\$12.25

**Sesame Soy Chicken**

Strips of chicken sautéed with a sesame soy marinade and served over rice.

(No potato choice)

\$11.50

Beef tenderloin rolled in herbs and seasonings, stuffed with fresh spinach and crab, and served with a side of hollandaise sauce.

\$16.25

All the above entrees come with the option of being served meals for an additional charge.

***Remember ~ your ideas are welcome!***



## ***Accompaniment Entrees***

### **Chicken a la Taylor**

Breast of chicken baked in a sour cream and mushroom sauce

### **Homemade Meatballs**

Served in your choice of sweet and sour sauce, Swedish sauce,  
or our own tangy cherry sauce

### **Golden baked Chicken**

Tender and baked to perfection

### **Polynesian Sliced Ham**

Honey roasted ham sliced and topped with a Polynesian glaze  
(Can be carved at an additional charge)

### **Roast Breast of Turkey**

Roasted turkey breast served with a light gravy

### **Italian Lasagna**

Italy's classic served with meat or vegetarian style

### **Fettucini Alfredo**

Fettucini baked in our own special Alfredo sauce

### **Roast Beef Jardinere**

Top round roasted with carrots and potatoes and served with a light gravy

### **Seafood Thermidor**

A blend of crab and shrimp in a cream sauce served over white rice



## **Salads**

Garden Greens with choice of Dressing  
Caesar Salad  
Spinach Salad w/Hot Bacon Dressing  
Apple Waldorf  
Marinated Vegetable Salad  
Pasta Salad  
Three Cheese Tortellini Salad  
Raspberry Pasta Salad  
Spinach & Mandarin Orange Salad  
Fresh Fruit Compote  
Romaine w/Dill Ranch Dressing  
Potato Salad  
Creamy Coleslaw

## **Potatoes & Rice**

Baked Potato w/Toppings  
Rice Pilaf  
Au Gratin Potatoes  
Whipped Potatoes w/Gravy  
Twice Baked Potatoes  
Wild Rice Medley  
Oven browned Potatoes  
Broccoli Almondine Rice  
Redskin Potatoes  
Whole Parsley Buttered Potatoes  
Buttered Egg Noodles  
Golden Duchess Potatoes

## **Vegetables**

Honey Glazed Baby carrots  
Green Bean Almondine  
Fresh Broccoli Spears w/Cheese Sauce  
California Blend Vegetables  
Lemon Pepper Broccoli  
Broccoli & Carrots w/Basil Butter  
Oriental Blend Vegetables  
Asparagus Spears  
Green Peas w/Mushrooms  
Whole Kernel Corn  
Green beans w/Walnut Sauce  
Brussel Sprouts  
Winter Blend Vegetables

## **Soups From Our Kettle**

Hearty Vegetable  
Broccoli Cheese  
Chicken Noodle  
Cream of Broccoli  
Canadian cheese  
Minestrone  
Clam Chowder  
Chili  
Beef Vegetable  
Tomato Bisque  
Chicken and Rice  
French Onion





## *Desserts*

Priced Per Person

Fudge Brownies .....	\$ .75
Lemon Bars.....	\$ .75
Cherry Walnut Bars .....	\$ .75
Cheesecake Brownies .....	\$ .75
Gourmet Dessert Bars.....	\$ .95
Assorted Cookies (two per person) .....	\$ .50
Flavored Mousse.....	\$1.00
Ice Cream Parfaits.....	\$1.25
Cheesecake.....	\$2.50
with topping.....	\$3.00
Assorted Gourmet Cheesecake .....	\$3.25
Carrot Cake .....	\$1.75
German Chocolate Cake .....	\$1.75
Walnut Layer Cake .....	\$1.75
Fruit Pies .....	\$1.50
a la Mode .....	\$1.75
Fruit Cobbler.....	\$1.50
Sheet Cake .....	\$1.00
Ice Cream Social.....	\$2.75
(Three kinds of ice cream with four toppings & beverage)	



## *Picnics*

### **Grilled Hamburgers and Hot Dogs**

Includes: choice of salad, baked beans, potato chips, brownie or cookies,  
iced tea and/or lemonade

\$6.50

### **Grilled Marinated Chicken Breast on Kaiser**

Includes: choice of salad, relish tray, potato chips, brownie or cookies,  
iced tea and/or lemonade

\$7.25

### **Grilled Bratwurst and Italian Sausage, Sauerkraut, Onions and Green Peppers**

Includes: choice of salad, potato chips, watermelon, brownie or cookies,  
iced tea and/or lemonade

\$6.50

### **BBQ Chicken and Ribs**

Includes: choice of salad, baked beans, potato chips, brownie or cookies,  
iced tea and/or lemonade

\$7.50

### **Grilled Sirloin Steak**

Includes: corn on the cob, choice of two salads, relish tray, brownie or cookies,  
iced tea and/or lemonade

\$11.50





## *Required Information*

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### **3.5 Marketing Plan**

#### **MARKET STUDY**

To discover how to improve a campus dining program, it's imperative to first learn how that program is currently operating. Though we have many years of experience at college and university campuses of all sizes throughout the United States, we performed an in-depth market study to gain a more complete understanding of UCF's dining program. During our study, we interviewed over 100 students to gather feedback on their current likes/dislikes and needs/wants. Through this data, we compiled our proposed family of national and regional brands portfolio.

#### **CAMPUS MAPPING: CULINARY CARTOGRAPHY**

To identify opportunities to increase dining services' revenue, we "mapped" your campus, using sophisticated techniques taught in our Retail Operations Management classes.

We plotted the location of key classroom and administrative buildings, dining facilities and parking lots, and then used pedestrian traffic patterns, class and work schedules to estimate occupancy rates and peak attendance periods. Our head counts pinpointed the times of day offering the greatest opportunities for sales growth.

#### **TRAFFIC PATTERNS**

To determine traffic patterns, we started at the entrance of each dining facility and took both five- and three-minute walks in all directions. Research shows that about 80 percent of a campus dining facility's customers walk up to five minutes to reach their destination; 60 percent travel up to three minutes.

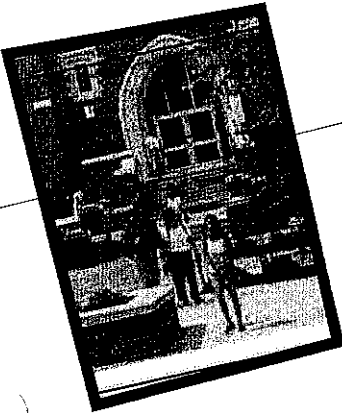
During our explorations, we took note of any barriers that could hinder customers or stop them from reaching a dining facility.

#### **MERCHANDISING ANALYSIS**

We observed how food was "presented" or sold to customers, as well as point-of-sale and other printed materials. We looked for opportunities to add or enhance product displays, placement and lighting.

#### **PACKAGING**

We looked for opportunities to use packaging to increase sales. For example, our "Good to Go" program, which provides diners with freshly prepackaged meals, salads and sandwiches, has proven popular with many of our campus clients. Our customers enjoy the convenience of quickly selecting and purchasing a meal they can take with them.





## *Required Information*

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### **MARKETING BUDGET**

As a general rule of thumb, we recommend allocating one percent of dining sales to marketing.

We've found that investing one percent of total sales in marketing efforts adequately covers the costs associated with preparing and printing a variety of materials, such as meal plan and Love From Home brochures, conducting contests and promotions, and creating a web site.

### **STUDENT MARKETING INTERNS**

On many campuses, we've found it mutually beneficial to hire student marketing interns. The experience they gain will help them land their first job after college and we benefit from their fresh ideas and knowledge of the campus community. We recommend this approach at UCF.

ARAMARK supports Pi Sigma Epsilon, a national co-ed marketing fraternity for students, and we encourage our interns to join.

### **MARKETING PLAN**

We have included in the front cover pocket of the proposal our comprehensive marketing plan. This booklet will be our guide towards successfully implementing our various programs and concepts. Each of the strategies included in the plan are geared towards improving overall student satisfaction, while growing revenue and meal plan participation.



# Required Information

## 3.6 PROPOSED SPECIAL EVENTS

### INNOVATIONS IN MEETING STUDENT NEEDS

#### Theme Nights

To fight monotony and add excitement to our students' dining experience, we plan to offer special theme nights to celebrate holidays or campus events or just the change of seasons! We work with your Food Committee to create and customize special menus. Many of these special meals also serve an educational purpose: they acquaint students with the customs and foods of other parts of the country and the world. Our dietitians research all menus thoroughly. We provide your management team with story background, special menus, recipes, appropriate costumes, and merchandising information.

Here are some theme night possibilities:

#### SEPTEMBER

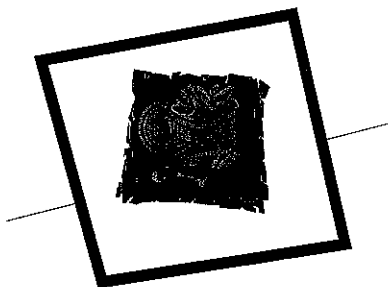
##### *Caribbean Welcome Back Picnic*

- Jamaican jerk chicken.
- Herb roasted pork loin.
- Spicy seafood and rice.
- Fruit chutney.
- Corn on the cob.
- Fresh fruit.
- Assorted desserts and ice cream.

#### OCTOBER

##### *Las Vegas Night*

- Steamboat round of beef.
- Peking chicken.
- Swedish meatballs.
- Jackpot jambalaya.
- Fresh seasonal fruit.
- Baked potato bar.
- Broccoli spears polonaise.
- Chocolate torte cake.
- Vanilla game cookies.



#### NOVEMBER

##### *Thanksgiving Meal*

- Roasted carved turkey.
- Sugar cured ham.
- Seafood Newburg.
- Candied yams.
- Yellow squash.
- Corn.
- Dressing.
- Mashed potatoes with gravy.
- Fresh cranberry salad.
- Pumpkin, cherry and apple pie with ice cream.
- Carved steamship round.
- Chicken cordon bleu.
- Carved turkey breast.
- Broccoli and ham rollovers.
- Potatoes au gratin.
- Asparagus spears.
- Honey baked yams.
- Assorted desserts.





# Required Information

## SPECIAL PROMOTIONS

### THEME NIGHTS

#### DECEMBER

##### *Holiday Dinner May - Goodbye Picnic*

Grilled BBQ chicken.

BBQ chopped pork.

Quarter pound burgers.

Hot dogs.

Corn on the cob.

Potato salad.

Baked beans.

Cole slaw.

Ice cream sundaes.

Watermelon.

Chocolate iced brownies.



#### JANUARY

##### *New Year's Welcome Back*

Stuffed chicken breast.

Carved roast pork loin.

Eggplant parmesan.

Twice baked potatoes.

Fresh vegetable medley.

#### FEBRUARY

##### *Sweetheart Dinner*



Prime rib.

Boneless breast of chicken.

Baked potato.

Rice pilaf.

Broccoli with cheese sauce.

Broiled stuffed tomatoes.

Green peas and onions.

Dessert buffet.

#### MARCH

##### *Mardi Gras*



Bourbon street chicken.

Creole catfish.

Jambalaya bar.

New Orleans seafood gumbo.

Red beans and rice.

Spicy boiled new potatoes.

Broccoli Hollandaise.

Crepes and bread pudding.



# Required Information

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## SPECIAL PROMOTIONS

### APRIL

#### *Viva Italia*

- Chicken cacciatore.
- Vitelo con funghii formaggio.
- Fletti di soliole.
- Melanzana ala parmesano.
- Risi all genovasu.
- Spinaci ala fittata.
- Pasta e piselli.
- Stewed sweet peppers.
- A variety of desserts.

### SPECIAL OCCASION

That's not all! Over the years, we've developed countless menus for special occasions. You also have the option of choosing from the following list or developing your own unique occasion.

#### **American Theme Dinners**

- Barbecue
- Christmas in Colonial Virginia
- Early American Thanksgiving
- Pennsylvania Dutch Festival
- Southern Exposure

#### **International Themed Dinners**

- Chinese New Year
- Dinner with Dickens
- German Oktoberfest
- Luau
- Outback Adventure
- Spice Island Rijstaffel

#### **Other Special Themes**

- Banana Splitz Blitz
- Batter Up
- Beatle Mania
- Chocolate Fondue Night
- Country Fair Extravaganza
- Earth Day Celebration
- Finals Frenzy
- March Madness
- Mardi Gras
- National Nutrition Month Festive Meal
- St. Patrick's Day
- Super Bowl
- Valentine's Day





## *Required Information*

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### **SPECIAL PROMOTIONS**

#### **LOCAL AND REGIONAL CHEFS ON CAMPUS**

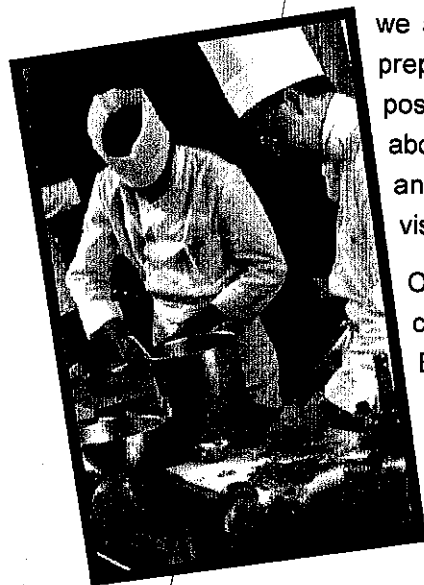
Our popular Visiting Guest Chef Series will provide your students, faculty and staff with an opportunity to enjoy meals prepared by local chefs - without leaving campus!

Throughout the academic year, we'll invite chefs from nearby restaurants to prepare their specialties for your on-campus diners. We've found that our Visiting Chefs Series increases awareness and interest in campus dining. Everyone benefits!

The visiting chefs will also consult with your dining services staff, sharing culinary secrets and recipes. We begin promoting the Visiting Chefs Series when students arrive in September.

A week before a chef is scheduled to visit, we advertise the event. In addition, we'll prepare, distribute and post attractive posters and handbills with information about the restaurant, the featured menu and background information on the visiting chef.

Our Visiting Chef Series is a success on campuses we serve across the country. Boston University, a long time client, reports that more than 80% of their board plan students turn out for their Visiting Chef Series.



#### **INTERNATIONAL CHEFS ON CAMPUS**

When the academic year begins, more than a dozen of our international, award-winning chefs visit ARAMARK operations in North America to share their culinary specialties. A similar number of American chefs travel abroad for the same experience.

The traveling chefs pack guidebooks along with their recipes and cooking tips. They often bring a couple of special requests of their own. For example, Japanese chef Takao Nonaka asked to attend a Dodgers baseball game. Jenner Hilton, a London chef who has cooked for members of the British Royal Family, wanted to sample some "authentic" Cajun cooking when he was in the United States.

Here are some examples of what past chefs in our "culinary exchange program" have prepared for campus diners:

- . Spanish chef Daniel Gonzalez De La Fuente prepared Catalan style chicken with prawns.
- . German chef Wolfgang Spielmann prepared Veal chops Freiburg style.
- . Mexican chef Victor Hugo Zagal prepared Shrimp and corn stuffed zucchini.



## *Required Information*

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### **SPECIAL PROMOTIONS**

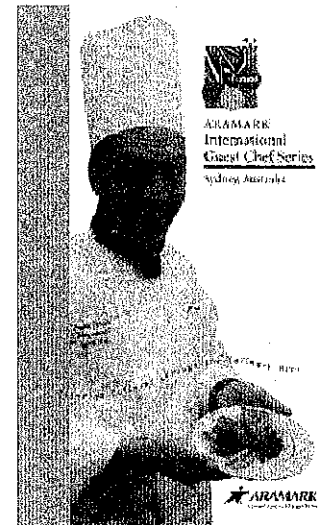
On the American side of the exchange, Wake Forest University's pastry chef, Charles deVries, who has a passion for chocolate, visited Belgium and Germany in 1998, where he prepared this menu:

- . Butternut squash and apple soup
- . Mussels with leeks and carrots
- . Tomato sorbet
- . Lamb carousel
- . Green salad with fat-free raspberry vinaigrette and goat cheese
- . Chocolate concorde

Ben Hernandez, ARAMARK Chef at Trinity University in San Antonio, Texas, helped create one of ARAMARK's newest proprietary concepts, Tortilla Fresca. He took his knowledge of his favorite Tex-Mex foods to Germany in 1998, where he also had an opportunity to experience German music, food and beers.

Gerard Tice, award-winning ARAMARK Chef at Boston University, visited Germany in 1999 and demonstrated how he likes to use garlic, fresh herbs and french wines to prepare his favorite dishes. He has served former President George Bush, former Secretary of State Henry Kissinger and Prince Albert of Monaco, and likes to "paint" his plates with herb-infused oils for presentation.

Our International Guest Chef Series has elevated campus dining to new culinary heights, both educating students and delighting their palettes. Best of all, your diners will love it.





# Required Information

## 3.7 Commission Rates Proposed

We are pleased to offer the University of Central Florida an aggressive commission schedule that is designed to significantly increase the financial benefits to the University.

### Staged Commission Schedule

<u>Board Revenue</u>	<u>Guaranteed Commission Rate</u>	<u>All Other Revenue</u>	<u>Guaranteed Commission Rate</u>
\$0 - \$2,500,000	8%	\$0 - \$4,000,000	4.0%
\$2,500,001 - \$3,000,000	10%	\$4,000,001 - \$5,000,000	4.5%
\$3,000,001 - \$3,500,000	12%	\$5,000,001 - \$6,000,000	5.0%
\$3,500,001 - \$4,000,000	15%	\$6,000,001 - \$7,000,000	5.5%
\$4,000,001 - \$4,500,000	18%	\$7,000,001 - \$8,000,000	6.0%
\$4,501,000 - \$5,000,000	18%	\$8,000,001 - \$9,000,000	6.5%

### Projected Commission Payout

<u>Board Revenue</u>	<u>Commission</u>	<u>All Other Revenue</u>	<u>Commission</u>	<u>Payout Total</u>
2002 - \$2,200,648	\$176,052	2002 - \$3,358,000	\$134,320	\$310,372 Yr 1
2003 - \$2,629,305	\$212,931	2003 - \$4,007,700	\$160,347	\$373,288 Yr 2
2004 - \$2,760,770	\$226,077	2004 - \$4,189,340	\$168,520	\$394,597 Yr 3
2005 - \$2,898,809	\$239,881	2005 - \$4,379,497	\$177,077	\$416,978 Yr 4
2006 - \$3,043,749	\$255,250	2006 - \$4,578,585	\$186,036	\$441,286 Yr 5



## *Required Information*

### **3.8 Capital Investment in Existing Facility Renovations and in Future Facility Construction**

An essential element of any successful partnership is the willingness to combine and share resources to enhance and elevate the quality of services. ARAMARK is pleased to offer a capital investment program designed to assist UCF with modernizing and enhancing its current dining facilities and most importantly, designing and constructing future facilities.

ARAMARK will provide the University with a total investment in the amount of \$2,162,000. Of this investment, approximately \$162,000 will be used to satisfy the University's buy-back obligation to its current service provider with the remaining \$2,000,000 to be used for making mutually agreed upon improvements and additions to the University's dining services program.

<b>Amortization Schedule</b>		
<b>Date</b>	<b>Cash Outlay</b>	<b>Amortization Amount</b>
<b>August 1, 2001</b>	<b>\$1,162,000</b>	<b>\$116,200 per year for ten years</b>
<b>August 1, 2002</b>	<b>\$500,000</b>	<b>\$55,556 per year for nine years</b>
<b>August 1, 2007</b>	<b>\$100,000</b>	<b>These additional funds will be taken as a direct cost of the operation and shall have no corresponding amortization schedule.</b>
<b>August 1, 2008</b>	<b>\$100,000</b>	
<b>August 1, 2009</b>	<b>\$100,000</b>	
<b>August 1, 2010</b>	<b>\$100,000</b>	
<b>August 1, 2011</b>	<b>\$100,000</b>	
<b>Total</b>	<b>\$2,162,000</b>	



## *Required Information*

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### **Projected Breakdown of ARAMARK's \$2,162,000 Investment** **at the University of Central Florida**

<b>\$162,000</b>	<b>Current contractor's buy-out (Year One)</b>
<b>\$250,000</b>	<b>Complete renovation of the University Dining Room and Presidential Dining Room (Year One)</b>
<b>\$125,000</b>	<b>Design and construction of the Patio deck at Great Escapes (Year One)</b>
<b>\$50,000</b>	<b>Expansion of the Chick-fil-A at Great Escapes (Year One)</b>
<b>\$75,000</b>	<b>Complete overhaul and enhancement of the current Patio Grill. Reconfigure into the Island Grill (Year One)</b>
<b>\$50,000</b>	<b>Cosmetic changes and enhancements to the Dining Hall at the Student Resources Center: new signage, lighting, foliage, wall murals. (Year One)</b>
<b>\$70,000</b>	<b>Installation of a "Java City" gourmet coffee kiosk at the Library (Year One)</b>
<b>\$100,000</b>	<b>Design and installation of an Einstein Bros. Bagel (In-Line Cafe) at the Education Complex to replace the current "Fast Break" Snack Bar (Year One)</b>
<b>\$150,000</b>	<b>Redesign and installation of the "KnightsMart" food store at the Student Union to include the national branded juice concept "Jamba Juice" (Year One)</b>
<b>\$30,000</b>	<b>Purchase of two "Snackster" mobile food carts (Year One)</b>
<b>\$100,000</b>	<b>Design and construction of the new "KnightsMart" food store at Knights Crossing Apt. Complex (Year One)</b>



## *Required Information*

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<b>\$250,000</b>	<b>Design and construction of the Pegasus Circle Snacks Express retail location (Year Two)</b>	
<b>\$250,000</b>	<b>Design and construction of the "KnightsMart" food store at Parking Garage West (Year Two)</b>	
<b>\$100,000</b>	<b>Facilities enhancement / upgrade fund (Year Six)</b>	<b>*</b>
<b>\$100,000</b>	<b>Facilities enhancement / upgrade fund (Year Seven)</b>	<b>*</b>
<b>\$100,000</b>	<b>Facilities enhancement / upgrade fund (Year Eight)</b>	<b>*</b>
<b>\$100,000</b>	<b>Facilities enhancement / upgrade fund (Year Nine)</b>	<b>*</b>
<b>\$100,000</b>	<b>Facilities enhancement / upgrade fund (Year Ten)</b>	<b>*</b>
<b>\$2,162,000</b>	<b><i>Total Investment</i></b>	

\* Possible facility upgrades could include the creation of a second residential dining facility



# Required Information

## 3.9 Management Personnel

*"If we have one underlying theme it is that we're very customer-oriented. We don't have any pre-conceived notions about what our customers need or want. We listen to them, shape their needs, and deliver a quality product."*

**Joe Neubauer**  
**CEO, ARAMARK Services**

### ARAMARK'S MANAGEMENT PHILOSOPHY

Two vital concepts underlie our management philosophy and our proposed program of action at UCF: Service and Teamwork.

Service. It's an intangible product. It cannot be produced in advance or stored in a warehouse. Service is a transaction

between people. It's a relationship. It's a corporate diary of customer experience.

We understand service. Our service strategy is simple and direct. We serve every customer as if they were our only customers. This service concept touches all aspects of our business. The entire ARAMARK organization is designed to support the people who work directly with our customers. That means every employee shares service responsibilities even if they never see a customer. This company-wide service mentally focuses our attention on the real priorities of the customer. The result is superior service.

It's the kind of service that produces a positive energy, a sense of clarity, and a predictable standard of performance. It's the standard that John Packer, Russell Mellette (our DM), and our management team at University of Central Florida will deliver each day.

ARAMARK Campus Dining Services carries the service concept to over 400 colleges and universities from coast to coast. With more than 60 years experience, we have developed a reputation for quality and innovation. It's the kind of reputation that administrators trust and students respect.

ARAMARK Services is the world's leading service management corporation. As pioneers in the service industry and as a familiar presence on campuses across the country, we continue to introduce new ideas and directions for improving

service to customers. Our customers have come to expect the highest quality food service every time they enter one of our operations. We're determined to satisfy those expectations.

**IN THIS SECTION**

- Introduction
- UCF Dining Services Organizational Chart
- Southern Region Organization Chart
- Management Resumes





## *Required Information*

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### **TEAMWORK.**

Teamwork involves much more than assembling capable managers. Teamwork occurs when complementing talents, experience and personalities are energized toward a common mission. Teamwork requires open communication, mutual respect and support and a willingness to take risks on behalf of our customers. At UCF, we will build much more than a good management staff -- we will build a team.

The management philosophy of all companies is not the same. ARAMARK believes in Unlimited Partnerships. On the day Joe Neubauer became president of ARAMARK, he identified:

*... five key goals that are the basis of ARAMARK's past, present and future:*

- 1. To be the leader in each area of business by providing demonstrably better quality services.*
- 2. To deal with integrity, fairness and responsibility toward all of our constituencies and in all areas of business conduct.*
- 3. To recruit, train, develop and retain a superior group of managers.*
- 4. To encourage innovation and creativity in meeting each client and customers' individual needs.*
- 5. By following the above goals, to realize superior financial performance.*

"... The central focus of every ARAMARK manager must be to identify our clients' and customers' individual needs, and design services to satisfy their particular needs. Each account, no matter how large or small, represents a unique challenge. No two are really identical. Each demands specialized solutions; each demands a personalized service."

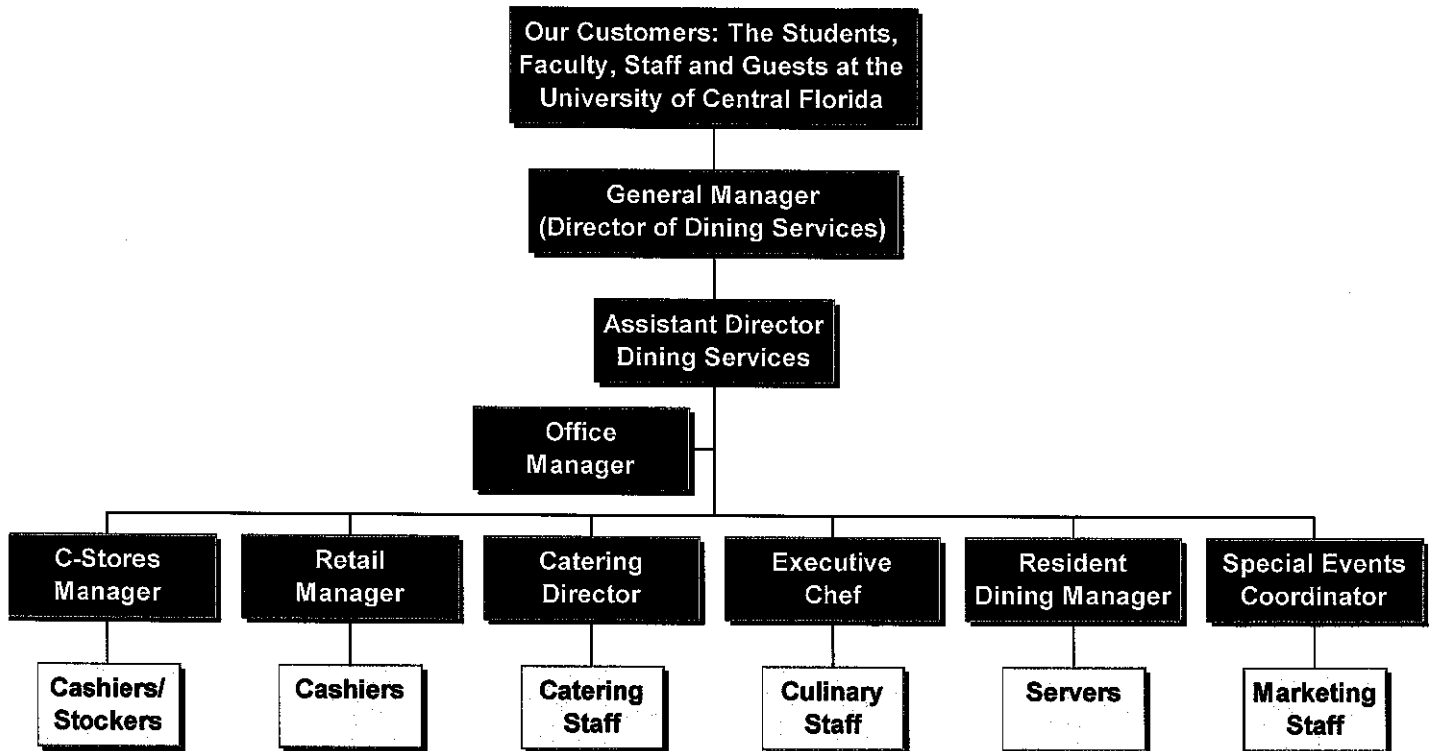
We strive toward each of these goals continually, recognizing that in the service industry, we are only as good as the last customer we served. Our founder, Bill Fishman, also expressed a key philosophy of ARAMARK:





# Required Information

## UNIVERSITY OF CENTRAL FLORIDA DINING SERVICES ORGANIZATIONAL CHART

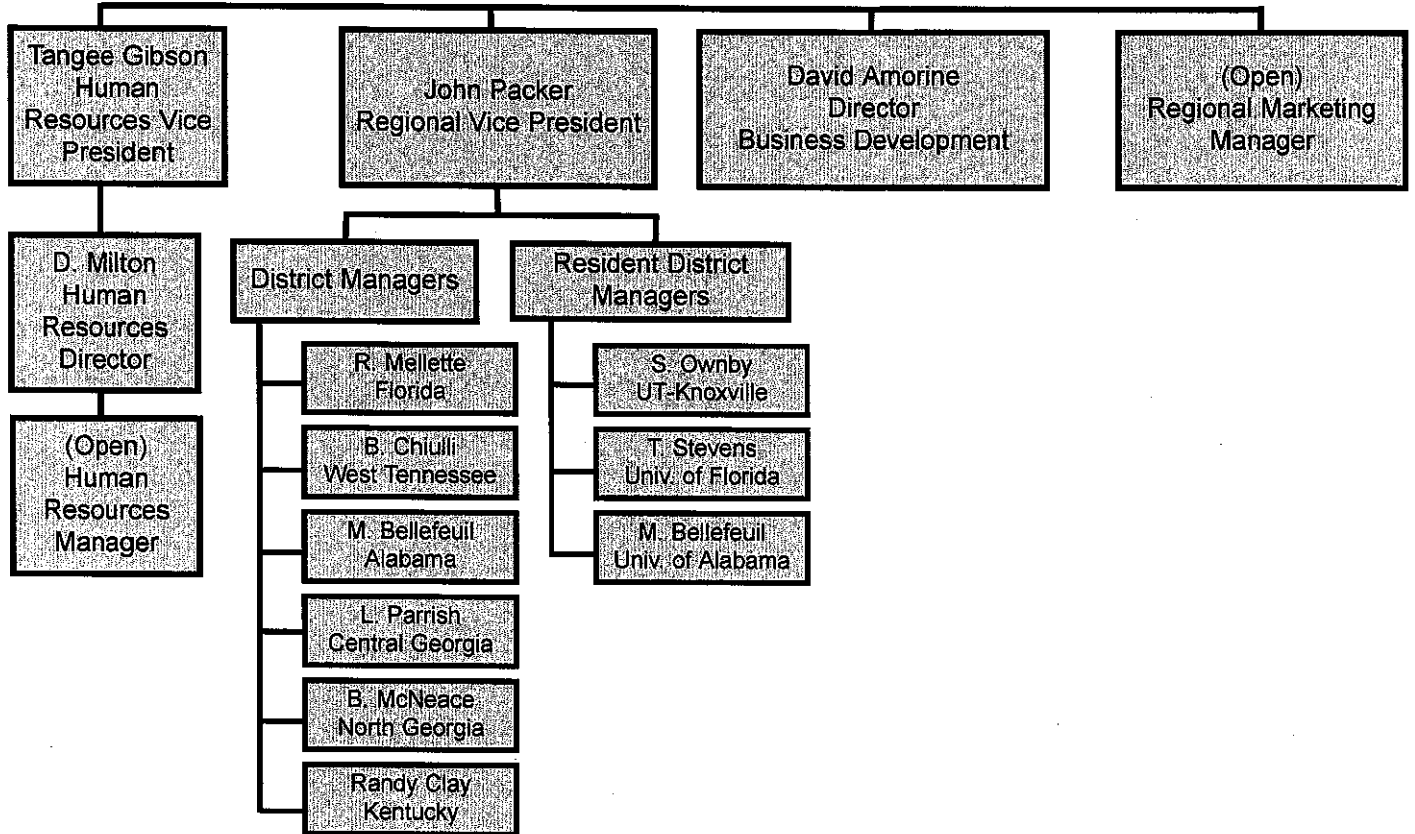


■ Salaried  
□ Hourly



# Required Information

## SOUTHERN REGIONAL ORGANIZATIONAL CHART





## *Required Information*

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### **Employee Benefits**

#### **BENEFITS PACKAGE**

For members of your dining services staff who choose to join ARAMARK, we'll offer a comprehensive benefits package that includes:

- Medical, dental, vision care insurance.
- Vacation, holiday and sick pay.
- Profit sharing.

If you choose to partner with ARAMARK, early in the transition process your Human Resource Director will meet with your employees to explain our benefits package and distribute information kits and enrollment forms. To protect our more than 160,000 employees worldwide, we compiled a benefits program that provides excellent coverage for salaried and hourly workers. Your current full-time employees who work a minimum of 30 hours a week and 30 weeks in a calendar year are eligible to participate in our benefits program.

#### **MEDICAL COVERAGE**

We offer the following HealthSelect plans: Network, Advantage, Basic and Medical Protection. Employees may enroll in the Network plan as long as they select a provider in the network of primary care physicians, specialists, hospitals and pharmacies managed by United HealthCare Insurance. If a network provider isn't accessible, employees may enroll in any other HealthSelect plan. ARAMARK pays a portion of employees' medical coverage. An employee's weekly co-payments vary according to the plan they select and the number of dependents they enroll.

#### **DENTAL COVERAGE - DELTA DENTAL**

The plan reimburses participants for expenses for necessary dental care and treatment (such as dental disease, dental defect or accidental injury to teeth or mouth). Employees (and their dependents) who enroll receive a maximum benefit of \$1,500 per person per calendar year for preventive, basic and major dental services. (Certain procedures are subject to lifetime maximums.) Participants must meet a \$50 deductible per person per calendar year for basic, major and orthodontic procedures. No deductibles need to be met for preventive care.

#### **VISION CARE**

Vision care is available free of charge to all employees. Employees pay reduced rates and don't have to complete and submit claims forms. More than 1,600 stores nationwide - including JC Penney and Sears - participate in our Vision Care program and offer:

- 40 to 60 percent savings on frames.
- 40 to 50 percent savings on lenses.
- 15 percent savings on eye exams.
- 25 percent savings on contact lenses.



## *Required Information*

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### **EMPLOYEE BENEFITS**

#### **VACATION PAY**

Employees earn vacation time and may use it monthly, up to predetermined maximums. They may use it after completing one year of service.

#### **INSURANCE COVERAGE**

- **Accidental Death and Dismemberment.** The company pays the entire cost of this coverage.
- **Basic Term Life.** The company pays for this policy valued at the employees' annual salary.
- **Optional Term Life.** The company and employee contribute to this policy. Employees must complete an enrollment form for this optional coverage.
- **Long Term Disability.** The company and employee contribute to the cost of this plan. Rates vary, depending on the employee's salary.

#### **SICK PAY**

All full-time employees who have completed a 30-day probationary period accrue paid sick leave for each month worked up to predetermined maximums.

#### **PAID TIME OFF**

Management employees are paid for time taken off for illness and urgent personal business. They accrue one day of paid leave for each month of calendar service. They may carry a maximum of 12 paid sick days at any one time.

Additional occasions for paid time off include:

- **Jury duty.** Employees may serve on a jury for two weeks without incurring loss of pay or vacation or sick time accrual. They may retain their jury fees.
- **Military leave.** Employees who are Reserve or National Guard members or called to active duty may serve 10 working days per calendar year without incurring loss of vacation or sick time accrual. They receive their base salary, minus military pay.
- **Funeral leave.** Employees may take three days from work without loss of pay if there is a death in their immediate family.
- **Family medical leave.** Employees may take 12 weeks off work without pay due to an illness, or to care for a newborn or adopted child or seriously ill family member.
- **Profit sharing.** After completing six months of service, salaried employees may participate in a tax-deferred 401(K) plan.



## *Required Information*

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### **MANAGEMENT EVALUATION PROCESS**

*Service is an intangible product - a special transaction between people.*

ARAMARK understands service. Our service strategy is simple and direct. We train every employee to treat each customer as if he or she was our only customer. This service concept touches all aspects of our business. The entire ARAMARK organization supports the people who work directly with our customers. All employees share service responsibilities, even if they never see a customer. We focus our attention on the real priority - the customer. The result is superior service.

Because ARAMARK is a service provider, our people are the key ingredient to our success. ARAMARK people - managers and staff - are, simply, the best in the business. That's why we're the industry leader in food service management. ARAMARK selects best-of-class managers and provides them with the best training in the industry. We then empower them to make decisions and manage their operations as if they were their own.



*"If we have one underlying theme, it's that we're very customer-oriented. We don't have any pre-conceived notions about what our customers need or want. We listen to them, shape their needs, and deliver a quality product."*

-Joe Neubauer

ARAMARK Chairman and Chief Executive Officer



## *Required Information*

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### **MANAGEMENT EVALUATION PROCESS**

#### **QUALITY CONTROL**

We train our staff using ARAMARK trademark World Class Service and give them every opportunity to advance within our enterprise.

Here are examples of how ARAMARK ensures our people will make UCF dining program a success:

- We are college food service specialists. ARAMARK offers the most extensive private professional food service specialists in the world. Managers assigned to UCF. We will commit all our resources to keeping pace with what's hot and what's not in today's college and university marketplace. ARAMARK trains and develops its own management team.
- We offer specialized and substantial support. Your management team has the resources and support of teams specializing in areas such as nutrition, marketing, and facilities design. These in-house resources are very valuable assets in your food service operation.
- Our training programs are unrivaled. ARAMARK has the most comprehensive food service training program in the world, and we use it. We also provide nutrition education programs to complement the education process in the college environment.
- We are committed to high standards. The entire management team and staff support people work hard to maintain ARAMARK's professional image and quality standards at every client account.



## *Required Information*

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### **MANAGEMENT EVALUATION PROCESS**

#### **PROFILES OF KEY PEOPLE**

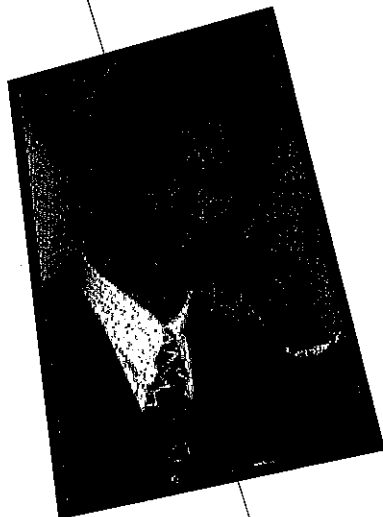
##### **YOUR DINING SERVICES DIRECTOR**

UCF's dining service is a large and complex organization. The caliber of director necessary to oversee this operation must be exemplary, his or her track record proven. We offer recommendations and generate options for your review, but you retain the final decision among our proposed candidates.

Central to our human resources program is one primary tenet: We make all personnel decisions in conjunction with your wishes. This is the ARAMARK way of providing you management with the highest potential for success in your environment.

Each dining services director must have a proven record of multi-unit management experience. Each candidate also must be able to build effective, results oriented management teams focused on customer service. The dining services director candidates proposed for UCF will meet the following standards:

- A minimum commitment of five years to your dining program.
- An educational or experience background in major multi-unit account supervision.
- Extensive experience in both retail and resident operations.
- A proven commitment to quality food service.
- Demonstrated experience in opening and transitioning new business.
- An ability to relate at all organizational levels.
- A history of strategic planning.
- Comfortable with public speaking.
- An outgoing and confident personality.





## *Required Information*

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### **MANAGEMENT RESUMES**

#### **RESUMES OF ARAMARK CANDIDATES**

The following candidates are presented for the positions of Director of Dining Services, Assistant Director of Dining Services, Catering Director, and Executive Chef.

If necessary, we can provide a resume for each of our candidates in our organizational chart.

Remember, you will have full final approval of all ARAMARK management personnel.





*Edward P. Boswell*

*Candidate for Food Service Director  
University of Central Florida*

**Highlights of  
Qualifications**

- 10+ years of management experience including: retail, board, concessions and catering
- Opened 2.0 million dollar account
- Operations manager for the Atlanta Olympic Village
- Excellent communication skills verbal and written; extremely adaptable with a high level of interpersonal skills
- Effective on-site manager with strong retail background including liquor licenses for private and public sales venues

**Experience and  
Skills**

**MANAGEMENT**

- Directed all phases of dining services to \$3 Million dollar account
- Account growth of over 78% in 3 years
- Supervise 7 managers
- Added 10,000 seat arena with catering and concessions to account to include: 3 national brands, 2 Pan Geos concepts plus Freshen's Smoothies
- Operations manager for \$7 Million in Downtown Atlanta: 2 million catering, 2 million board and 3 million retail sales
- Supervised 11 managers, 160 employees
- Opened first Chick Fil-A on college campus
- Operations manager for 1996 Olympic Village food services supervised 120 managers from all over world fed athletes, guests, staff and world dignitaries
- Received Client satisfaction award all years possible (4)
- Student voted as best staff member 1997-98

**SALES GROWTH**

- Direct marketing increased cash sales 22% in first year at account
- Meal Plan increased sales \$600,000 over year 2 rate
- Catering increase of 250,000 and Concessions 300,000
- Cumulative increase expected to more than double the account in 4 years
- Sold Facilities consulting agreement and energy audit

**Experience  
and  
Skills Cont'd****FINANCIAL MANAGEMENT**

- Account profitability improved \$222,000 in 4 years
- Produced a 5 year plan for client partnership
- Account pricing reviewed and benchmarked annually the Catering Guide, Retail and Meal Programs

**MARKETING**

- Developed, implemented and measured account marketing plan
- Negotiated repeat international events by marketing kitchen talent
- Promote plan vitality through, vendor supported, theme events

**HR MANAGEMENT**

- Conduct component job fair 2 times per year
- Review all staff MDR's 4 times per year and adjust for change and continued growth
- Enforce communications and systems to ensure associate development and understanding of ARAMARK policy

**OPERATIONAL MANAGEMENT & DEVELOPMENT**

- Developed component computerized WOR with links to all necessary reports for week/month end reporting
- Developed component computerized 26 category sales tracking report; balanced to deposits daily

**CLIENT RELATIONS**

- Excellent client satisfaction rating all 4 years at USA
- Client requested I maintain role in Facilities contract
- University has supported first mandatory MP in school history
- Client requested current campus group manage Mitchell Center

**SPECIAL PROJECTS**

- Olympic Village, Operations Manager
- St. Mary's, children's home, community sponsorship
- Initiated student internship program at University

**TECHNICAL**

- Excellent computer skills
- 8-Steps inventory tracking
- FRS – ADS reporting systems
- ROM Training
- Catering sales software

**Employment History**

**ARAMARK Corporation**

1996 – Present

**Director of Dining Services**

University of South Alabama, Mobile AL

Summer 1996

**Operations Manager, Olympic Village Food Service**

Georgia Institute of Technology, Atlanta, GA

1994 – 1996

**Associate Director of Dining Services**

Georgia Institute of Technology, Atlanta, GA

1991 – 1994

**Location Manager, Georgia Tech Student Center**

Georgia Institute of Technology, Atlanta, GA

1987 – 1990

**Student Manager, McEwen Dining Hall**

Elon College, Elon NC

**Education**

**1990 Bachelor of Arts, Communications**

Elon College, Elon, NC

**Professional Training**

- Retail Operations Management
- Advanced Leadership Development
- Sanitation Certification
- Mid-Level Management
- Connections Service Development
- CBORD/ Micros system operations
- ARATOP
- OMT

**Professional Activities**

- Mobile Star Team
- Mobile Chamber of Commerce

***Thomas P. Coleman***

***Candidate for  
Food Service Director  
University of Central Florida***

**Highlights of  
Qualifications:**

- Over 23 years of experience in the food service industry exhibiting progressive personal career growth.
- Prior experience includes both Resident District Manager in Campus Services and as a District Manager for multiple locations within the Business Dining Service Environment.
- Managed a multitude of diverse work environments
- Current success is based on a strong work ethic coupled with a strong work relationship based on leadership principles, teamwork and respect.

**Experience and  
Skills**

**MANAGEMENT**

- Directed all phases of both retail and college board program to include high level catering, national branded concepts, a seated restaurant and summer conference programs.
- Developed a number of managers from within who have progressed to experience positive career growth.
- Created harmony by exhibiting good communication skills, goal setting and accountability to expectations.

**SALES GROWTH**

- Proven results in growing base business and new business
- Increased sales over a five year period at the University of Illinois – Chicago (UIC) by 50%.
- Implemented several retail focused marketing concepts based on current trends which have increased sales due to greater customer participation and a higher check average.
- Recommended, participated and invested in a number of structural and program renovations which have led to an increase in overall customer and client satisfaction.

**FINANCIAL MANAGEMENT**

- Solid understanding of all operational finances.
- Improved bottom line results by \$450,000 at UIC by growing top line sales and carefully managing each cost category.
- Enlisted team effort to obtain and exceed budget by coaching, counseling and rewarding each manager appropriately.

**MARKETING**

- Developed and implemented district and individual account marketing business plans based on customer / client input.
- Built catering programs from the ground floor into successful operations
- Creative in moving out complacent programs and driving excitement behind new concepts and ideas to improve our service level.
- Successfully implemented a diverse menu program to appeal to the diversity of various business and campus communities.

**HUMAN RESOURCE MANAGEMENT**

- ◆ Strong understanding of internal and external rules governing employees.
- ◆ Experienced union contracts and good general knowledge of working relationship.
- ◆ Ability to manage a diverse workforce.
- ◆ Encourage communication amongst staff to obtain dialogue pertaining to career path with my involvement and Human Resources to aid in that process.

**OPERATIONAL MANAGEMENT & DEVELOPMENT**

- ◆ Developed yearly business plans with measurements and accountability.
- ◆ Adherence to consistent detail.
- ◆ Passion for food that is properly prepared and well displayed.
- ◆ Conducted thorough training courses on customer service to both salaried and hourly employees.
- ◆ Thorough understanding and the ability to obtain the necessary resources to complete a project.

**CLIENT RELATIONS**

- ◆ Shared excellent working relationships with a multitude of clients.
- ◆ Thorough practicing knowledge of food service contracts.
- ◆ Addressed client needs through verbal and written action plans.
- ◆ Interact and communicate well through each tier of the organization.
- ◆ Interacted in various roles with both student and business customer groups.

**SPECIAL PROJECTS**

- ◆ Chosen to work on corporate menu planning team.
- ◆ Team member in choosing company food product specifications.
- ◆ Member of consulting team for internal food programs seeking to tackle specific challenges.
- ◆ Participated in focus groups to help identify solutions to varied business needs operationally.

**TECHNICAL**

- ◆ Have built business proforma's when seeking new business.
- ◆ Have successfully implemented the HACCP food safety program.
- ◆ Have developed spreadsheet applications to help analyze and control costs.

<p><b>Employment History</b></p>	<p><b>ARAMARK Corporation</b>                  2000 – Present     District Manager in Training – Campus Services</p> <p><b>Sodexo Marriott Services</b>                  1996 - 2000     District Manager – Corporate Services                  Indiana</p> <p>1995 - 1996     General Manager                  Indiana Government Center, Indianapolis, IN</p> <p>1990 – 1995     Resident District Manager                  University of Illinois at Chicago, Chicago IL</p> <p>1985 – 1990     Food Service Director                  AT&amp;T Technologies, Oklahoma City, OK</p> <p>1983 – 1985     Food Service Director                  Hertz Corporation, Oklahoma City, OK</p> <p>1982             Corporate Management Training Program</p> <p>1978 – 1981     Student Personnel Supervisor - Cafeteria                  Northern Michigan University</p>
<p><b>Education</b></p>	<p>1981             Bachelor of Science Degree                  Business Administration                  Northern Michigan University</p>
<p><b>Professional Training</b></p>	<ul style="list-style-type: none"> <li>◆ Impact Speaking / Presentation Skills</li> <li>◆ Front Line Leadership</li> <li>◆ Building Teamwork</li> <li>◆ Total Quality Management (TQM)</li> <li>◆ Train the Trainer</li> <li>◆ ServSafe Training</li> <li>◆ Culinary Institute of America - Advanced Culinary Skills</li> </ul>
<p><b>Awards</b></p>	<ul style="list-style-type: none"> <li>◆ Manager of the Year 1985, 1992, 1994                  Award given to those individuals who best exemplify the company's mission statement.</li> </ul>
<p><b>Professional Activities</b></p>	<ul style="list-style-type: none"> <li>◆ Culinary Chef Association</li> </ul>



***George Challoner***

***Candidate for  
Assistant Food Service Director  
University of Central Florida***

**Professional  
Experience:**

August 1990 -  
Present

**Assistant Food Service Director**

ARAMARK Campus Services  
University of Tampa  
Tampa, Florida

- Manage all aspects of \$1.2 million board plan serving 950 students
- Production of all food for catered events
- Supervise 2 assistant location managers and an hourly staff of 30 employees

August 1989 -  
May 1990

**Food Service Manager**

ARAMARK Campus Services  
Flagler College  
St. Augustine, Florida

May 1989 -  
August 1989

**Food Service Manager**

ARAMARK Campus Services  
Camp Rockmont  
Black Mountain, North Carolina

January 1989 -  
May 1989

**Food Service Manager**

ARAMARK Campus Service  
Embry-Riddle Aeronautical University  
Daytona Beach, Florida

**Education:**

**Bachelor of Science Degree in Business Administration, 1982**

University of Wisconsin  
Stout Menomin, Wisconsin

**Training:**

- ServSafe
- Operations Management (OMT)

**Wayne Deblois**

**Candidate for  
Catering Director  
University of Central Florida**

**Professional  
Experience:**

**1991 - Present**

**Location / Catering Manager**  
**ARAMARK Campus Services**  
**Middle Tennessee State University**  
**Murfreesboro, Tennessee**

- Plan, direct and control all unit food service and resources to meet operating and financial goals, client objectives and customer needs for the James Union location and for all catering on campus, including student cafeteria, faculty dining room, Taco Bell and Subway
- Responsible for purchasing food and supplies and monitoring weekly inventory, as well as hiring, discipline, performance reviews and initiating pay increases
- Responsible for overseeing preparation and serving of food and related products, as well as menu planning and development
- Responsible for all catering from scheduling and planning to presentation and completion

**1991 - 1991**

**Operations Analyst**  
**ARAMARK Campus Services**  
**Southern Region**

- Responsible for providing analysis of assigned units with emphasis on improvement of product and service quality, while controlling costs

**1983 - 1991**

**Food Service Director**  
**Salem College**  
**Winston -Salem, North Carolina**

- Planned , directed and controlled all unit food service and resources to meeting operating and financial goals, client objectives and customer needs for this \$800,000 board account with complex catering activity
- Responsible for purchasing food and supplies and monitoring weekly inventory, as well as hiring, training, performance reviews and initiating pay increases of employees
- Responsible for menu planning and development and unit forecast and accounting

**Education:**

**Bachelor of Arts Degree in Pre-Medicine Psychology, 1976**  
**University of Virginia**  
**Charlottesville, Virginia**





## **James A. Pelli**

**Candidate for Executive Chef  
University of Central Florida**

### **Highlights of Qualifications:**

- 5 years of management experience with ARAMARK Corporation
- Management experience in both Business Services and Campus Services
- Strong Culinary background, including 15 years experience
- Managed \$1,000,000 board plan operation

### **Experience and Skills:**

#### **MANAGEMENT**

- Recruited current Assistant Front Line Manager through War for Talent
- Consistently achieved high customer and client satisfaction results
- Implemented ARAMARK 8-Steps Food Production program
- Supervise staff of over 30 hourly employees two locations

#### **SALES GROWTH**

- Increased sales by improving overall menu options
- Captured all available on-campus catering sales

#### **CATERING MANAGEMENT**

- Grew catering sales by providing superior quality and value
- Secured new off-campus catering events
- Modified catering guide to customers desires

#### **MARKETING**

- Provide written and verbal responses to customer requests and concerns
- Promote weekly and monthly special events
- Upscaled daily board menu items

#### **CULINARY SKILLS**

- Experienced in menu creation
- Managed large kitchen operations and staff
- Experienced in ice carving and painting
- Provide all culinary training to hourly employees
- Produce all catering menus

**Work History:**

1998 – Present  
**Food Production Manager**  
ARAMARK, Campus Services

1996 – 1998  
**Executive Chef**  
ARAMARK, Business Services

1996-1996  
**Chef**  
ARAMARK, Business Services

1995 – 1996  
**Sous Chef**  
ARAMARK, Business Services

**EDUCATION:**

**1994 Diploma Commercial Foods and Culinary Arts**  
Southeast Institute of Culinary Arts, St. Augustine, FL

**PROFESSIONAL TRAINING:**

- STAR
- Florida Food Manager Certificate
- Pan Geos, Fresh Flavors of Asia
- ServSafe
- Nutrition, Management, and Sanitation



# Required Information

## LABOR AND TRAINING PRACTICES

### TEAM BUILDING

A company's culture personifies and personalizes a business entity. A major tenet of our culture statement addresses ARAMARK's philosophy as it relates to our personnel:

ARAMARK offers its employees:

***ARAMARK Campus Services believes in, and is dedicated to, enhancing the dignity of the individual as expressed through meaningful work devoted to the service of others. We believe that each and every person contributes creatively to our success. Everyone can become both a member of a winning team and a star in his or her own right.***

- The freedom to create in a "no-limits" culture
- Support to achieve through a top-down commitment to continuous learning
- Recognition for performance with a chance to own a part of what they build

At ARAMARK, people are our most important asset. Our success depends upon the skills, dedication and commitment of each employee. Hence, an individual's personal and professional growth is as important to us as it is to the individual. We encourage all employees to take full advantage of our many training opportunities.

Sound, efficient food service operations and world class customer service are products of our management and food service skills development

programs. This commitment is realized through the ongoing training of all employees. While most programs are organized by Dave Milton, our Regional Human Resources Director, many corporate, regional and other individuals contribute as well.

For example, Dave can call on food service directors, district managers, regional dietitians, nutritionists and specialists in finance, human resources, marketing and training for assistance and advice. Major suppliers and outside training programs are also an important part of our total employee training strategy.

***"It's not only our obligation, it's our responsibility to ensure that our employees in all of our businesses receive the training they need to provide world class service, one customer at a time."***

***William Leonard, President  
Global Food & Support  
Services***



## *Required Information*

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To provide support and guidance for our food service employees, Campus Services managers regularly participate in management development and training programs. These programs address interpersonal skills, food service, finance, administration, and employee orientation. Our goal is to expose UCF's Dining Services team to the many resources and programs available to them as ARAMARK management professionals.

We believe training should be an ongoing process; hence, we schedule programs throughout the year to enhance our employees' knowledge and abilities. Our extensive training programs include formal seminars and classes as well as on-site coaching.

Our training methods help build a team spirit among our Dining Services employees. For example, to develop a "Service Attitude" among our hourly associates, we work to instill in them a pride of accomplishment. Our managers typically devote one hour every two weeks to assess their staff's needs and individually counsel them.

Dining staff who deal directly with students must basically like people, have a sincere desire to serve them and maintain a positive attitude. We have developed an in-house associate training program to ensure a service-oriented attitude toward all of the University's diners.



## *Required Information*

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### **ARAMARK ACADEMY**

#### **CORE FRONT-LINE EMPLOYEE PROGRAMS**

#### **ARAMARK ACADEMY**

ARAMARK Academy (AA) is a brand new, standardized training program for hourly employees, designed to train them in areas of their jobs that positively impact customer service and client satisfaction.

#### **PROGRAM BENEFITS**

- A team of better and more consistently trained front line employees improves quality control, increases productivity, enhances customer service and reduces costs.
- Greater opportunities for front line employee advancement lead to improved morale, increased retention of existing employees and the ability to attract higher quality new employees.
- Standardized training enables the use of front line employees from nearby ARAMARK locations to smoothly meet temporary or seasonal peak staffing needs.

- Competent, enabled front line employees allow managers to focus their time on improving service and helping the College achieve its goals.
- Cross training of front line employees improves staffing flexibility, thereby maintaining service quality and keeping costs down.
- Employees who are well-trained in safety and sanitation procedures minimize the risk of accidents and foodborne illnesses.

#### **PROJECT HISTORY**

The management team at ARAMARK-Disney World created a strong foundation for ARAMARK Academy by conducting a need analysis at Disney World. The team isolated 127 core competencies and skill areas that line and supervisory personnel needed to effectively perform their jobs and positively impact customer and client satisfaction.

A team of 25 food service managers from across all of ARAMARK's lines of business then undertook the task of developing the individual training modules. One of the project team's first decisions



## *Required Information*

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### **ARAMARK ACADEMY**

was to Terry Martin, ARAMARK Hourly Supervisor at Walt Disney World, focus on the customer impact of each position.

"The benefits include improved product consistency, better morale and increased productivity," said Doug Rose, ARAMARK Senior Human Resources Specialist at Walt Disney World. "The training also gives employees new techniques to increase sales. As a direct result, our base business sales are up."

Terry Martin, ARAMARK Hourly Supervisor at Walt Disney World, has seen the results first hand. "Our employees now have an even stronger focus on customer service," she said. "They greet each customer personally with an offer to help. They practice the skills they've learned and actively use them. . . . it's been rewarding to watch them grow."

AA consists of nine modules covering the core skills front line employees need to perform their jobs and delight customers. The modular format enables front line

managers to present the material as a series of 15- to 30-minute in-service sessions or as a comprehensive new-hire training program. Modules include:

1. Orientation
2. Kitchen Basics (including knife handling, recipe reading and work place safety)
3. Guest Service (focuses on customer service skills for front-of-the-house employees)
4. Food Service Marketing (principles of suggestive selling and merchandising retail stations)
- 5-9. Crisp, Home, Grille, Montague's Deli, Bene Pizza (including production techniques, line service techniques, customer service basics and station set-up and break-down)

**ARAMARK ACADEMY** ★★★★★



## *Required Information*

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### **MANAGEMENT TRAINING**

#### **MANAGEMENT TRAINING PROGRAMS**

At ARAMARK, we value education. We encourage all employees, from hourly associates to senior managers, to attend the training programs we offer nationally, regionally and locally. Training begins Day One! New managers receive a START training manual and work through the course with assistance from their supervisors.

We provide on-the-job training, coaching and classroom instruction. Our courses for managers cover food service, customer satisfaction, sanitation, safety, pricing, marketing, leadership and sales forecasting.

Front line managers and supervisors can attend numerous training programs, including:

- Developing effective interpersonal dynamics.
- Eight Steps: basic, intermediate and advanced.
- Fast-start.
- Field data collection and communications systems.
- Franklin-Quest time quest.
- Human resources workshop.
- Leadership development.
- Management reporting systems.
- Negotiating by design.
- Operations management training.
- SERVSAFE.
- Supervising to achieve results.
- Targeted selection.

One of the most valuable courses we make available to our managers is SERVSAFE, a rigorous, up-to-date food safety and sanitation program. Participants who complete the two-day course and pass the required exam with a score of 85 percent or higher receive certification from the National Restaurant Association and ARAMARK.

In addition to chefs and members of our catering staffs, managers can sharpen their culinary skills and catch up on the latest food trends at the following five-day workshops:

- Professional culinary skills.
- Business building baking.
- Catering for success.

Food production managers learn to master 8 Steps<sup>®</sup>, our sophisticated, computerized food production and ordering system, by taking basic, intermediate and advanced classes.

Managers and employees responsible for purchasing supplies complete our SYSCO order entry course.



## *Required Information*

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### **MANAGEMENT TRAINING**

We've also developed courses to assist ARAMARK managers assuming positions of increased responsibility, including The Advanced Leadership Development Program, Strategic Leadership (for district managers, regional sales directors and staff directors) and Executive Leadership Institute (for vice presidents).

The comprehensive training programs we develop, conduct and continually improve demonstrate the value we place on education. Courses include:

**Advanced Leadership Development -** This program prepares senior level food service directors to assume positions of increased responsibility and manage multi-unit locations. Participants spend a total of three weeks over a six-month period in the program. They conduct case study projects that reinforce their classroom training. They present their findings in the final session.

Topics include:

- Leadership development
- Planning
- Interpersonal effectiveness
- Strategic account analysis
- Financial management
- Client relations
- Change management

Our target audience are general managers recently assigned to or with the potential to assume responsibility for complex, multi-unit or multi-service operations.

**Leadership Development Program** -In this five-day program managers improve their leadership, influencing and management skills. They're introduced to:

- The best practices of the best leaders.
- Leadership development survey.
- Development planning.
- Situational leadership - concepts, assessments, case study and planning.
- Situational leadership - leading and leveraging diversity.
- Leading change.
- Financial management - creating unlimited partnerships.

Our target audience are front line and staff managers.







## *Required Information*

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### **MANAGEMENT TRAINING**

#### **RETAIL OPERATIONS MANAGEMENT (ROM)**

Managers learn the latest campus marketing techniques that can be applied to dramatically increase sales in their retail operations. ROM is taught in two, 3.5-day sessions.

#### **ROM I**

Provides managers with the knowledge, skills and perspectives they need to increase sales, customer satisfaction and profits. Topics include:

- Analytical tools.
- Market assessment.
- Standards and cost category management.
- Concept mix management.
- Retail business plan.

Between ROM I and ROM II, participants use the tools, systems and approaches taught in the first session to identify opportunities to improve sales and profits.

#### **ROM II**

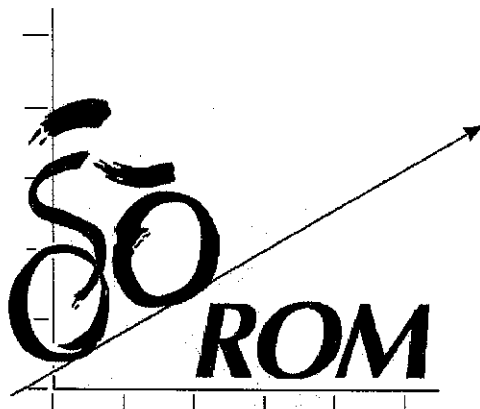
Participants apply the analytical concepts introduced in ROM I to creative marketing and merchandising principles to develop a comprehensive three-year business plan. Topics include:

- Marketing principles.
- Communication.
- Promotion planning and development.
- Customer service leadership.
- Merchandising for contribution.

Our target audience for ROM are district, front line and multi-unit managers responsible for operations where a majority of sales are cash, as well as those interested in building incremental sales and upgrading their board operations.

At ROM sessions, managers acquire sophisticated analytical and marketing tools that help them develop, implement and measure the success of the strategies they introduce. They're also taught how to carefully examine campus demographics to identify existing and potential customers and opportunities to introduce new products, services, and dining locations.

Using ROM techniques, they devise promotions and marketing strategies tailored to their customers' needs. As a result, their merchandising efforts increase





# *Required Information*

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## **MANAGEMENT TRAINING**

customer traffic, average check size and profits. ROM classes emphasize the importance of interacting with customers to obtain feedback and provide superior service, too. (The training reinforces ARAMARK's 90-10 policy that encourages dining services managers to spend a majority of their time with their customers.)

Managers also work with campus food committees, focus groups and the information provided by our biannual student diner surveys. ROM has proven so successful that we're selecting "Centers of Competency" or campus clients in each region that showcase the financial, marketing and emotional benefits of incorporating all the training techniques.

### **Supervising to Achieve Results (STAR)**

This three-day workshop teaches front line supervisors and managers how to effectively manage change and assume increased responsibilities. Topics include:

- Understanding behavior
- Effective communication skills
- Establishing performance expectations
- Feedback and coaching
- Delegation
- Conflict resolution
- Interviewing and selection
- Human resources

**Targeted Selection** - This teaches managers a sophisticated recruiting and interviewing method. During the three-day course, they acquire skills and techniques necessary to conduct interviews to locate and hire the best possible employees. The concepts, skills and techniques include:

- Selection system for management and front line employees
- Data gathering
- Interview techniques
- Motivational fit
- Data evaluation
- Legal considerations
- Human resources

**Servsafe** - This is a rigorous, up-to-date food safety and sanitation program. Participants who complete the two-day course and pass the required examination with a score of 85 percent or higher receive certification from the National Restaurant Association and ARAMARK. Topics include:

- Introduction to food safety
- Personal hygiene
- Managing food safety
- Receiving and storage
- Preparation, cooking, proper cleaning and sanitizing.



## *Required Information*

### **MANAGEMENT TRAINING**

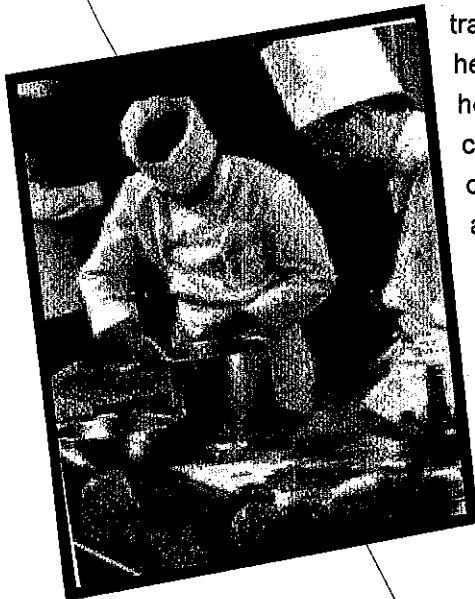
#### **TRAINING FOR CULINARY PROFESSIONALS**

Even the most experienced chefs tell us they learn about new food concepts and trends in our culinary training courses. We're the largest employer of graduates from the prestigious Culinary Institute of America (CIA) and have developed close ties with the school. Our chefs and professional training staff consult with the CIA to develop leading edge training programs.

#### **The Culinary Institute of America (CIA) -**

This is a unique program the CIA created for ARAMARK's culinary professionals. The five-day course covers cooking methods, terminology and professional production procedures. It enriches the

appreciation for culinary traditions, history and heritage. The skills learned help them enhance our clients' food service operations. The target audience are food service directors and assistant food service directors, as well as catering, food production and new district managers.



**Business Building Baking** - The five-day workshop features lectures and hands-on training to strengthen baking skills. The program features the latest retail baking industry trends and sales building practices. Lectures include menu planning, profitability, marketing, merchandising and sales tools. Participants practice these techniques in the hands-on workshops:

- Convenience mixes.
- Proof and bake.
- Ready-to-serve selections.

**Catering For Success** - Coursework in this comprehensive, five-day workshop incorporates our catering managers' "best practices" and "success stories." The program builds catering, procedures, food presentation and selling skills. The course combines lectures and production workshops to share the latest retail catering trends. Lectures include:

- Profitability.
- Menu design.
- Marketing and merchandising.
- Sales tools (proposals and brochures).

In the production workshops, participants learn how to professionally cater breakfasts, breaks, luncheons, dinners and receptions.



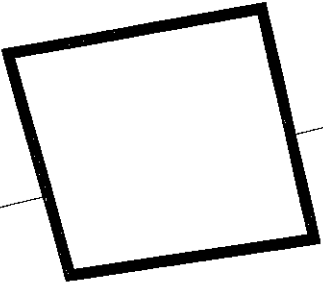
## *Required Information*

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### **3.10 DETAILED PLANS AND PROGRAMS FOR IMPROVEMENT**

To assist with the complete review of our proposal, we have opted to show you a more concise and structured explanation of our detailed plans and programs for improvement in our Foodservice Operations section of the proposal.

We invite our readers to review each specific section of our proposed renovations and additions under the following venues:



*Student Resources Center*

*Great Escapes*

*Education Complex*

*Library*



*Parking Garage West*

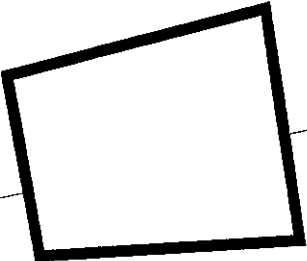
*The Student Union*

*"Snackster" Mobile carts*

*Pegasus Circle*

*Knight's Crossing*

*Concessions*



*Athletic Dining*

*Catering*



## *Foodservice Operations*

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### **THE MARKETPLACE AT THE STUDENT RESOURCES CENTER**

ARAMARK envisions a dining program at the University of Central Florida that rivals the best state-of-the-art retail food venues. Our proposed program will deliver an exciting dining atmosphere and our customer service will exceed customer expectations.

To satisfy students' changing needs and enhance your dining program, we recommend:

- Meal plan options that are attractive to commuters.
- New and exciting menus featuring trendy (Marche style) exhibition cooking and exciting signature brand concepts.
- A better variety of international cuisine (Latin flavors).
- Larger selection of vegetarian entrees.



***Pan (across; all of entirety)***

***Geos (earth; of the earth)***

- More convenient hours for our students so they can dine when it is convenient for them, not for us.
- Regular monotony breakers and special event theme nights. We call them "Fast Track" promotions.
- More convenience or "Grab N' Go" meals in the dining hall.

#### **OUR VISION FOR DINING AT THE STUDENT RESOURCES CENTER**

We are excited about the future of dining at the University of Central Florida and plan to introduce the UCF community to our unique approach to exhibition cooking. We call this "Pan Geos", fresh world flavors.

Pan Geos features authentic foods from around the world prepared fresh, right before your eyes without the usage of traditional kitchen facilities.

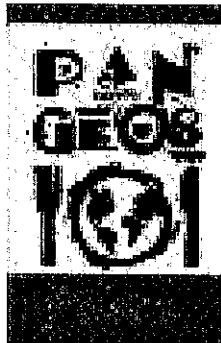
Today's college student expects the latest trends and knows that advances in technology have made lasting impressions on the food service industry as well. We at ARAMARK understand their ever-changing needs and believe that this exhibition style program is right for the University.



## Foodservice Operations

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Our proposed program will offer the following components to the University Dining Hall consumer:



- **Fun!** We generate dining excitement, interaction and energy.
- **Fast!** Our servings come from the freshest ingredients available, to a hot fresh meal or a cool refreshing beverages in minutes.
- **Fresh!** We offer contemporary, more flavorful menu ideas using only the freshest ingredients available.
- **For You!** Watch your custom order being prepared just for you.
- **Forthright!** There are no secrets or mystery ingredients. We proudly display our products for everyone to see the quality and freshness.
- **Flavor!** Our specially-designed recipes and fresh ingredients create flavorful, authentic, international cuisine.

### PROPOSED PAN GEOS CONCEPTS FOR THE MARKETPLACE DINING HALL

**Pasta Kitchen** ~ At lunch and dinner, we'll serve up our traditional and contemporary pasta dishes (that go beyond Italian) made fresh to order or in the smallest of quantities during peak customer demand periods. Our sauces are made continuously throughout the day, using only the finest, freshest and most authentic ingredients available.

**Fresh Tossed** ~ A "field of greens". At lunch and dinner, skilled culinary professionals will custom toss a salad to your liking. This concept features salads in three distinct presentations:

**First Tier Presentation:** Traditional tossed. Sample menu: gazpacho salad... chiffonade of Romaine tossed with julienne snap peas, carrots, scallions, and green peppers with a tomato vinaigrette dressing.

**Second Tier Presentation:** features plated salads where the greens and dressing are tossed and the toppings are layered. Sample menu: Chicken Caesar Pleaser Salad.

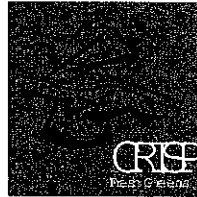


ARAMARK



## Foodservice Operations

In addition to our Pan Geos concept, the Marketplace will feature the following exciting signature brands:



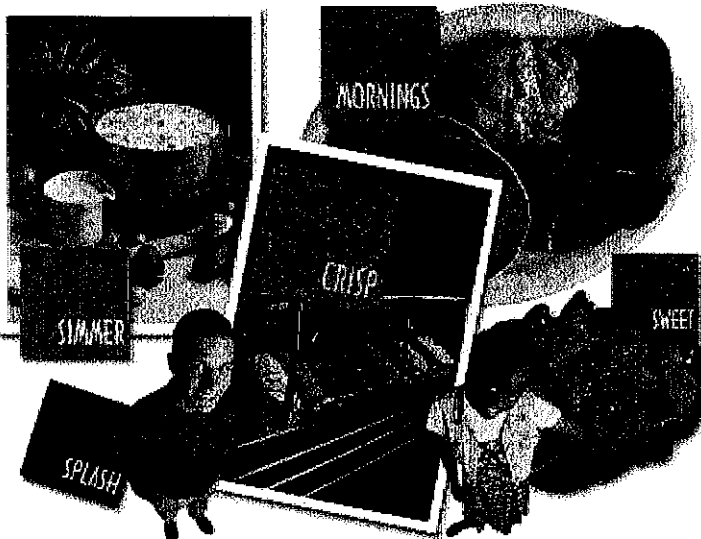
Imagine a bountiful display of the freshest fruits, vegetables and salads. Combination and choice is what **Crisp** is all about. There's nothing like our rotation of fresh veggies and toppings and regular and low-fat savory salad dressings. Assemble a side salad or make a meal. Enjoy red beans and rice or a cold pasta primavera salad; take a taste or a plateful - everything is always fresh and plentiful.



Nothing can beat our fresh, perfectly baked items made with the best ingredients. Enjoy bagels, croissants and crumb cakes in the morning; cookies, brownies and cakes for lunch; and cheesecakes, black forest tortes and lemon meringue pies for those after dinner treats. **Sweet** ~ the perfect end to a perfect meal.



Quench your thirst with a refreshing beverage. We'll compliment your meal with a large selection of your favorite Coca Cola soft drinks, assorted milk products, iced teas, coffee, hot chocolate, Hi-C punches and Minute Maid Juices. You won't leave the Dining Hall hungry or thirsty!







## *Foodservice Operations*

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### HOME

At the comforts of **Home** . . . students will enjoy our traditional, upscale hot entrees. We have included under Tab 3.3 a four-week cycle detailing our proposed menu offerings. These are suggested entrees that, in our experience, have enjoyed high acceptability among university diners.

### SIZZLE

Juicy burgers, chicken sandwiches, hot premium sandwiches, seasoned fries and side salads will be featured at lunch, dinner and late night.

### STUFFED

A selection of high quality meats and cheeses will be available daily for both lunch and dinner and will be prepared to our customers' exact specifications. The following selections will be available daily:

***Fresh Breads, Rolls and Hoagie Buns (6 selections)***

***Cheeses: American, Swiss, Provolone, Cheddar***

***Meats: Ham, Turkey, Roast Beef, Salami, Pastrami & Bologna***

***Sandwich Spreads: Tuna, Chicken, Ham and Pimento***

### MEDITERRANEAN

An innovative Mediterranean cuisine concept designed to transform the ordinary pizza station into a dining experience customers will want to frequent time and again. The perfect solution for locations where speed is of the essence and operating space is at a minimum. The quick service module offers an individual a variety of pizza and pasta dishes pre-packaged for customers to simply grab and go.

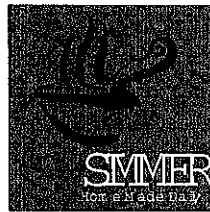


## Foodservice Operations

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ARAMARK's *Mornings* concept offers a variety of breakfast favorites. Fresh baked jumbo muffins, cinnamon buns, the widest selection of cereals, and a build your own Belgium Waffle Bar.



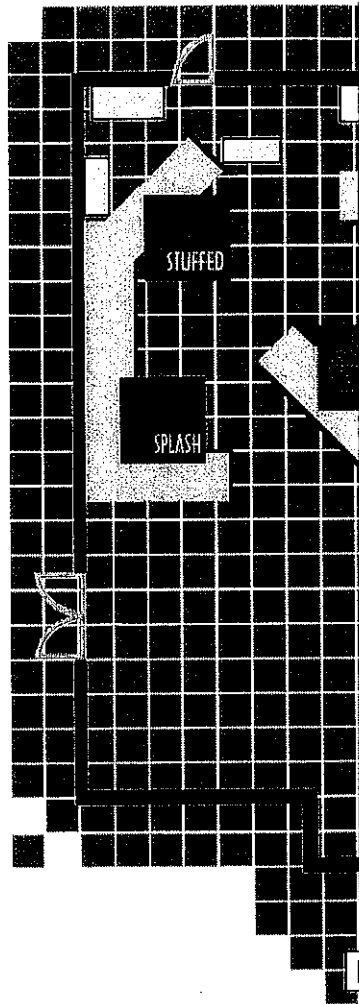
Our *Simmer* concept includes soups, chili and bean pots. Our chef's will serve your customers the finest broth and cream based soup available. value-added items at our *Simmer* station include a soup toppings bar including herbs, parmesan cheese, etc.

We recommend the following hours for the Marketplace at the Student Resources Center. These hours can be adjusted as needed to meet the needs of the entire University community.

- Monday-Friday  
7:00 am – 7:00 pm  
Breakfast/Lunch/Dinner  
Continuous Service
- Late Night - Monday-Thursday  
10:00 pm - 12:00 am
- Saturday-Sunday  
10:30 am - 7:00 pm  
Brunch and Dinner  
Continuous Service

The following page indicates our potential layout of our Marketplace concepts.

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ser



**UNIVERSITY OF  
CENTRAL  
FLORIDA**

**STUDENT  
RESOURCE  
CENTER**

**ARAMARK**  
*Design Solutions*



## *Required Information*

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### **RETAIL DINING AT UCF**

We have many ideas and plans to renovate existing retail locations on campus and even greater creative ideas for new concepts and locations on campus that will compliment the incredible growth that the University is experiencing.

We are excited about the opportunity to share resources with the University to help grow student satisfaction, triple the number of retail facilities and attain higher levels of income for the University.

Each of the following locations and ideas have been created specifically for UCF based on our experience and partnerships at institutions around the country.

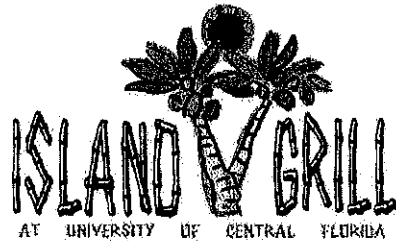




## Foodservice Operations

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### GREAT ESCAPES AND THE ISLAND GRILL



Our vision for retail dining at UCF is multifaceted. We want to create unique destinations targeted to the campus community's diverse needs. When you look at what is currently offered on campus, you see a large variety of national branded concepts, regional brands, and the all-you-can-eat dining room at the Student Resources center.

What's missing from campus is a totally unique and fascinating cultural dining experience that would bring more than just good food and service to the plate.

We propose and envision a concept that we'll call the "Island Grill". This program, combined with the addition of a new outdoor patio at Great Escapes, gives us just the opportunity

to deliver this cultural experience. With Caribbean music in the background, and colorful umbrellas, palm trees, and great Caribbean style cuisine, we see a tremendous opportunity to ignite a fun, new, tropical dining destination that exemplifies the climate and characteristics of Florida.

Menu items at the Island Grill would consist of such Caribbean flavors like Conch fritters, Jamaican Jerk Chicken Wings, authentic Cuban Sandwiches, and Coconut Shrimp, to name a few.

We'll also feature crowd pleasers like Blackened Grouper Sandwiches and "Cheeseburgers in Paradise". Of course,





## *Foodservice Operations*

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our outdoor Caribbean cafe would not be complete unless we offered a variety of tantalizing favorites like virgin style daiquiris, margaritas and pina coladas.

Ultimately, we want students to feel good about their alternative dining destinations on campus and we feel strongly about our proposed modifications to this highly popular area of campus.

### **PROPOSED HOURS OF OPERATION**

Monday-Friday

10:30 am - 8:00 pm

The following pages detail our menu offerings, proposed layout and design and vision for the Island Grill at Great Escapes.



## *Island Grill Menu*

<i>Conch Fritters</i>	<i>\$4.49</i>
<i>Jamaican Jerk Chicken Wings</i>	<i>\$3.99 / dz</i> <i>\$1.99 / ½ dz.</i> <i>\$.50 / ea.</i>
<i>Cheeseburger in Paradise</i>	<i>\$4.29</i>
<i>Hamburger in Paradise</i>	<i>\$3.99</i>
<i>Black Bean Burger</i>	<i>\$4.99</i>
<i>Cuban Sandwich</i>	<i>\$4.49</i>
<i>Blackened Grouper Sandwich</i>	<i>\$4.99</i>
<i>Assorted Soft Drinks</i>	<i>\$.89 small</i> <i>\$.99 medium</i> <i>\$1.09 large</i>
<i>Virgin Style Daquiris</i>	<i>\$2.99</i>
<i>Jamaican Sodas</i>	<i>\$1.99</i>



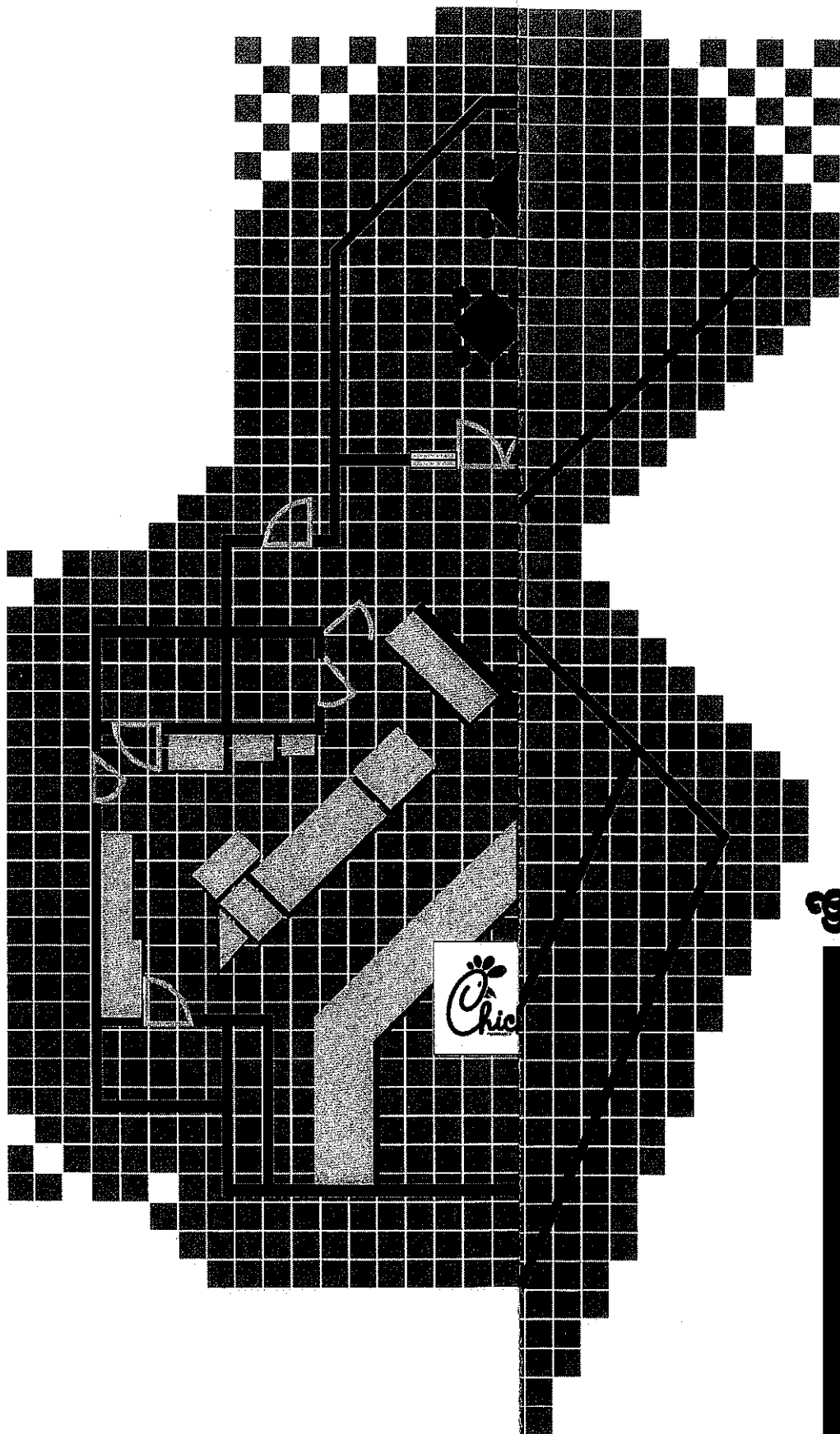
ISLAND GRILL  
A UNIVERSITY OF CENTRAL FLORIDA RESTAURANT

UNIVERSITY OF CENTRAL FLORIDA  
"Island Grill" at John T. Washington Center

ARAMARK  
Design Solutions

© 2008 ARAMARK





**Great Escapes**

**UNIVERSITY OF  
CENTRAL  
FLORIDA**

**JOHN T.  
WASHINGTON  
CENTER**

**ARAMARK**  
*Design Solutions*



# Foodservice Operations

## CHICK-FIL-A AT GREAT ESCAPES



Like the Island Grill, we took a good look at the concepts on campus and realized that in order to maximize revenue growth and strengthen student satisfaction, we need to modify the existing concepts at Great Escapes.

In our opinion, both Freshens and "Sub-Connection" are being challenged by the dominance of Subway at the Student Union and the Smoothie program at the Bookstore.

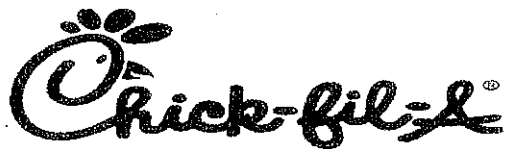
Chick-fil-A, on the other hand, is a proven and popular brand that is needed to help compliment the existing brands at the Union.

Thus, we propose to expand the current Chick-fil-a operation into a "Mega" Chick-fil-A. By taking over the space occupied by Freshens and "Sub-Connection", we'll be able to increase our speed of delivery and enhance our menu. We'll include the latest Chick-fil-A menu offerings and a full

compliment of breakfast choices. Combine these changes with the newly created outdoor patio deck and Chick-fil-a at Great Escapes will be a revitalized dining leader on campus.

**PROPOSED HOURS OF OPERATION**  
Monday-Friday  
7:00 am - 8:00 pm

The following pages detail our enhanced menu offerings. The layout and design can be found in the Island Grill section.



## Sample Menus and Prices

### Breakfast

<i>Chick-fil-A Chicken Biscuit</i>	<i>\$1.59</i>
<i>Hot Buttered Biscuit</i>	<i>\$.49</i>
<i>Add Sausage or Bacon</i>	<i>\$1.19</i>
<i>Add Egg or Gravy</i>	<i>\$.89</i>
<i>Hash Browns</i>	<i>\$.69</i>
<i>Bacon, Egg &amp; Cheese Biscuit</i>	<i>\$1.69</i>

*Chicken Sandwich*  
*\$2.39*

*Chargrilled Chicken Sandwich*  
*\$2.39*

*8 Chicken Nuggets*  
*\$2.39*

*12 Chicken Nuggets*  
*\$3.55*

*Waffle Fries*  
*\$1.19*

*Cole Slaw*  
*\$.65*

*Chargrilled Chicken Salad*  
*\$3.19*

*Fudge Brownie*  
*\$.89*

*Soft Serve Yogurt*  
*\$.99 - \$1.49*

*Lemonade*  
*\$1.19 - \$1.49*

### Lunch Value Meal #1

*8 Chicken Nuggets, Waffle Fries,  
Small Drink*  
*\$2.85*

### Lunch Value Meal #2

*Regular or Chargrilled Sandwich,  
Fries, Small Drink*  
*\$2.85*

### Dinner Value Meal #1

*8 Chicken Nuggets, Fries,  
Cole Slaw, Small Drink*  
*\$3.20*

### Dinner Value Meal #2

*Regular or Chargrilled Sandwich,  
Fries, Cole Slaw, Small Drink*  
*\$3.20*



# Foodservice Operations

## THE EDUCATION COMPLEX



Introducing Einstein Bros. In-Line Cafe. We are pleased to offer the University yet another unique dining destination.

ARAMARK, in partnership with Einstein Bros., proposes to revitalize the current snack bar at the Education Complex with a new, state-of-the-art, national brand cafe.

Today, Einstein's is the nation's leading, fast, casual cafe, and has established itself as a world-class brand. Like their free-standing restaurants, our cafe at the Education Complex will be beautifully constructed with warm, inviting colors, be promoted by creative attractive merchandising, and offer exceptionally good food and signature coffee. Our menu will feature signature sandwiches, breakfast favorites, salads and tantalizing hot and cold beverages.

With this unique, fresh new concept, combined with the location and traffic patterns associated with the Bus Depot and Parking Garage West, Einstein's will be a tremendously popular and successful retail destination.

### PROPOSED HOURS OF OPERATION

Monday-Thursday

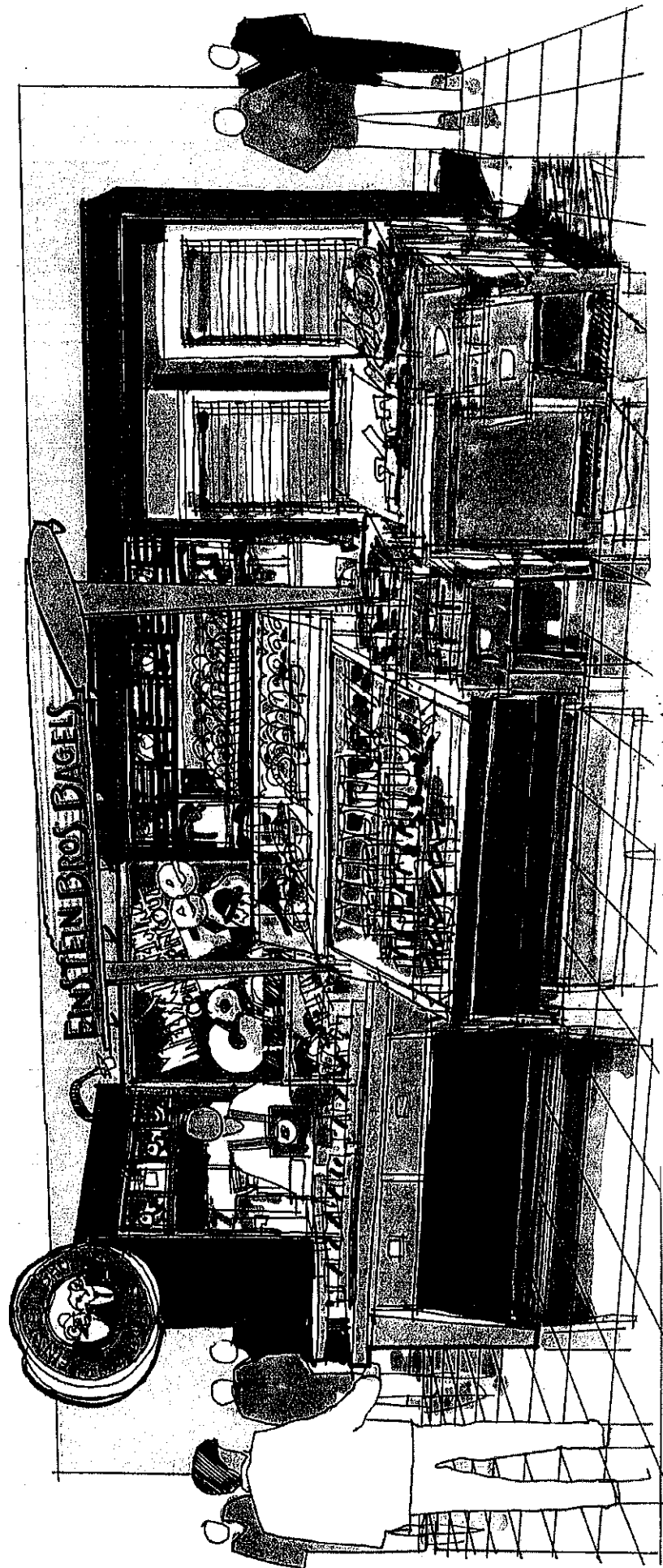
7:00 am - 7:00 pm

Friday

7:30 am - 4:00 pm

The following pages detail our menu offerings and illustrates how the cafe will look.







## *Foodservice Operations*

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### **THE LIBRARY**

#### **JAVA CITY**

The Library is the perfect location for us to enhance our retail image on campus. We propose to introduce a Java City gourmet coffee kiosk.

This trendy, self-contained, nationally branded specialty coffee program has proven to be very successful in many ARAMARK campuses across America.

Java City will feature a full selection of hot and iced espresso beverages and brewed coffee. In addition, we will offer upscale gourmet sandwiches, paninis and pastries as well as salads and snack items.

#### **WHY JAVA CITY?**

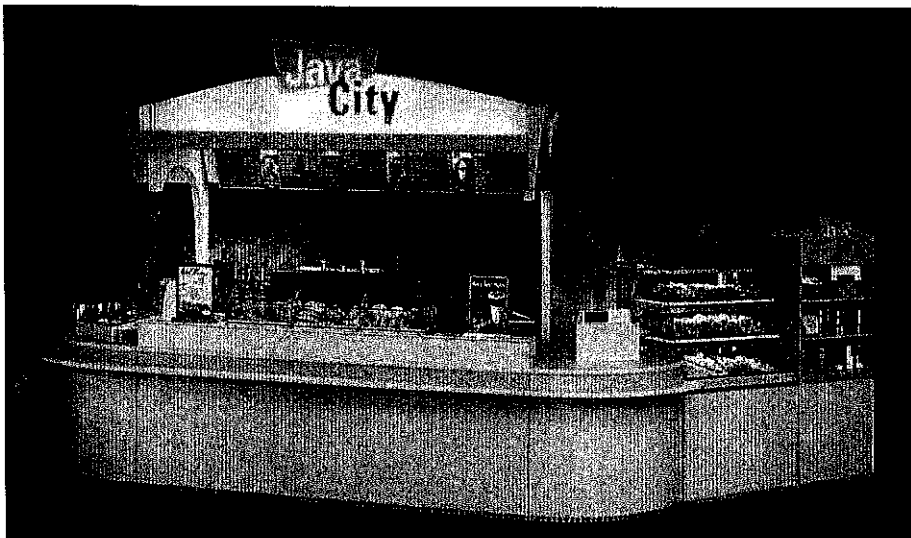
The success of national brand favorite Java City has been staggering. The fresh

aroma of gourmet coffee and infused teas brewing will captivate UCF diners. A fresh baked pastry and a cup of Java City freshly brewed coffee will be a pleasant treat for students, staff and faculty alike.

The European-style coffee bar is one of the most popular trends in the workplace and on college and university campuses today. Our Java City program will be a meeting place -- a place to connect with others -- a gathering place.

A unique destination that will satisfy diners looking for a break from the rigors of their day, our Java City program will offer specialty coffees, espresso and cappuccino, along with a wide variety of other hot beverages.

Java City, an importer and master roaster of world-class coffee, owns and operates 48 cafes and services over 700 wholesale accounts nationwide. ARAMARK's exclusive arrangement with Java City allows us to offer our clients and customers an exciting range of coffee and tea products in flexible and contemporary service environments.





## *Foodservice Operations*

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As the world's leading managed service company, ARAMARK has developed the support mechanisms to introduce and take full advantage of this brand identity on the UCF campus. ARAMARK supports the Java City brand with a team of specialists committed to implementing and maintaining Java City locations in businesses and on college campuses throughout the country. This support team trains the on-campus staff, assists in developing merchandising and marketing programs, and provides quality assurance support.

### **JAVA CITY PROPOSED HOURS OF OPERATION**

Monday-Thursday

7:30 am - Midnight

Friday

7:30 am - 3:00 pm

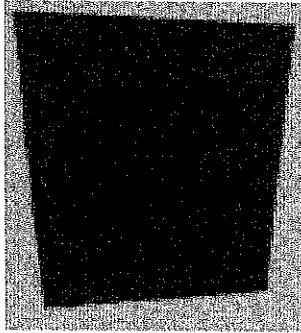
Saturday

Closed

Sunday

4:00 pm - Midnight

The following pages indicate our proposed menu for the Library:



## **Specialties**

	<u>Short</u>	<u>Tall</u>	<u>Grande</u>
	(12)	(16)	(20)
White Chocolate Mocha .....	\$2.75	\$3.00	\$3.25
Chai Tea Latte .....	\$2.75	\$3.00	\$3.25
Eye Opener .....	\$1.50	\$1.75	\$2.00
Java Frio .....			\$3.25
Mocha Java Frio .....			\$3.45
Flavor/Esspresso Shot .....	\$.40		

## **Espresso Bar**

Cafe Mocha .....	\$2.50	\$2.75	\$3.00
Cafe Latte .....	\$2.25	\$2.50	\$2.75
Cappuccino .....	\$2.25	\$2.50	\$2.75
Espresso .....	\$1.25		
Cafe Americano .....	\$1.25	\$1.50	\$1.70

## **Iced Drinks**

Iced White Mocha .....			\$3.00
Iced Cafe Mocha .....			\$2.75
Iced Cafe Latte .....			\$2.50
Iced Cappuccino .....			\$2.50
Iced Coffee .....			\$1.30

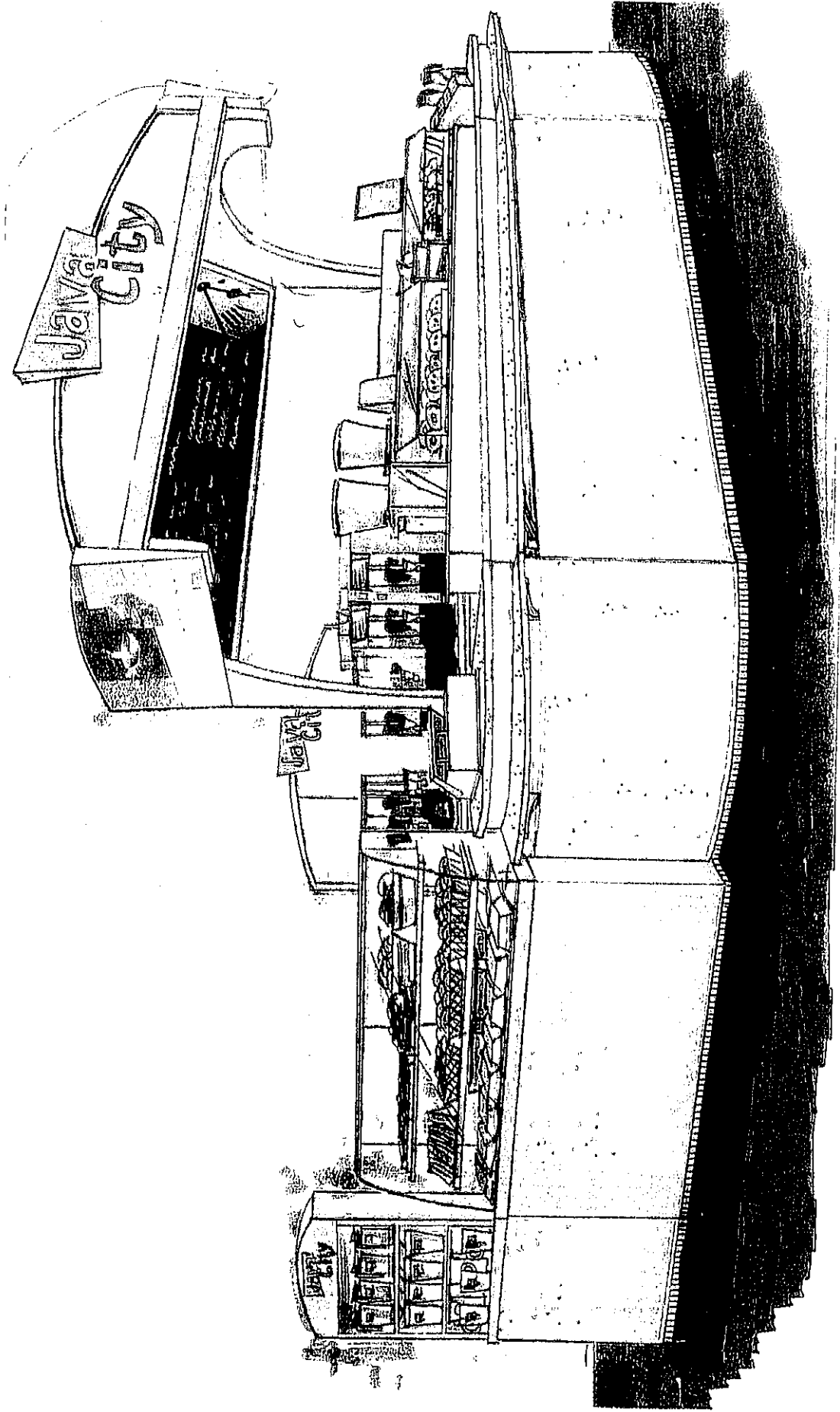
## **Beverages**

Java City Coffee .....	\$1.15	\$1.30	\$1.50
Cafe au Lait .....	\$1.50	\$1.75	\$2.00
White Hot Chocolate .....	\$2.25	\$2.50	\$2.75
Hot Chocolate .....	\$2.00	\$2.25	\$2.75
Tazo Hot Tea .....	\$1.00		\$2.25
Tazo Iced Tea .....			\$2.00
Italian Soda .....			\$2.00

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EXTENDED MODULAR CART UNIT





## Foodservice Operations

### PARKING GARAGE WEST

Parking Garage West offers the perfect, on-campus location, for yet another retail offering. We have determined through meetings with the administration and through an intense market research survey that there needs to be a retail outlet that is conveniently accessible to commuting students. A location that meets their needs for convenience products like: snacks, beverages and even home meal replacement items. Therefore, we proudly introduce the KnightsMart food store at Parking Garage West.

### PROPOSED HOURS OF OPERATION

Monday-Friday

8:00 am - 6:00 pm

**Please note:** If the University desires, we can relocate KnightsMart to any of the other parking decks on campus. In addition, we would expect in years to come to propose additional stores at each of the parking decks.

The following pages detail our intended product offerings and shows our proposed layout and design and expected look.



Knightsmart will feature an array of products that include typical c-store items like: milk, bread, pre-packaged sandwiches, salads and snacks. To promote and merchandise these products, we'll incorporate both our "Good to Go" program and "Drinks" program.



*KnightsMart @ Parking Garage West  
Product Offering*

*Assorted Cake Products*

*2 Liter Bottles  
20 oz. Bottles  
20 oz. Dasani Water*

*Assorted Gatorade Products*

*Assorted Milk Products*

*½ Gallons  
Whole Gallons*

*Assorted Snacks and Candies*

*Chips  
Crackers  
Pretzels  
Mints  
Gum  
Packaged Cookies  
Power Bars*

*Frozen Food*

*Banquet Frozen Dinners  
Burritos  
Waffles  
Healthy Choice Dinners  
Totino's Pizza*

*Grocery Products*

*Act II Popcorn  
Aluminum Foil  
Batteries  
Lighters  
Paper Towels  
Napkins  
Laundry Detergent  
Assorted Cereals  
Clorox  
Chex Mix  
Coffee  
Liquid Soap  
Kleenex  
Lipton Soups  
Pop Tarts  
Plastic Cutlery*

*Cold Medicines*

*Toothpaste*

*Chapstick*

*Sanitary Napkins*

*Bath Soap*

*Shaving Cream*

*Razor Blades*

*Listerine*

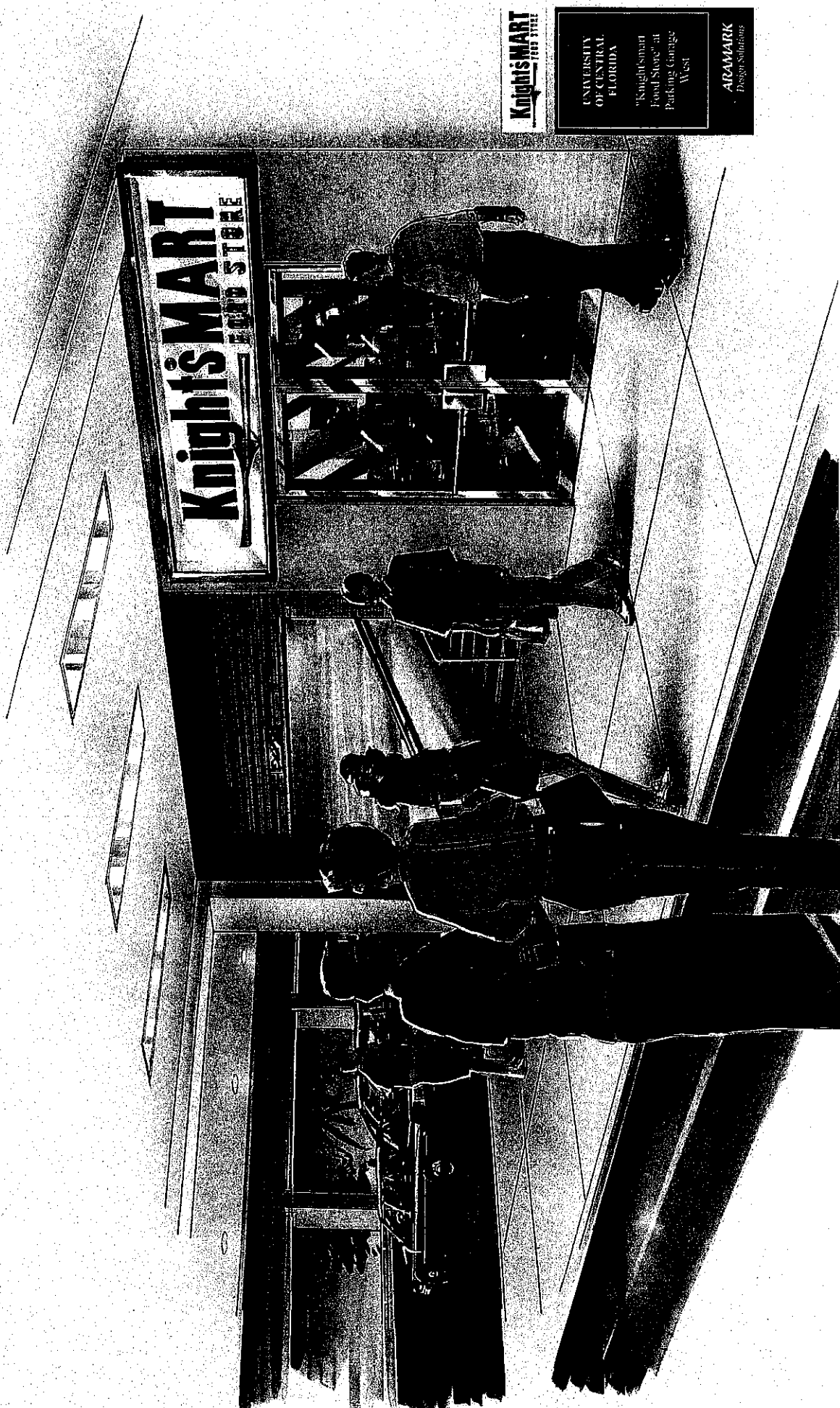
*Band Aids*

*Baby Oil*

*Antacids*

*Deodorant*

*Visine*

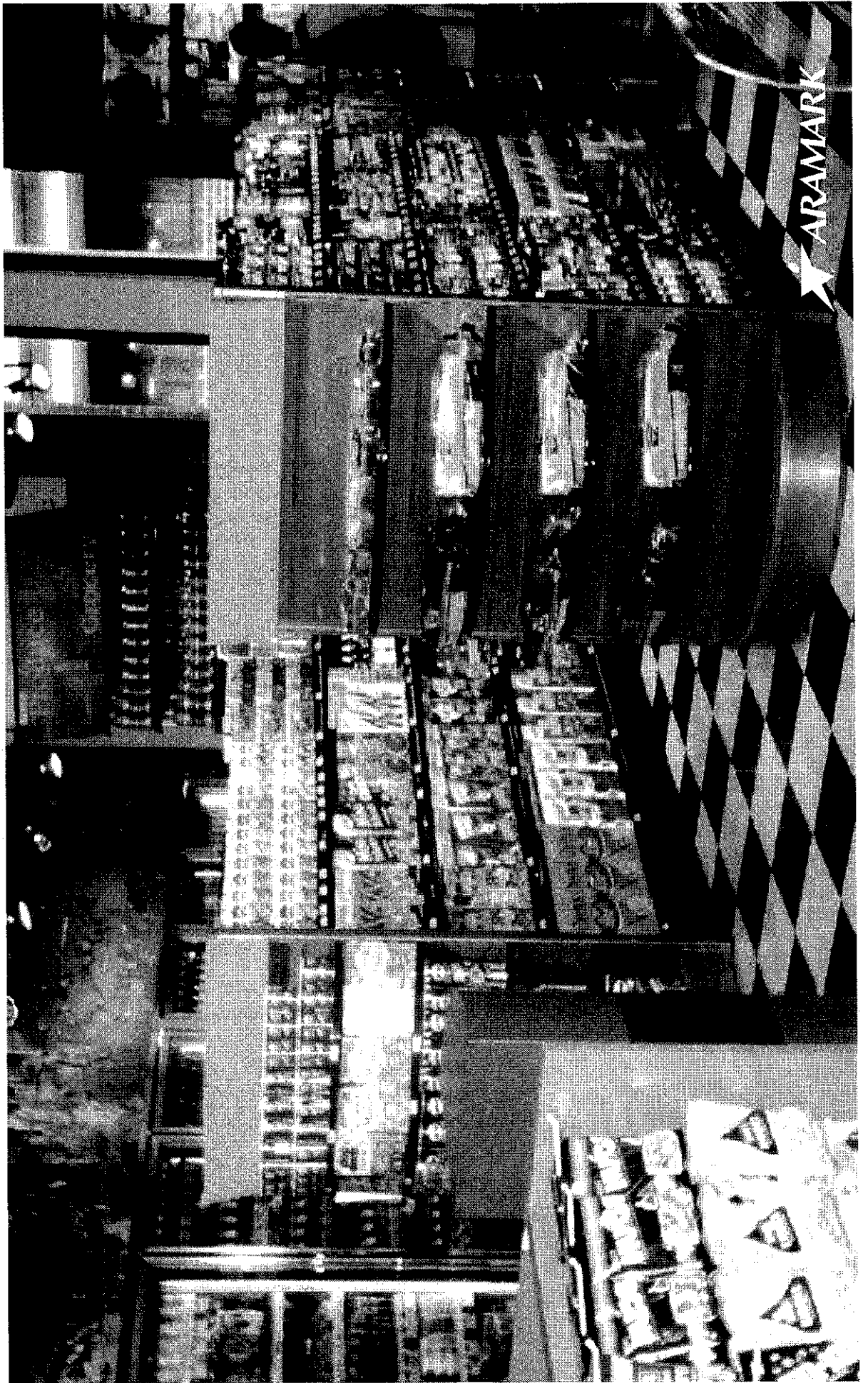


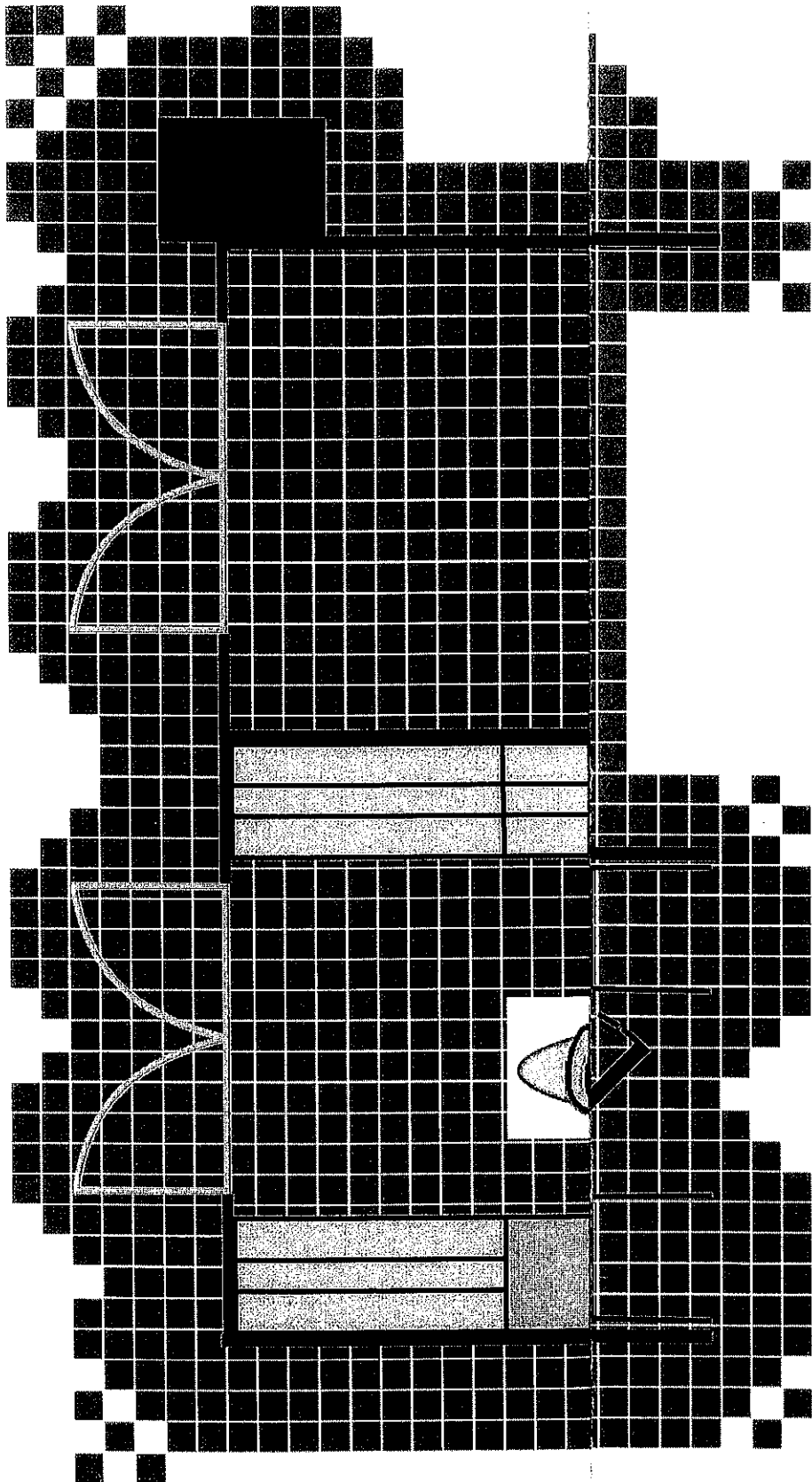
**Knights' MART**  
FOOD STORE

**Knights' MART**  
FOOD STORE

UNIVERSITY  
OF CENTRAL  
FLORIDA  
"KnightSmart  
Food Store" at  
Parking Garage  
West  
**AIRMARK**  
Design Solutions

★ ARAMARK





# KnightsMART

FOOD STORE

UNIVERSITY OF  
CENTRAL  
FLORIDA

C-STORE @  
PARKING  
GARAGE WEST

ARAMARK  
Design Solutions



## *Foodservice Operations*

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### **THE STUDENT UNION**



#### **INTRODUCING THE KNIGHTSMART CONVENIENCE STORE**

Our vision for the C-store at the Student Union is many faceted. We want to create a unique destination targeted to the campus community's diverse needs. The KnightsMart food store offers the UCF campus an exciting venue to help satisfy the retail grocery, snack and convenience item needs of the entire community.

#### **OUR RESUME ON C-STORE MANAGEMENT**

Our managers understand your students' shopping needs and buying habits. We recognize that students want the latest products, a variety of choices and quick service.

We realize that unlike most traditional shoppers, students place more value on safety, hours of operation and appropriately priced and sized merchandise.

To assist our campus client, we've developed sophisticated, computerized

tracking systems that pinpoint each product's sales, profit margin, size, shelf placement and manufacturer.

Working with some of the country's top grocery consultants and analysts, we developed a unique, proprietary category management system that incorporates students' demographics and needs to define the types and sizes of products to offer.

We understand the importance of introducing seasonal, back-to-school and year-end promotions. For example, new and returning students can purchase kitchen utensils, storage containers, trash cans, picture frames and other items they need at our campus clients' retail stores.

To stay abreast of changing student demographics, preferences and needs, we're constantly refining hours of operation, inventory, service and products, such as test marketing video sales and rentals.



## Foodservice Operations

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### PROPOSED CONCEPTS/BRANDS



When you're too busy to stop! **Good To Go** will offer pre-packaged sandwiches, salads, bottle drinks and packaged snacks.



Nothing is more refreshing and rejuvenating than your favorite cold beverage. You'll find soft drink favorites, juices, teas and bottled waters in abundant supply at our **Drinks** station.



A nationally recognized juice concept. **Jamba Juice** is new, trendy and becoming increasingly popular all over the country.

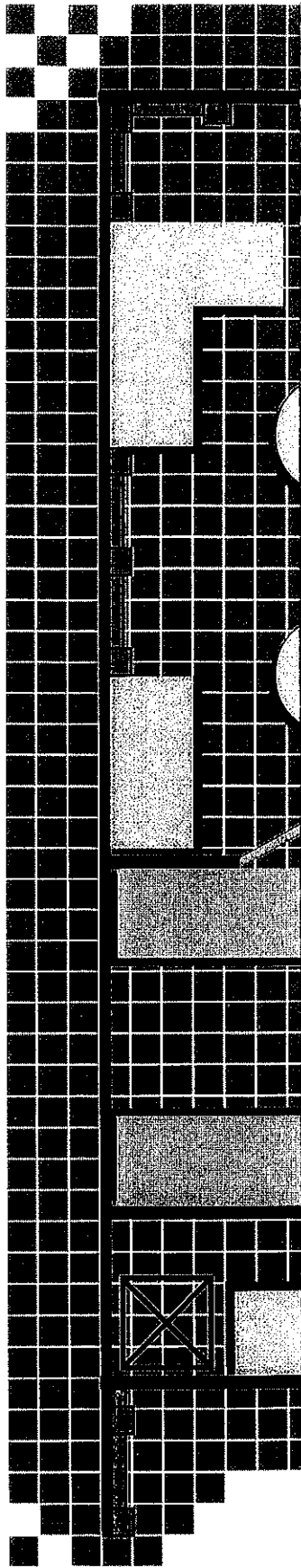
#### HOURS OF OPERATION

We suggest the following hours of operation for the KnightsMart convenience store:

Monday-Friday

7:00 am - Midnight





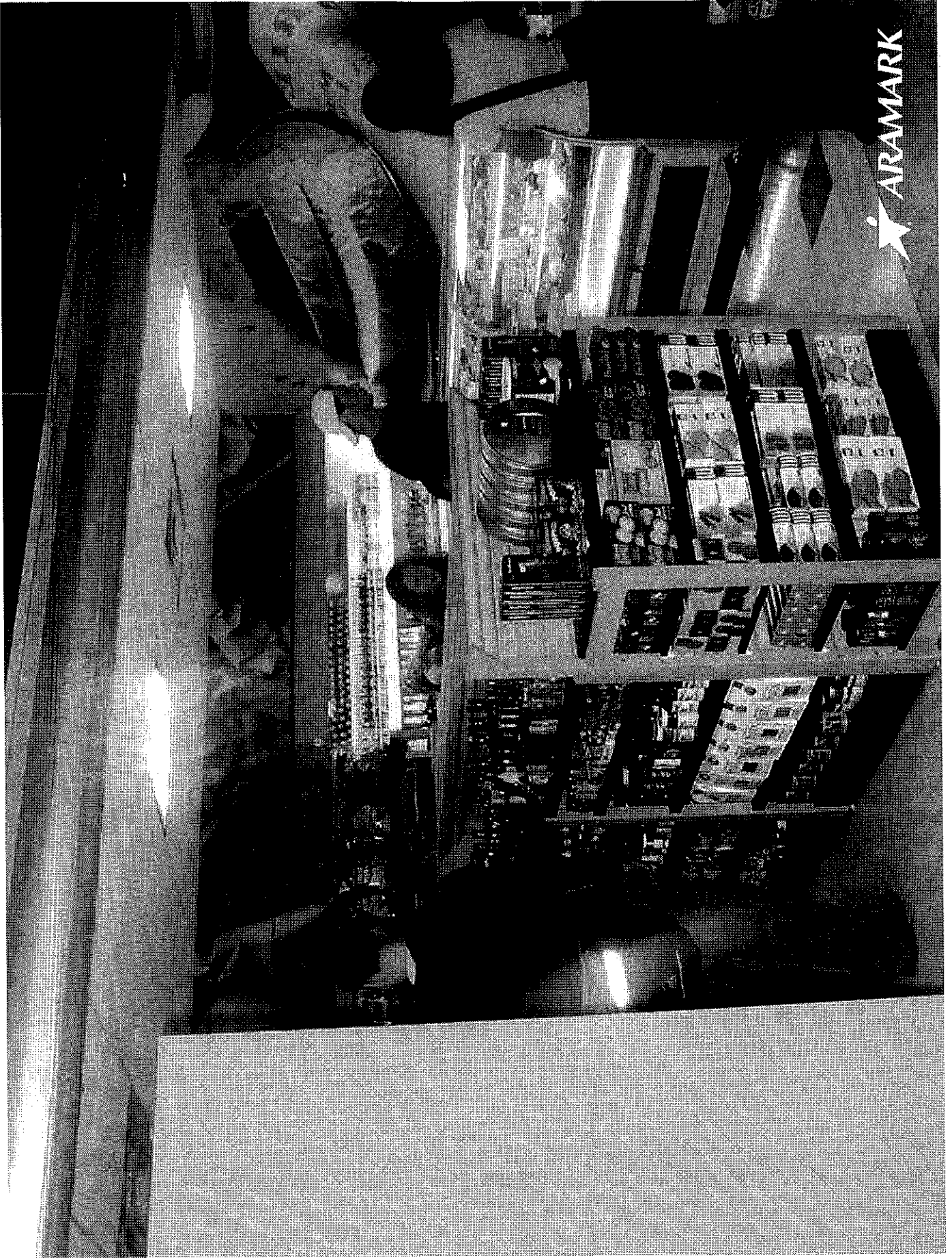
# **Knight'sMART**

FOOD STORE

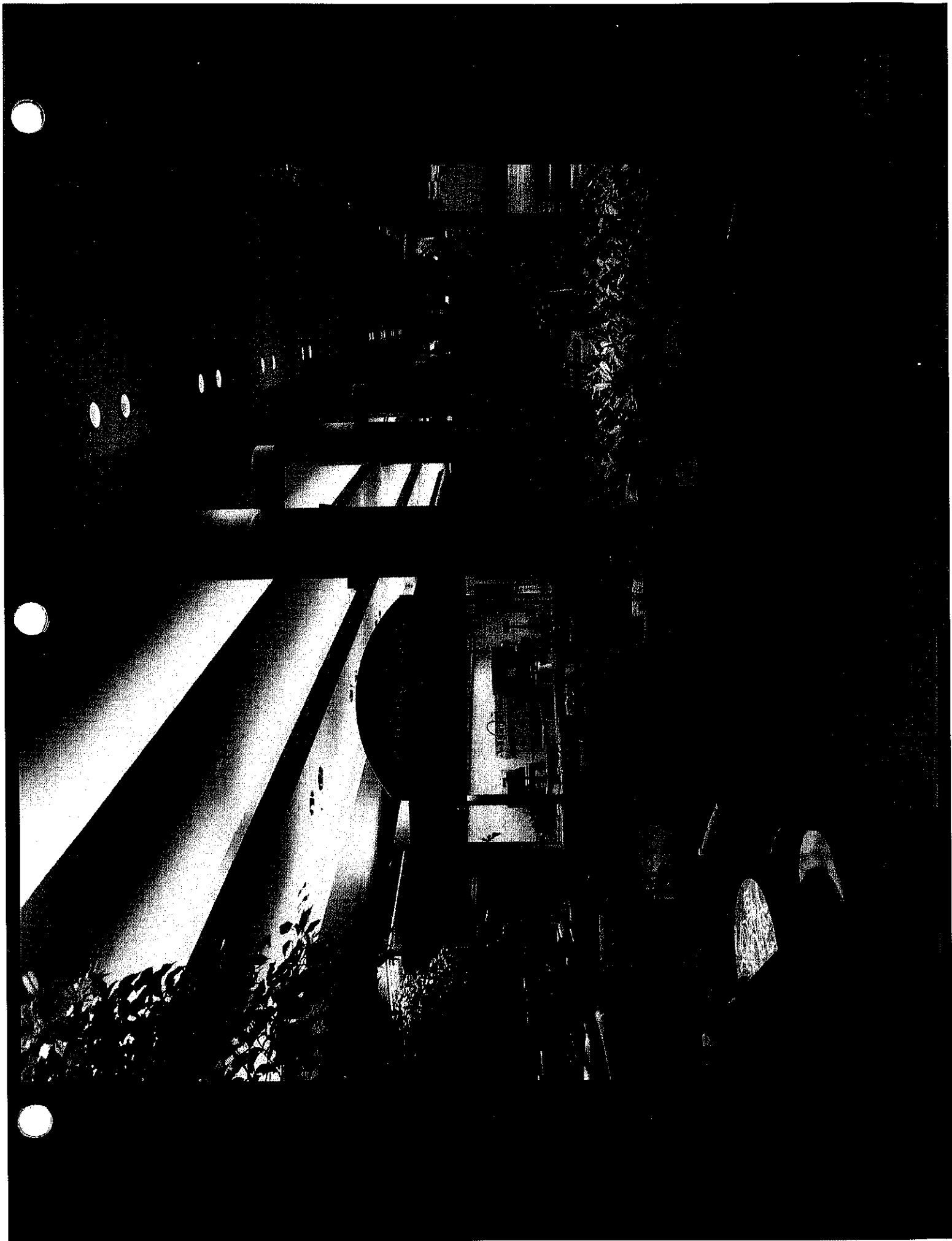
UNIVERSITY OF  
CENTRAL  
FLORIDA

C-STORE @  
STUDENT  
UNION

ARAMARK  
*Design Solutions*



ARAMARK





## CONCEPT AND PROGRAM

### Experience the Jamba Difference!

#### ONLY THE BEST

Jamba's ingredients exceed government requirements for U.S. Grade A fruit, and are sourced from around the world!



#### 100% PURE

Jamba uses only 100% pure fruit and proprietary juice blends with no added sugars, colors or flavors.

#### POWERFUL FRUIT

Weighing in at 1-1/2 pounds, Jamba smoothies are packed with 4-6 servings of fruit and 100% juice!

#### JUICE BOOSTS

Customize your Jamba smoothie with our own line of functionally based supplements, the first one's free!

#### TARGETED NUTRITION

Jamba's specially formulated functional smoothies help you get exactly what your body needs! 90% of our smoothies exceed "five a day!" servings of fruits and vegetables.



#### NUTRITIONAL BENEFITS

Low in fat, high in fruit and fiber, Jamba smoothies exceed FDA nutritional requirements for being heart healthy! The National Cancer Institute and American Cancer Society approve Jamba smoothies for meeting the dietary requirements that reduce the risk of cancer and heart disease!

#### THE MOST PORTABLE MEAL

The meal you can take anywhere!  
Bring in your reusable Jamba mug for a discount, as our thanks for recycling!

#### THE JAMBA GUARANTEE


If for any reason you are unhappy with any Jamba product, please tell us and we'll replace your order or refund your money, no questions asked.





## CONCEPT AND PROGRAM

### The Jamba Juice Products

Nourishing and portable meal replacements including fresh-squeezed juices and nearly two-dozen blended-to-order, 24-ounce fruit and juice-based meals, including such favorites as Strawberries Wild™, Hawaiian Lust™, Citrus Squeeze™, and Razzmatazz™.  We have crafted our own fusions of body and mind-boosting health supplements, called Juice Boosts, which they add to smoothies for a combination of irresistible flavor and maximum health benefits.

### Why Jamba Juice?



#### It's Delicious!

It's great for you. Juice contains a bounty of nutrients, vitamins and minerals.

#### It's Efficient.

One 8 oz. glass of orange juice has the nutritional value of five whole oranges.



#### It's Pure.

No artificial flavors, colors or preservatives.

#### It's Easy.

A smoothie is a complete meal.




### The Jamba Juice Locations

Jamba Juice stores are located throughout California with groupings in San Diego, Orange County, Los Angeles, Central Coast, and the San Francisco Bay Area.

Jamba Juice stores are bright and lively: vibrant colors, shiny chrome blenders, natural wood counters and display cabinetry, and textured tile floors all combine with clean lines and abundant ambient lighting to create a warm, inviting atmosphere. Upbeat music and the whirring of blenders give the stores an energetic feel. While some stores have interior and exterior seating, most business is take-out.

### The Jamba Juice Facts

We want you to know exactly what you're getting when you enjoy Jamba Juice products. You'll find brochures and our nutrient analysis guide at every store. The guide gives you a complete nutritional breakdown of our key menu items, including the percentage of calories from protein, fat, carbohydrates, and vitamin and mineral content. 

### Environmentally Conscious

Jamba Juice adheres to an eco-conscious philosophy through the integration of design and operations. Energy saving materials, devices and fixed cost monitoring will be employed. We want a clean, healthy planet. So we reduce trash and recycle everything we can: cardboard, glass, paper and even foamcore when possible.






**CONCEPT AND PROGRAM**

**TRADITIONAL STORES**

**SMOOTHIES**

- JAMBA POWERBOOST™
- ORANGE OASIS™
- CITRUS SQUEEZE™
- PACIFIC PASSION™
- HAWAIIAN LUST™
- STRAWBERRIES WILD™
- RAZZMATAZZ™
- FEMME PHENOM™
- CRANBERRY CRAZE™
- PEACH PLEASURE™
- SEISMIC C™
- LO-CAL MOTION™
- ORANGE ZINGER™
- COFFEE COLOSSUS™
- GHIRADELLI CHOCOLOSSUS™
- PAPAYA PARADISE™
- SOY MILK SPLASH™
- RASPBERRY RUSH™
- BANANA BERRY™
- BOYSENBERRY BLISS™

**FRESH SQUEEZED JUICES**

- ORANGE
- WHEATGRASS 
- CARROT
- JAMBROSIA™

**MERCHANDISE**

- HEALTHY SNACKS
- MUGS
- HATS
- T-SHIRTS

**KIOSK 350**

**SMOOTHIES**

- JAMBA POWERBOOST™
- ORANGE OASIS™
- CITRUS SQUEEZE™
- PACIFIC PASSION™
- HAWAIIAN LUST™
- STRAWBERRIES WILD™
- RAZZMATAZZ™
- FEMME PHENOM™
- CRANBERRY CRAZE™
- PEACH PLEASURE™



**FRESH SQUEEZED JUICES**

- ORANGE
- WHEATGRASS
- CARROT

**MERCHANDISE**

- HEALTHY SNACKS
- MUGS
- HATS
- T-SHIRTS

**KIOSK 200**

**SMOOTHIES**

- JAMBA POWERBOOST™
- ORANGE OASIS™
- CITRUS SQUEEZE™
- PACIFIC PASSION™
- HAWAIIAN LUST™
- STRAWBERRIES WILD™
- RAZZMATAZZ™

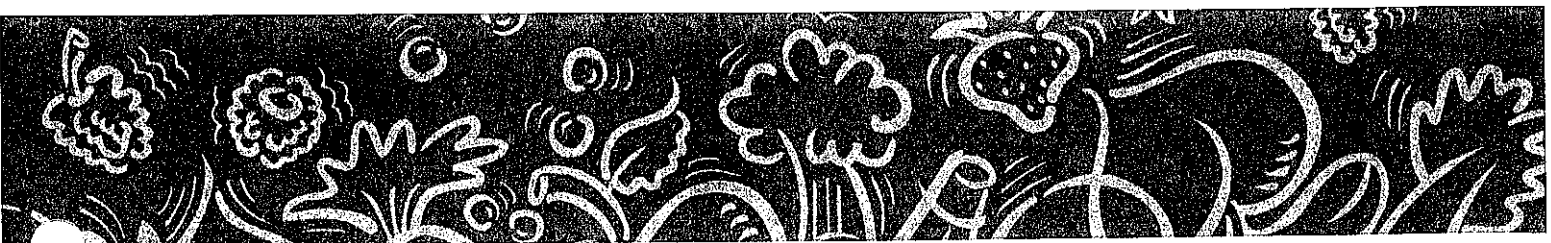
**FRESH SQUEEZED JUICES**

- ORANGE
- WHEATGRASS

**MERCHANDISE**

- HEALTHY SNACKS
- MUGS
- HATS
- T-SHIRTS





## CONCEPT AND PROGRAM

### Juice Boosts

At Jamba Juice, our passion for combining irresistible flavors with maximum health benefits led us to create unique smoothie additions: Juice Boosts. Each boost has its own personality and purpose: any one of them will give you a tremendous lift!



**Your first Juice Boost is FREE  
with every smoothie! Add more for 50¢ each!**

#### Vita Juice Boost

100% DV of recommended vitamins and critical minerals

#### Protein Juice Boost

Complete soybean & rice based vegetarian protein



#### Fiber Juice Boost

Dietary fiber and active cultures for total digestive health



#### Energy Juice Boost

Herbs and whole food sources to energize the mind and body

#### Life Juice Boost

Nutrient-rich superfoods for total life nourishment

#### Immunity Juice Boost

Herbs, anti-oxidants & phytonutrients enhance your body's defense

### Fresh Squeezed Juices

- Carrot
- Jambrosia™
- Orange
- Wheatgrass





## The Jamba Juice Menu



### JAMBA POWERBOOST™

Our healthiest smoothie with all 6 Juice Boosts, fresh squeezed orange juice, strawberries, raspberries, banana, nonfat Jamba sorbet, and ice!

### SEISMIC C™

2500% DV of Vitamin C with fresh orange juice, peaches, banana, raspberry sherbert, and ice!

### LO-CAL MOTION™

40% less calories with watermelon juice, strawberries, banana, honey, ice, and our weight loss boost!

### FEMME PHENOM™

Complete female nutrition with pineapple juice, peaches, banana, nonfat plain and frozen yogurts, pineapple sherbert, ice!

### ORANGE OASIS™

Fresh orange juice, strawberries, banana, nonfat frozen yogurt, ice.



### ORANGE ZINGER™

Fresh orange juice, blueberries, strawberries, pineapple sherbert, ice.

### CITRUS SQUEEZE™

Fresh orange juice, 100% pineapple juice, banana, strawberries, orange sherbert, ice.

### PEACH PLEASURE™

Peach juice, peaches, banana, orange sherbert, ice.

### COFFEE COLOSSUS™

Nonfat milk, nonfat Jamba sorbet, coffee extract, ice.

### GHIRADELLI CHOCOLOSSUS™

Ghiradelli chocolate, nonfat milk, nonfat Jamba sorbet, ice.

## CONCEPT AND PROGRAM

### PACIFIC PASSION™

Passionfruit mango juice, peaches, strawberries, pineapple sherbert, ice.

### HAWAIIAN LUST™

100% pineapple juice, strawberries, banana, coconut, honey, ice.

### PAPAYA PARADISE™

Papaya juice, peaches, banana, orange sherbert, coconut, ice.

### SOY MILK SPLASH™

Nonfat soymilk, strawberries, banana, honey, ice.

### RASPBERRY RUSH™

Raspberry juice, raspberries, banana, nonfat frozen yogurt, ice.

### STRAWBERRIES WILD™

100% apple juice, strawberries, banana, nonfat frozen yogurt, ice.

### BANANA BERRY™

100% apple juice, blueberries, banana, raspberry sherbert, nonfat frozen yogurt, ice.

### RAZZMATAZZ™

Raspberry juice, strawberries, banana, orange sherbert, ice.



### CRANBERRY CRAZE™

Cranberry juice, strawberries, blueberries, nonfat plain yogurt, raspberry sherbert, ice.

### BOYSENBERRY BLISS™

Boysenberry juice, boysenberries, blueberries, banana, nonfat frozen yogurt, ice.





## CONCEPT AND PROGRAM

### The Jamba Juice Mission

Jamba! Enriching the daily experience of our customers, our community, and ourselves through the life-nourishing qualities of fruits and vegetables.

### The Jamba Juice Values

The values Jamba employees live by is the **FIBER** from which we're woven.



#### **F**un - have fun

Smile and create a spirit of celebration for your customers.

#### **I**ntegrity - do what you say

Demonstrate good character.

Encourage an atmosphere of mutual trust and respect.

#### **B**alance - live a balanced life

Consider the needs of customers, team members, and shareholders alike.

#### **E**mpowerment - believe in yourself

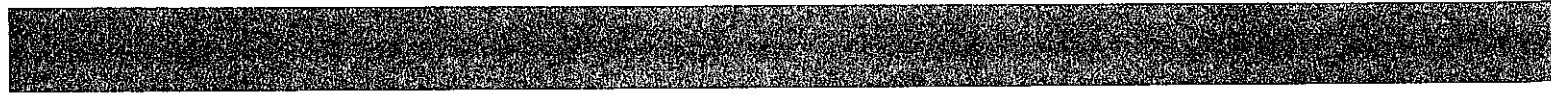
Be responsive and innovative.

Do whatever it takes to make your customer happy.

#### **R**espect - be respectful

Help each other to grow.

Contribute to a vibrant and diverse community.





## Foodservice Operations

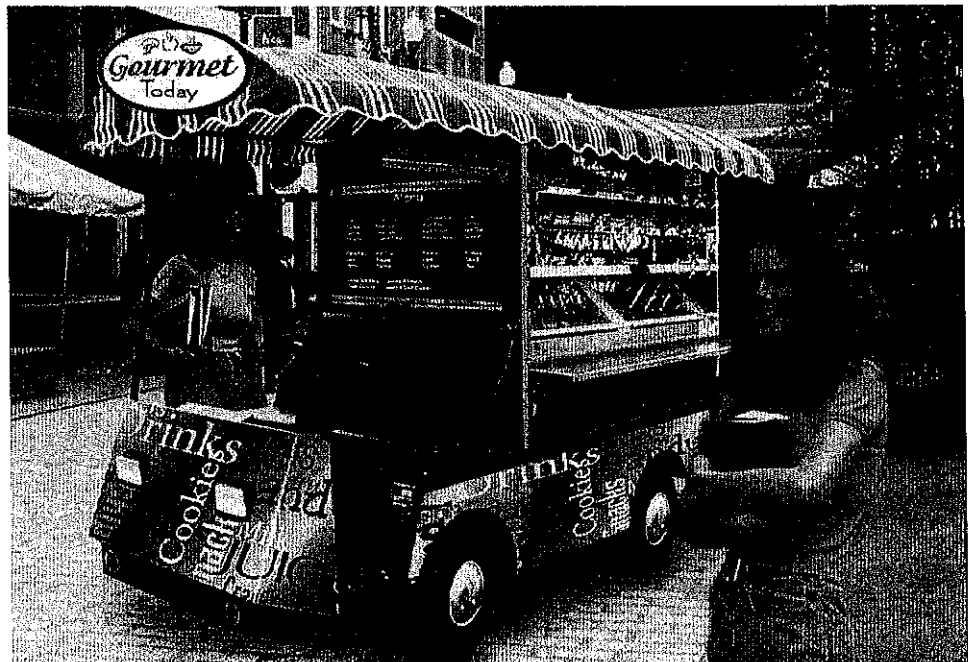
### "SNACKSTER" MOBILE CART PROGRAM

The following section highlights our proposed mobile cart program. The "Snackster" is a unique solution for offering sandwiches, salads, snacks and refreshments to students and faculty before and after classes.

#### PROPOSED HOURS OF OPERATION

Monday-Friday  
7:00 am - 7:00 pm

We know students have a hectic schedule and thus by offering this attractive, friendly approach to mobile food service, we can satisfy not only commuting students, but residents, athletes and faculty/staff as well.





# Foodservice Operations

## PEGASUS CIRCLE

Introducing the *Pegasus Circle "Express Shop"*. Concurrent with our philosophy of adding new c-store locations at Parking Garage West and Knights Crossing, we are pleased to introduce the "Express Shop" located within the boundaries of Pegasus Circle.

The Express Shop location is an ideal section of campus that currently is not serviced by any type of retail operation. As we say in the restaurant business, "location, location, location", and that holds true for this opportunity to capture tremendous amounts of untapped dining dollars.

We know, through our market research on campus, that students have large amounts of discretionary funds for dining and snacking. If they're going to spend their money off campus, let's offer them another exciting retail opportunity to deter their current buying habits on campus.

The Express Shop will feature grilled sandwiches, hot dogs, traditional deli sandwiches, made-to-order salads and a vast array of grab and go snacks and beverages. It is our expectation to design and construct the Express Shop over the summer in 2002.



### PROPOSED HOURS OF OPERATION

Monday-Friday

7:30 am - 7:00 pm

The following pages detail our proposed menu and illustrates how the Express Shop will look.



## *Pegasus Circle Express Shop Menu*

<i>Gourmet Hamburger</i>	<i>\$1.89</i>
<i>Gourmet Cheeseburger</i>	<i>\$2.09</i>
<i>Veggie Burger</i>	<i>\$2.29</i>
<i>Chicken Caesar Club</i>	<i>\$3.49</i>
<i>Santa Rusa Club</i>	<i>\$3.49</i>
<i>Country Italian Club</i>	<i>\$3.49</i>
<i>¼ Pound Beef Franks</i>	<i>\$1.59</i>
<i>Garden Salads</i>	<i>\$2.99</i>
<i>Chicken Caesar Salads</i>	<i>\$3.99</i>
<i>Assorted Snacks</i>	<i>\$.50-\$1.99</i>
<i>Assorted Bottled Beverages (20 oz.)</i>	<i>\$1.00</i>
<i>Coffee/Tea</i>	<i>\$.69 small \$.89 medium \$1.09 large</i>



UNIVERSITY  
OF CENTRAL  
FLORIDA  
"Express Shop"  
at Pegasus  
Circle

ARAVARK  
Design Solutions

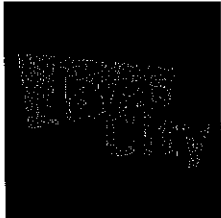


# Foodservice Operations

## KNIGHT'S CROSSING



The new Knights Crossing acquisition by the University holds many benefits for students and business partners alike. We see a tremendous potential in offering residents of the complex a complete one-stop shopping experience for all of their food store related needs.



Whether it be laundry detergent, a loaf of bread, or a late night snack, our proposed KnightsMart food store at Knights Crossing has what you are looking for.



To compliment the c-store aspect of our offering, we'll incorporate one of our most popular signature brand concepts, "Montague's Deli". Montague's will offer premium, upscale sandwiches and tasty side salads. Additionally, we'll offer the brewed version of the nationally recognized gourmet coffee program, *Java City*.

Combined with offerings from Barnes and Noble, the operation at Knights Crossing will be a popular destination day and *Knight*.

### PROPOSED HOURS OF OPERATION

Sunday-saturday  
7:30 am - 2:00 am

The following pages detail our proposed menu and product offerings and illustrate our intended layout and design.





*KnightsMart @ Knights Crossing  
Product Offering*

*Assorted Cake Products*

*2 Liter Bottles  
20 oz. Bottles  
20 oz. Dasani Water*

*Assorted Gatorade Products*

*Assorted Milk Products*

*½ Gallons  
Whole Gallons*

*Assorted Snacks and Candies*

*Chips  
Crackers  
Pretzels  
Mints  
Gum  
Packaged Cookies  
Power Bars*

*Frozen Food*

*Banquet Frozen Dinners  
Burritos  
Waffles  
Healthy Choice Dinners  
Totino's Pizza*

*Grocery Products*

*Act II Popcorn  
Aluminum Foil  
Batteries  
Lighters  
Paper Towels  
Napkins  
Laundry Detergent  
Assorted Cereals  
Clorox  
Chex Mix  
Coffee  
Liquid Soap  
Kleenex  
Lipton Soups  
Pop Tarts  
Plastic Cutlery*

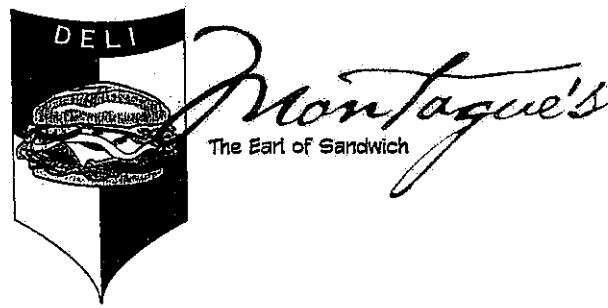
*Cold Medicines  
Toothpaste  
Chapstick  
Sanitary Napkins  
Bath Soap  
Shaving Cream  
Cigarettes  
Razor Blades*

*Listerine  
Band Aids  
Baby Oil  
Antacids  
Deodorant  
Visine  
Newspapers/Magazines  
Packaged Beverages*



<u>Sample Menu Selections</u>	<u>Portion</u>	<u>Sample Prices</u>
<i>Ham &amp; Cheese Sandwich</i>	<i>Each</i>	<i>\$2.29</i>
<i>Tuna Salad Sandwich</i>	<i>Each</i>	<i>\$1.99</i>
<i>Smoked Turkey &amp; Cheese Sandwich</i>	<i>Each</i>	<i>\$2.29</i>
<i>Chicken Salad</i>	<i>Each</i>	<i>\$2.49</i>
<i>Tossed Salad</i>	<i>Each</i>	<i>\$1.99</i>
<i>Chicken Caesar Salad</i>	<i>Each</i>	<i>\$3.69</i>
<i>Whole Fruit</i>	<i>Each</i>	<i>\$.60</i>
<i>Yogurt</i>	<i>8 oz.</i>	<i>\$1.00</i>
<i>Fruit Salad</i>	<i>3 oz.</i>	<i>\$1.25</i>
<i>Side Salad</i>	<i>2.5 oz.</i>	<i>\$1.15</i>
<i>Chef Salad</i>	<i>4 oz.</i>	<i>\$3.25</i>
<i>Jello</i>	<i>4 oz.</i>	<i>\$.85</i>
<i>Snapple</i>	<i>16 oz.</i>	<i>\$1.29</i>
<i>Dasani Water</i>	<i>11.2 oz.</i>	<i>\$1.00</i>
<i>All Sport</i>	<i>16 oz.</i>	<i>\$1.29</i>
<i>Coca Cola</i>	<i>20 oz.</i>	<i>\$1.29</i>
<i>Iced Tea</i>	<i>16 oz.</i>	<i>\$1.29</i>





*We offer a variety of Subs (4 oz.) on our Fresh Baked Rolls*

Louis Rich Turkey Breast  
Shaved Roast Beef  
Thinly Sliced Ham  
Veggie Delight  
Club Classic  
Italian Classic  
Chicken Salad  
Tuna Salad

**\$3.65**

*All sandwiches served with a choice of green leaf lettuce, sliced tomato, black olives, hot pepper rings, onions, and are made on a fresh baked white or honey wheat 6" demi-loaf.*

#### **WRAP N'ROLL**

*Featured daily on your choice of Wraps (5 oz.): Spinach, Honey Wheat, Garlic, or Sun Dried Tomato California Wrap*

Vegetable Caesar      Chicken Caesar      Italian      Deli Wrap  
Club Wrap      Crowd Pleaser

**\$3.65**

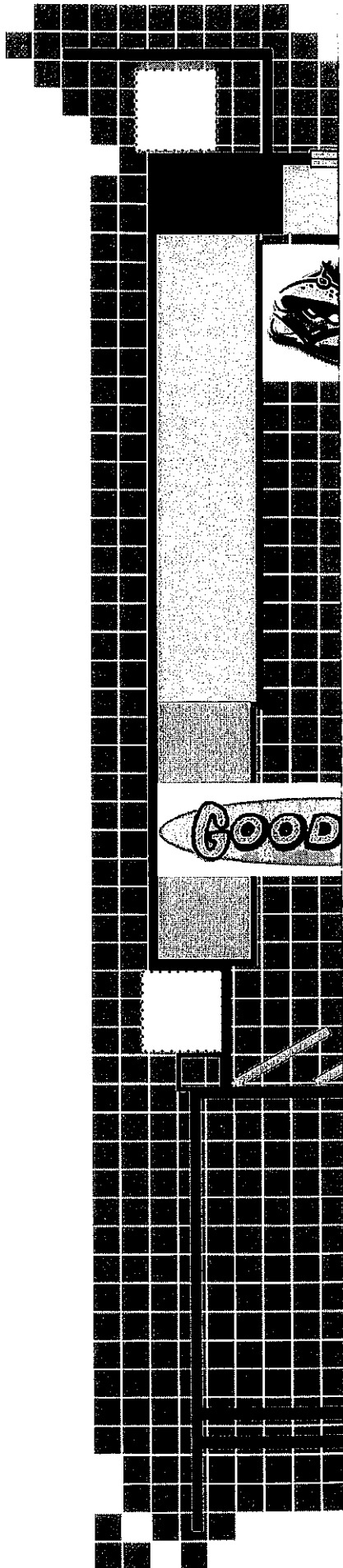
*Wraps can be customized with the daily selection of toppings.*

#### **VALUE COMBO**

A (5 oz.) sub or wrap sandwich, chips, & medium fountain beverage

**\$4.95**





# KnightsMART

FOOD STORE

UNIVERSITY OF  
CENTRAL  
FLORIDA

C-STORE @  
KNIGHTS  
KROSSING

ARAMARK  
Design Solutions



# Foodservice Operations

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## CONCESSIONS

### ATTENDANCE DRIVEN PHILOSOPHY

It's no secret that attendance drives concession sales at sports and entertainment events. Our management staff will have the resources and training available from operators who manage world class sporting event venues from all over the country. ARAMARK's client list includes: Oriole Park at Camden Yards, Dodger Stadium, Turner field, Houston Astrodome, and Wrigley field. Our campus clients include the University of Virginia, the University of Delaware, Clemson University and Mitchell center Arena at University of South Alabama.

Concession sales doubled since we began managing food and beverages for the University of Delaware's football stadium and Bob Carpenter Center. Meticulous planning, the latest marketing techniques, merchandising, efficient staffing and attention to detail all contributed to the increased revenue.

To assist you with enhancing the existing concessions program, we'll handpick a team comprised of specialists from Campus Services, Sports and Entertainment and ARAMARK Design Solutions to survey everything from your physical facilities to products, merchandising and signage.

Design Solutions, our in-house team of talented architects, designers and facility planners, played a key role in developing the acclaimed Oriole Park at Camden Yards and Turner field.

We'll also examine signage, graphics and menus and make suggestions when improvements are needed. Our creative, inexpensive ideas have helped many of our concession clients increase customer awareness, satisfaction and interest in purchasing food and beverages during games.

By leveraging our purchasing power and excellent relationship with our distributor, Sysco, we'll achieve economics of scale and decrease product, labor, transportation and storage costs.

### CONCESSION OPERATIONS

Within ARAMARK Campus Services we run hundreds of collegiate concession programs from NCAA Division IA to NAIA.

That campus level experience coupled with the expertise of our Sports and Entertainment division has brought us a level of support from which UCF will benefit from. We are prepared to provide the level of service that will support UCF's growth.



# Foodservice Operations

## CONCESSIONS

The program will be supervised by our General Manager and would be supported by student managers and volunteer organizations. This has worked well for us on many of our campuses and we would continue to manage the program in this way.

capability to assist the Athletic Department if they so desire.

### CONCESSION BRANDS

With Sysco as our national food purveyor, virtually any well-known national brand is available for a concessions program. some of the more popular brands that come to mind are:

- M&M Mars*
- Coca-Cola*
- Itza Pizza*
- Frito-Lay*
- Nabisco Brands*
- Otis Spunkmeyer*
- Ben & Jerry's*
- Oscar Meyer*

### CONCESSION PROMOTIONS

We'll identify opportunities to add or eliminate concession, merchandise kiosks and mobile carts to improve pedestrian flow and reduce congestion.

In addition to our signature brands, there are other ways to increase concession sales. Some examples are:

*Souvenir Cups:* ARAMARK will have printed sports schedules on UCF logo's souvenir cups.

*Trinkets:* ARAMARK will work with the Athletic Department to create unique gifts that coincide with each sport. These little gifts are a great way to show team spirit while at the same time boosting concession sales.

*T-Shirts or Sweatshirts:* ARAMARK, through its apparel company Wearguard, could also assist in design and distribution of a special T-shirt or Sweatshirt. Maybe it would be for the playoffs, or even the championship. Either way, we have the

### VOLUNTEER ORGANIZATIONS

On a regular basis, ARAMARK works with volunteer organizations that wish to raise money by working in the concession area. We are happy to assist cheerleading squads, church organizations, the Boy scouts and even Sororities and Fraternities that have an interest in raising funds for their respective organization.

### ADDITIONAL EQUIPMENT

With some of the larger events at the UCF arena, there could be a need for a mobile cart or kiosk.



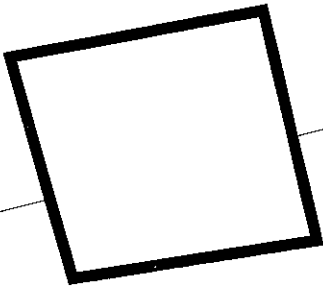


# Foodservice Operations

## CONCESSIONS

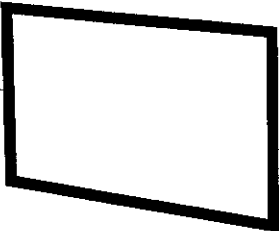
### STAFFING

ARAMARK has calculated staffing based upon the sales figures provided to us. We anticipate with UCF's NCAA 1-A designation that concession services will grow steadily for years to come. With this in mind, we will be constantly reviewing the need for a stand alone concessions managers.

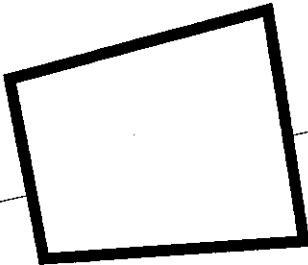


### SAMPLE MENUS

One of the keys to our huge success in the sports and entertainment marketplace has been our ability to provide the products and services that have a high perception of quality and value. Below you will find a sample listing of the products we believe will be among our best sellers. However, with our campus presence and our ability to support game day services, we can leverage our on-campus production. Our dining production locations have the capability to provide UCF fans with quality, fresh, high profile signature branded options that no other provider can supply.



The ARAMARK signature branded concepts come complete with product identification packaging and point of sale merchandising to present all our products in an exciting and positive manner.



### SAMPLE CONCESSIONS

*Soda - all Coke products*  
*22 oz. Souvenir Cup*  
*32 oz. Regular Cup*  
*44 oz. Regular Cup*

*Java City Gourmet Coffee*  
*Hot Chocolate*

*Assorted Candy*  
*Popcorn*  
*Peanuts*  
*Hot Dogs*

*Polish Sausage*  
*Bratwurst*

*Itza Pizza Solos*  
*Nachos*

*Hamburgers*  
*Cheeseburgers*

*Chicken Sandwiches*  
*Deli Subs*

*Ice Cream*  
*Assorted Baked Goods*  
*Soft Jumbo Pretzels*

*Bottled Water*  
*Bottled Juice*  
*Bottled Code Products*



# Foodservice Operations

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## CONCESSIONS

### PROPOSED CONCESSION OFFERINGS



Juicy hamburgers, jumbo hot dogs with toppings, french fries, sausage dogs with peppers and onions.



Our Bene Pizza solo and slice program is the largest selling concessionaire pizza in the country.



Nachos with jalapeno cheese, popcorn, roasted peanuts, jumbo candy, chips and pretzels.



## *Foodservice Operations*

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### ***Athletic Dining***

Today it is extremely important for college students to develop lifestyles that will allow for an active, well rounded life. Young people are more aware than ever about the need for exercise and the development of healthy eating habits. The average student now demands to know more about the foods they are eating than ever before. For athletes, this has been very important for many years. In fact, the feeding of athletes has brought about the development of modern programs designed to inform diners about the foods they are eating and the nutritional information about each food item on the menu. It has been the athlete, some who must shed excess weight, others who may want to add bulk, who have demanded to know more about food in order to achieve their personal dietary goals.

With this in mind, in 1988 the Georgia Tech Athletic Association asked ARAMARK for help in developing accurate nutritional information for all food items on their three week menu cycle. For every recipe, nutritional information was researched and converted from grams to percentages for protein, carbohydrates and fat. This information was organized and presented

to the athlete diner in the form of colored pie charts that simplified the process at the service line. Each athlete was able to achieve their personal dietary goals by using the pie charts to guide their food choices that would offer low fat or high protein or reduced carbohydrates. ARAMARK's Food Service Director worked in cooperation with the Athletic Director to jointly develop this program currently known as the *Eat To Win* program.

We propose to install a similar program at UCF for the benefit of all our patrons including those athletes on the meal plans. We will work closely with the University's Athletic Department to further develop menus that will provide the variety necessary for the dietary needs of all athletes.

We have developed a variety of concepts designed to meet the needs of all University students.

ARAMARK has provided the food service for athletes at the Olympic Village for all Olympic Games since 1968. Our



## *Foodservice Operations*

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experience with the requirements of athletic feeding is unsurpassed in the food service industry. We provide athletic dining programs at universities around the country. Several references are:

- **Boots Donnelly**, Athletic Director, Middle Tennessee State University
- **Sterling Brown**, Assistant Athletic Director, Georgia Tech
- **Greg McGarrity**, Associate Athletic Director, University of Florida
- **Wood Selig**, Athletic Director, Western Kentucky University
- **Rick Mellon**, Athletic Director, Florida International University
- **Col. Gene Moeller**, Assistant Athletic Director, The University of Tennessee





## *Foodservice Operations*

### **Catering**

#### **CATERING SERVICES**

ARAMARK has a proud history of providing the best possible catering services to many of our college and university campus communities. We recognize that each and every event projects an image of the institution and we will commit all the required resources necessary to insure that this image promotes University of Central Florida in a positive manner.



We are excited about the opportunity to demonstrate our "Be of Service" attitude when it

comes to catering. We know that we perform these services at a high quality level and

at prices that are competitive with the local market. Most importantly, we understand

that each event needs to be tailored to your exact requirements from the style of service to your budgetary needs as well.

Catering Services require planning, resources, materials and standards tailored specifically to the institution being served. Every day, ARAMARK Campus Services prepares cutting edge catered event service for college presidents, distinguished officials, and visiting foreign dignitaries.

As the world's largest private caterer and provider of food service to the Olympic Games since 1968, we can assist UCF with planning and executing any size event.

Imagine:

- Inviting the University's distinguished Board of Trustees to an elegant dinner. Guests stroll by dramatic ice sculptures and tables set with fine china and custom-designed floral arrangements. They enjoy an excellent meal where uniformed staff provide superb service. Not even the smallest detail ~ including napkins emblazoned with the University's crest ~is overlooked.





## *Foodservice Operations*

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or:

- Holding an informal morning meeting in the president's office and treating the staff to piping hot coffees and teas, freshly squeezed juices and oven-baked muffins, bagels and breads.
- Providing students and campus groups with opportunities to easily arrange modestly priced catered events, ranging from party trays to theme parties and barbecues.

### **CATERING PLAN**

We will offer University of Central Florida a stellar line-up of catering options, materials, services and appropriate pricing alternatives. How will ARAMARK take UCF's catering to a unique level and make each event truly memorable?

**First** ARAMARK proposes to create a full line of "UCF Catering" products, services and materials. Our service is more than a single menu or catering guide. It is a cluster of individualized menus, marketing tools and packaging materials for various types of occasions.

**Second** Our District Manager will work with your Director of Catering to establish culinary standards and appropriate menus, services and promotional materials for UCF Catering.

Our sample catering guides describe the level of service (delivery, pick up or carry out) and the type of table ware, lines or napkins we will provide. For instance:

- A faculty member may order from the catering guide and have piping hot coffee and tea, freshly squeezed juice and scrumptious, oven-baked muffins delivered to a lecture hall.
- A student might use our "no frills" guide to select a deli tray or three dozen homemade cookies to pick up and take to their next SGA meeting.



## *Foodservice Operations*

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- Using the formal catering guide, your president can plan an elegant dinner for the next Board of Regent visitation meeting. Guests will not only enjoy a memorable meal, but also be treated to dramatic ice sculptures, tables set with fine china, sparkling silverware, delicate linens, exquisite décor, artistic floral arrangements and napkins emblazoned with the UCF crest.
- Camp and summer conference organizers can order welcome baskets for their guests and select them dinners, such as a Country Barbecue or Low Country Boil.

### **ARAMARK'S CATERING COMMITMENT**

We understand the importance of quality catering and fine dining to an institution of the caliber of University of Central Florida. We also understand how important and valuable catered functions are. Our expertise in catering is unparalleled. Consider our credentials:

### **CATERING PROGRAMS**

From the largest University Commencement, to a gala event on campus; from the most important Board of Trustees meeting, to a simple gathering of staff for coffee and cookies, we will provide a broad scope of superior quality catering services, such as:



- Waiter/waitress served banquets
- Buffets
- Formal coffees or teas
- Luncheons
- Picnics
- Coffee & pastries
- Athletic event parties
- Box lunches
- Capital Campaign events
- Customized gourmet dinners
- Elegant receptions
- International taste festivals
- Quality dining for board meetings, development functions and executive dinners



## *Foodservice Operations*

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With the availability of our vast local and corporate resources, we will supplement our in-house expertise with ARAMARK catering specialists from our corporate and regional staff. We will also call on internationally celebrated chefs from across the region and the country when the occasion warrants. No event is too large or too small for us to manage.

### **PARTY TRAYS**

We will make available party trays for take-home use for any member of the University Campus community. An Express Parties brochure will be provided for easy ordering.

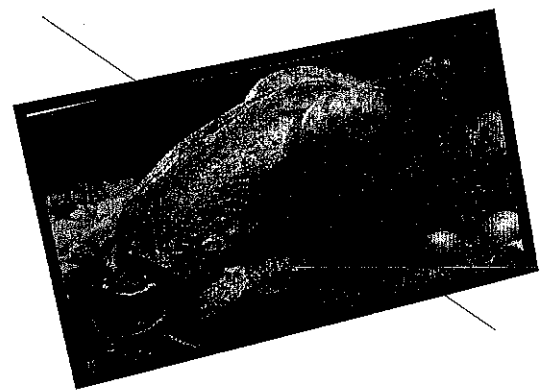
### **PRESIDENTIAL CATERING**

The impression Presidential Catering creates at UCF is critical to the entire community. Every detail must be perfect. Our staff of experts will constantly monitor every function to ensure superior service at each event and to make each event more successful than the one before. How will we accomplish this?

We will meet regularly with Dr. Hitt's Administrative Assistant, at her convenience. We also will take the time to

update her on new innovations and foods as they become available. We will provide taste testing for each event, and every menu will be developed specifically for the event.

We will not only customize each floral arrangement but also will add to the table decor with interesting art, linens, china and cutlery to make each party a memorable event. Your catering staff's creativity will be obvious in the themes and environments developed to showcase the customized menus. Finally, your Catering Director will have ample opportunities to collaborate with other ARAMARK executive chefs from many varied marketplaces to capitalize on their experience and share expertise.





## *Foodservice Operations*

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### **COFFEE BREAK SERVICE**

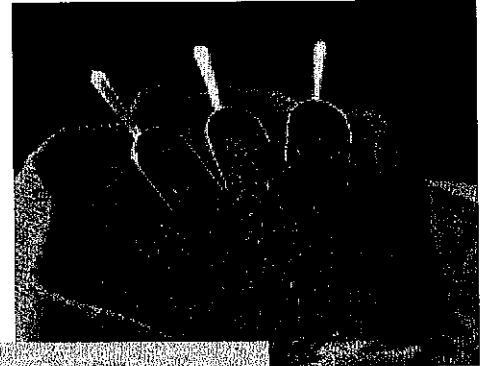
The most typical catered event on a College campus is coffee service. We will serve all coffee in either electric or sterno heated units, and all items will be well marked. We will offer more than just doughnuts, and whatever we serve will be fresh and attractively displayed.

#### **Morning**

- ~ Bagels & cream cheese spreads
- ~ Mini-Danish
- ~ Low fat muffins
- ~ Fresh fruit
- ~ Coffee cake
- ~ Croissants (regular or filled)

#### **Afternoon**

- ~ Fresh fruit
- ~ Italian ices
- ~ Finger sandwiches
- ~ Individual quiche
- ~ Mini-pizzas
- ~ Assorted penny candies
- ~ Assorted yogurts
- ~ Low fat snacks, pretzels, crackers





## *Foodservice Operations*

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### **WORLD CLASS SERVICE**

Our well-trained wait staffs are known for the ARAMARK trademark - our World Class Service. After each catered event, a member of the catering staff will follow up with a phone call, e-mail, thank you note or personal visit to make sure everything was just as the planner expected.

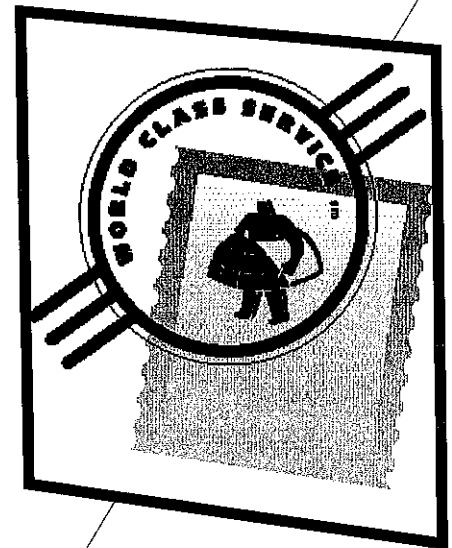
Our catering staffs are known for paying attention to the smallest details, including:

- Appropriate glassware, china and tableware for each event.
- Tasteful flower arrangements and table décor.
- Juice presented in clear, glass pitchers.
- Printed or hand-written place cards and individual menus.
- Varied seating arrangements for groups that meet on a regular basis.
- Appropriately garnished dishes.

Your catering staff has access to our vast culinary resources. Our Classic Fare division works continuously to improve our catering standards, and provides training programs and materials to catering staff. For example, catering staff members keep up with the latest techniques and trends at our on-going training programs: Catering for Success, Business Building Baking and Professional Culinary Skills.

Staff may also consult with any of our executive chefs, including five-star Chicago restaurateur, Charlie Trotter. ARAMARK's

Research and Development staff is also at their disposal.





# Foodservice Operations

## MARKETING CATERING SERVICES

To increase awareness of catering services, your catering director will:

- Call on department heads, administrators, faculty and staff to share the catering guides and additional information.
- Use direct mail, e-mail and our web site to promote catering.
- Offer innovative services, such as Desk Express! for lunch delivery to faculty members.
- Host open houses for members of the campus and local business communities where guests can sample tempting cuisine, peruse our scrapbooks and offer suggestions.

Here's a sample menu taken from a trustees dinner we catered in the Winter of 1999:

- Hot cream of potato and sorrel soup
- Endive, spinach and orange salad with red wine vinaigrette
- Duet of grilled halibut and roasted beef tenderloin, with a raspberry juniper sauce served on a wild rice blend with corn, beans and squash, flavored with garlic pepper and herbs

- Pistachio yogurt mousse filled chocolate cup garnished with edible flowers, mint and white chocolate sauce

### LOVE FROM HOME

One of the most popular catering programs we offer our campus partners is *Love From Home*. The catering staff will prepare and deliver surprise birthday cakes, gift baskets and holiday treats ordered by parents from our Love From Home brochures. Copies are included in the dining services information packets we mail to students and parents before the academic year begins.

### ALCOHOLIC BEVERAGE SERVICE

The catering staff will adhere to campus rules and regulations on serving alcoholic beverages. All members of the catering staff who serve alcoholic beverages will receive proper training. We require all bartenders to complete "TIPS" - Training for Intervention Procedures - one of the most respected alcohol server training programs.

### GUIDES AND MENUS

Our sample catering catalogs can be found under the tab labelled 3.4 Catering Catalogs.



## *Foodservice Operations*

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### **Sanitation and Safety**

#### **SANITATION**

ARAMARK insists on a total commitment to establishing and maintaining effective sanitation. This commitment begins on the very first day of our service in all ARAMARK client locations as a matter of policy, regardless of the existing condition of the unit. It is an important first impression on our new customers that we conduct our opening in a spotless and clean working environment. Perhaps even more important is the message this sends to our employees. We expect the best in sanitation and cleanliness.

The key to effective sanitation at your facility involves building a sense of pride in the work force. This includes pride in personal appearance, the appearance of the workplace, and personal performance. Supplemented with the proper training, tools, scheduling and feedback, this program helps ARAMARK preserve a safe, attractive, and clean environment.

A well run, successful food service is also a sanitary one. The ARAMARK sanitation program provides a safe, healthy, and attractive environment for your students faculty, administration and visitors. Features include:

- Health and safety. We provide a healthy and safe environment for your food production facilities.

- Cleanliness. We provide a clean, attractive environment for food service.
- Regulatory compliance. We exceed local and state health department regulations.

The effectiveness of any sanitation program depends on organization, hard work and consistency. Here are the elements of the ARAMARK plan:

- **Identify needs.** We identify needs through a complete review of equipment and work areas.
- **Local health department.** We meet with the local inspector to obtain department observations and recommendations.
- **Sanitation schedule.** We design a frequency schedule.
- **Task assignment.** We identify staff and assign tasks.
- **Training.** We train staff to complete those assignments
- **Sanitation and safety meetings.** We schedule regular sanitation and safety meetings.
- **Supplies and materials.** We ensure supplies, materials and equipment are available.





## Foodservice Operations

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# SANITATION CHECKLIST

DATE \_\_\_\_\_

**Area/ Station - Storage (dry)**

Employee \_\_\_\_\_

**Tasks to be completed:**

	Y	N
1. Is all food neatly stored six inches off the floor on shelves or racks? (p. 18)	_____	_____
2. Are all shelves clean and free of dust and debris?	_____	_____
3. Are all shelves clean and swept daily? (pg. 18)	_____	_____
4. Is proper stock rotation practiced? (pg. 18)	_____	_____
5. Are all food materials placed in another clean container, properly sealed and labeled after they are taken from their original containers? (pg. 18)	_____	_____
6. Is the dry storage area free from dampness, with a temperature between 60°F and 70°F? (pg. 18)	_____	_____
7. Is there adequate lighting and ventilation? (pg. 18)	_____	_____
8. Is the storage area inspected for rodent and insect activity on a weekly basis? (pg. 18)	_____	_____
9. Are all chemical cleaners and pesticides stored in a separate area away from food supplies? (pg. 18)	_____	_____
10. Are products stored away from water or sewer lines? (pg. 18)	_____	_____

Action Plan: \_\_\_\_\_

To Be Completed By: \_\_\_\_\_

Supervisor's Approval: \_\_\_\_\_

**This is only one sample page from our sanitation checklist. Our complete checklist is comprised of many such pages, covering all areas of the operation.**



## *Foodservice Operations*

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### **SAFETY**

We're extremely concerned about our employees' safety and stress the importance of safety to our managers and in all training classes. Our precautions ensure that your dining facilities are in compliance with all local, state and federal safety and health regulations.

All dining services employees must complete a safety orientation class. We also ask them to volunteer to join a safety committee where members identify issues, problems and safer methods of performing work assignments.

We encourage employees to adopt the best safety practices by awarding prizes to districts and regions with the least number of work hours lost due to accidents. We post annual totals so dining staffs can track their progress.

Despite the tremendous growth in the number of campus clients we serve, our accident rate has declined during the past five years.

Our corporate office distributes printed materials that contain information about the latest safety trends and practices, training and specifications for safety equipment. Marshall Sherman, our director of risk management, conducts on-site safety audits and training sessions.

We also hold training classes, refreshers and meetings to review safety procedures. Our safety courses for front line employees include the Kitchen Safety, Food Safety is No Mystery and Knife Handling videos.

#### **Our Safety Precautions**

- Prepare and post disaster and fire plans that meet local, state and federal requirements.
- Provide, maintain and strategically locate fire extinguishers.
- Ensure that entrances and exits are well illuminated.
- Maintain all locks and control access to keys.
- Secure storage areas.
- Ensure that equipment is properly maintained and safe to use.
- Ensure that the dining facilities and equipment are arranged to promote the best possible safety practices.
- Establish a plan to provide emergency medical support.
- If an accident occurs, prepare a report that describes the cause of the incident and how to prevent a recurrence.



## *Foodservice Operations*

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### **SAFETY**

#### **EMERGENCY RESPONSE**

In the event of an emergency, our capable managers will handle the situation and, if at all possible, continue providing dining service.

Given their comprehensive training and experience, our professional staffs are well equipped to assist their campus clients in the event of a disaster, such as a hurricane, ice storm, flood, earthquake or fire.

We firmly believe in advance planning and recommend forming a committee comprised of members of your security, facilities management and residence life departments and the dining services staff to develop a plan for providing alternative service in the event of an emergency.

The plan must meet all local, state and federal requirements and include this information:

- A phone list containing the telephone, pager and fax numbers of the dining services staff, appropriate ARAMARK regional and corporate personnel and key suppliers.
- The weekend rotation scheduled.
- A list of temporary facilities for storage, refrigeration, food preparation, serving and dining.

The finalized plan educates the campus community about alternative service options in the event of an emergency.



## *Foodservice Operations*

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### **EARTH SENSE**

Nearly a decade ago, we at ARAMARK recognized that we have an obligation to protect the environment. As a world leader in providing managed services to clients scattered around the globe, ARAMARK is a major consumer of utilities, packaged products and paper goods. We recognize that the dining service we provide for over 400 colleges and universities does produce waste but we also believe waste can be controlled, reduced and recycled. We are committed to being part of the solution, not part of the problem.

Towards that end, we developed Earth Sense, an award-winning environmental awareness program that has been adopted by colleges and universities worldwide. Earth Sense's policies and practices encourage employees, clients and suppliers to conserve utilities, purchase "environmentally correct" products and recycle whenever possible.

It's all part of ARAMARK Campus Dining Services' four-step program to focus on environmental conservation. Here are our company wide goals:

- **Make a commitment to the environment!** This includes getting both customers and the entire college community informed and involved in the effort.
- **Consider what is being tossed out.** It may sound strange but we make it a policy to study the composition and source of the waste we generate through our dining services. Not only does this act as a benchmark for future comparisons, but also helps guide "Waste Reduction" efforts.
- **Reduce garbage at its source.** For example, we work with suppliers and customers to help eliminate redundant packaging without sacrificing convenience.
- **Recycle!** Most communities already have some sort of recycling program in place. These programs welcome our participation and support.

In this effort, education is our most important ally. We communicate to our customers exactly what we are doing to control waste. Our goal is to address the concern for the environment while being responsive to our customer's needs.





## *Foodservice Operations*

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### **EARTH SENSE**

While every April 22nd - Earth Day! - is a special occasion, Earth Sense promotes environmental awareness year round. Providing environmentally friendly practices is simply part of the ARAMARK dining services routine. Your ARAMARK dining services staff will:

- Take the leadership in providing recycling bins in appropriate locations on campus.
- Institute a policy for separation and recycling, where appropriate, aluminum, glass, cardboard, and paper products used in the preparation, transportation, and serving of food on campus.
- Establish strong ties between the ARAMARK management team and local programs in recycling.
- Anticipate ARAMARK's support of student organizations, when possible, in promoting recycling efforts through "Earth Sense" educational materials and other promotional efforts.
- Take leadership in proposing

responsible purchasing programs that will maximize the use of recycled products.

- Assist student organizations, when possible, with collection, separation, and transportation of materials for recycling.
- Implement an energy conservation program.

We also support Earth Sense nationally by providing our clients with advice, research, promotional materials, "success stories" and an Earth Sense Hotline.

Earth Sense was the first recipient of the coveted Green Award presented annually by the Foodservice Consultants Society International, a prestigious association of more than 400 food facility designers, planners and management consultants.

We were also awarded the National Leadership Award for Improved Recycling Rates for our efforts at Towson State University. In six months the amount of material recycled on the campus increased 30 percent.



## *Foodservice Operations*

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### **EARTH SENSE**

At many schools we've reduced paper napkin consumption by as much as 15 percent by placing a single napkin dispenser on each dining table and removing all other napkin dispensers!



*It just makes Earth Sense!*



# *Foodservice Operations*

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## **Systems and Technology**

### **Overview**

In our dining service world, we are growing more accustomed to new products and programs that emphasize marketing, merchandising and payment at the point of sale. It is no longer a "pay in advance world" as a sale is not guaranteed until the desired product or service is acceptable and received by the customer. Point-plans, declining balance and inclining balance plans are all realities to our business and it is critical that we be able to account for monies quickly and accurately with new technologies.

The following is a description of ARAMARK's accounting methods and forms that will be utilized at University of Central Florida.

### **Accounting Procedures & Reporting Methods**

All Campus Dining accounting procedures are established in accordance with generally accepted accounting practices and are designed to provide our clients with the complete accountability that they require.

ARAMARK's financial program includes an annual operating plan commitment. An itemized projection of income and expense is forecast at the start of each fiscal year, month by month, for the twelve month period. This plan also includes a forecast for working capital and fixed assets. All local managers are involved in the preparation of their own operating forecasts and are disciplined to manage within the parameters of the approved budget.

To provide the data that are essential for both ARAMARK and UCF to measure the performance of our services, all local operating data are compiled into a computer generated monthly report. These reports are carefully reviewed by our corporate accounting services personnel for completeness and accuracy prior to their release to operating management. Our management uses these monthly statements, along with weekly operating information developed at the local level, to monitor the cost effectiveness of the operation. These timely reports enable us to react quickly to operating inefficiencies.





## *Foodservice Operations*

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### Source Documents Supporting the Operating Statements

- Weekly Invoice Record (W.I.R.). Weekly generated source document for tracking all purchased product.
- Daily Sales Report (D.S.R.). Daily accounting of cash sales per register location.
- Weekly Sales Report (W.S.R.). Summary of daily sales per location including charge sales (e.g. board plans, catering).
- Weekly Payroll Record. Computerized payroll source document which contains information such as hours worked, payroll taxes, pay structure and deductions as identified.
- Weekly Operating Report (W.O.R.). Unit generated report detailing categorically all sales and operating costs for each accounting week.
- Monthly Operating Statement. Consolidated client statement detailing all sales and costs for a particular accounting month based on the unit source documents.

### General Corporate Accounting Liaison Responsibilities

- Respond to accounting related inquiries from component manager, district manager, division staff, internal and external auditors.
- Research and resolve accounting problems.

### New Component Openings

- Interpret contract provisions and set up proper master files.
- Identify contract type, administrative and management fee rates and accrual rates.

### Prepare and Audit Monthly Reports

- Ensure receipt and proper processing of month end reports.
- Prepare client statements.
- Prepare internal management reports.
- Attest to reasonableness of statements via unit generated report versus actual reconciliation.
- Distribute and mail client statements, internal management reports and supporting documents.
- Initiate contract settlements to clients including refunds, commissions and rent payments.



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### General Ledger Account Analysis

- Evaluate reasonableness of general ledger account balances.
- Prepare and process write-offs as applicable.
- Provide for compliance with corporate policies and procedures.
- Assist in the training of accounting procedures for field personnel.

### Audit Control Systems

In order to ensure complete compliance with ARAMARK's established accounting procedures, audits of operations are made routinely by our trained staff of internal auditors. Additional periodic audits are performed by the district manager which include cash, inventory, purchasing, receivables and regulatory agency compliance. These audits are designed to ensure the safeguarding of all location assets, as well as to ensure proper operation of the location in a general sense.

An overview of the entire operation is undertaken to guarantee the accomplishment of these tasks. All findings are listed, in both types of audit reports, for review by all levels of

management within ARAMARK. An action plan is also formulated at this point to ensure quick corrective action for any deficiencies by the local management team.

Additionally, our procedures are regularly subjected to review by an outside accounting firm, Andersen Worldwide. Copies of completed district manager and corporate audits for UCF will be made available upon request.

ARAMARK's accounting system and procedures are administered on an account by account basis but held to a uniform accounting year calendar. Company account periods are comprised of two periods of four weeks each and one period of five weeks, which occur in each quarter.

ARAMARK Campus Services expresses its total commitment toward meeting and exceeding the University's expectations. As the leading provider of quality dining services in the nation, we consider our abilities, financial stability and flexibility as your service management company to be unparalleled. If, in the course of our partnership, additional information is



# *Foodservice Operations*

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required, ARAMARK will provide this information in a timely fashion.

## **Forecasting & Food Production**

ARAMARK's food production process combines all the elements of menu design, product specification, nutritional analysis, recipe formulation, inventory control and production operations adhering to strict quality control mandates. The result is a high quality finished product.

ARAMARK Campus Services utilizes an eight step food production planning and control system. ARAMARK's food production system, **8Steps**, is computerized and designed to aid management in the monitoring and measuring of unit performance. Each step in the system provides timely information that allows management to plan efficiently, realize cost savings and pinpoint problems when they arise.

The following list highlights the eight steps in the system, their function and associated activities:

### 1. Menu Planning and Pre-Costing

Function: Selecting menu items and planning meals; pre-service, pre-

costing in accordance with standardized recipes. Activities: Planning in accordance with equipment facility layout and skill level of employees.

### 2. Meal Forecasting

Function: Determining customer counts and portion requirements from accurate historical data. Activities: review prior cycle menu information, customer counts and menu mix. Take into consideration campus events, special meals.

### 3. Establishing Food Needs

Function: Reviewing on-hand inventory to determine amounts to purchase for a specific service period, continually tracking reduction flow through the operations. Activities: Check par inventories, set up purchase amounts in focus system. Print checklist for ordering.

### 4. Purchasing

Function: Adhering to pre-set specifications; purchasing necessary product on a timely basis in correct quantities. Activities: Consult with super supplier. Review menus with production staff.



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### 5. Receiving and Storage

Function: Checking deliveries for quantity, quality and price; making certain of proper handling and safe storage. Activities: Check actual amounts, quantities and weights with invoice. Inspect product for color, temperature and blemishes.

### 6. Food Production

Function: The process of preparing the menu according to forecasted plan ensuring accurate amounts, proper handling and a quality finished product. Activities: Work from pre-registration list. Set up for batch and interval cooking; review meal plan timing with production manager.

### 7. Point of Sales Merchandising/Service

Function: Proper garnishment, display, portioning and presentation to guest or customer. Activities: An evaluation is conducted at this point for doneness, flavor and appearance. Temperatures checked once again.

### 8. Accountability

Function: Post-costing of menu; menu analysis for future use and determination of overall customer acceptability. Activities: Documentation

of unusual portions handled correctly and stored. Fill out production forms for records.

The establishment and maintenance of high standards in food production is paramount to a successful campus dining operation. At UCF, utilization of the 8Steps system offers the following advantages:

- Recipe names which are consistent with customer acceptance.
- The use of high quality ingredients from nationally recognized manufacturers and processors such as HJ Heinz, Armour and Nabisco.
- Production methods that increase productivity, ensure quality and minimize over production.
- Effective monitoring of product temperature from raw state to point of sale through strict controls.
- Batch and interval cooking which allows for the freshest product to be served.
- Taste testing during production process and pre-service periods to check for flavor, appearance and overall quality evaluation.



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- Minimal unused portions, from exact statistical data, that allows for immediate utilization within the specified 24-hour period.

Standardized recipes include the following information and advantages:

- Recipe name
- Optimum service temperature
- Service utensil and pan size to be utilized
- Portion size by weight or volume
- suggestions for proper presentation
- Batch or cook-to-order instructions
- Listing of ingredients, preparation method and cooking temperature
- Full color photograph with garnishment suggestion

The *8Step* system, by design, follows a consistent pattern of checks and balances that guarantees quality. Additionally our Front Line Managers are supported by our corporate Culinary Standards Department, whose mission is as follows:

- Provide full service recipe management and development for our "restaurant collection" brands and individual programs such as "A Taste of .." and "Designs in Dining".

- Convey ARAMARK's commitment to food quality and flavor.
- Provide creative and cost effective menus utilizing ARAMARK's tested and proven recipes.
- Leverage strategic supplier technical resources for recipe flavor development and hourly employee training (supplier sponsored training).
- Maintain company standards for product specifications, nutrition information and recipes.
- Promote assembly cooking using either scratch or convenience ingredients where appropriate.
- Utilize Campus Services culinary expertise (unit chefs) for the purpose of assisting with recipe development.

### **Operating Procedures**

ARAMARK has made a major investment in testing and developing procedures for every aspect of modern college food service. As a result ARAMARK has standards and procedures that are unequalled in the industry.

More important, we continue investing to keep our procedures current and above our customer's expectations. Every Front



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Line Manager, regardless of the size of the operation he or she manages, has the kind of information needed to provide high quality, cost effective service.

- *Policy and Procedure Manual (PPM)* - The ARAMARK guide which outlines managerial policy and procedures for all lines of food service management business. Areas covered include Payroll, Accounting, Accounts Receivable, Accounts Payable, Risk Management, Cash Reporting, Human Resource Issues and Expense Reporting, to name a few.
- *Safety Awareness Claims Control Manual (SACC)* - A guidance manual for unit management which explains actions to take in case of an accident or safety issue and provides all current forms necessary to expeditiously handle a given situation.. This manual is also a tool used for training, prevention and cost containment.
- *Affirmative Action Policy (AAP)* - Because ARAMARK is committed to a policy of equal employment opportunity and affirmative action, our commitments are firm and long-standing.

- *ARAMARK Training and Orientation Program (ARATOP)* - A guide for new managers that is implemented over the first three months of employment. The guide takes the new manager from orientation through the service concept, customer relations, food production skills, sanitation and safety to human resource management and administrative procedures.

### **Purchasing**

In order to facilitate a system of product delivery that allows ARAMARK to control and monitor invoice pricing and to ensure that only products meeting the requirements of our specified products program are delivered, ARAMARK has opted to pursue single source distribution throughout the United States. In each market, approximately 2,500 ARAMARK locations are serviced by one full line, full service distributor, forming a logistics network of 50 major points of distribution. Despite the rather large number of distributors nationally, ARAMARK does business with only five major corporations.



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ARAMARK has developed this and other programs from our headquarters office with the direct help of local operations.

### Advantages of Single Source Distribution

- Leverages ARAMARK's aggregate volume, in each market, to take full advantage of the most competitive program available to any customer in that market. ARAMARK is generally each distributor's largest customer, in each market that we operate.
- Improves security at each ARAMARK location by reducing the number of times deliveries are made, during which theft and pilferage are difficult to control.
- Ensures adherence to ARAMARK's standards and specifications. Utilizing the cheapest supplier each month makes control of standards and specifications impossible.
- Improves the productivity of both client and ARAMARK personnel by eliminating the need for constant order placement, processing and receiving functions.
- Assures, via the use of one source, that products are handled properly from manufacturer to final consumer. Environments are monitored for sanitation, temperature control and proper rotation of product.

- The basis for controlling and administering ARAMARK's procurement and distribution program through our distribution network is our Master Distribution Agreement with each major distribution corporation with whom ARAMARK does business. The Master Distribution Agreement is a legal and binding document between both ARAMARK and the distributor and spells out in great detail the relationship between ARAMARK and the distributor.

Topics covered in the agreement among others:

- Service to all ARAMARK locations within the market: order placement, product substitutions, frequency of customer service visitation.
- Delivery to all ARAMARK locations: times, days, frequency.
- Calculation of Cost: the basis of ARAMARK's cost plus agreement with each distributor. The cost is very carefully defined assuring our clients that consistent competitive pricing on negotiated and defined margins will take place.



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- Pricing and Margins: margins are associated with specific categories of products. Some margins are applied on a percentage basis, others are cents per pound.
- Invoicing: each invoice is sequenced by ARAMARK accounting code to facilitate quick order, receiving and recording.
- Auditing: ARAMARK ensures through our audit procedures that we comply with the fundamental elements of our agreements.

### **Nutritional Analysis**

Nutritional analysis is an ongoing commitment by ARAMARK to our customers. Our multi-faceted program of nutritional analysis begins at the corporate level and extends to the district and campus level. At the corporate level, ARAMARK's Culinary Standards Department plays a primary leadership role in the assessment of the nutritional value of products and ingredients used in ARAMARK's test kitchens in Philadelphia provide laboratory for the continuous review of products. Food scientists and dietitians continually evaluate new products, primary ingredients and new recipes. Our goal is to provide our

customers with the greatest level of assurance possible, the quality, nutrition and taste that they expect from fine cuisine. Culinary Standards is a constant source of information for food service directors in all lines of business.

ARAMARK's *Treat Yourself Right* program is the result of the careful study of products and their nutritional features. In our TYR program, we offer a wide range of low-fat, low sodium and low calorie products designed for students with dietary restrictions, weight controls concerns and a commitment to healthy dining.

At the district and campus level, chef and food service directors from each district work cooperatively to evaluate products and recipes and adapt corporately generated programs to the specific needs of each campus. Managers share concerns and solutions to campus nutritional requirements. Our clients and customers should have the greatest assurance possible that we are committed to providing the highest quality ingredients that provide the greatest nutritional value yet meeting the needs and concerns of students with dietary and weight control concerns.





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### **Proposed Web Site Design and Implementation**

ARAMARK, in conjunction with our corporate Information and Technology Department, we have begun the design of a prototype web site dedicated to dining services for UCF.

We have included with this proposal a prototype web site designed specifically for the University. The sample CD-ROM, detailing the web site, is located at the front cover of this proposal. ARAMARK will customize UCF's dining web site using the school colors, logos and pictures. We would give the web site a simple address like [www.Knights-Dining.edu](http://www.Knights-Dining.edu).

Additional features could include weekly menus, upcoming promotions, pictures of the staff, catering guides, recipes and the e-mail capability to allow students, faculty and guests an easy way to post comments and suggestions.



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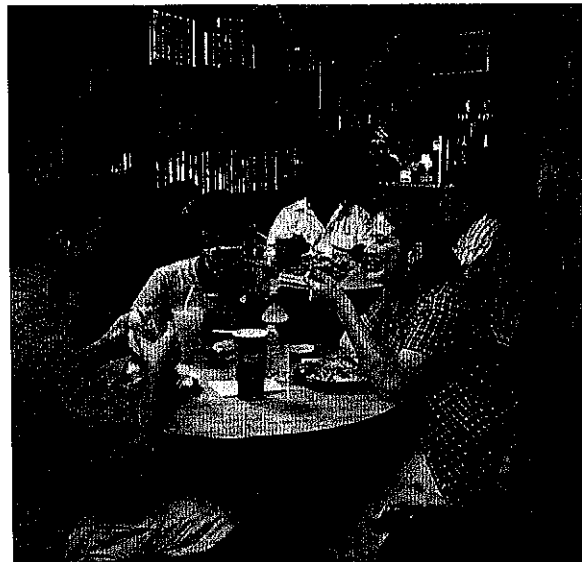
# **Tools & Techniques for Assessing Customer Satisfaction**

### **INTRODUCTION**

Evaluation of customer satisfaction takes many forms and constitutes the foundation of our success. We often use the expression that if we are to be successful we have to become part of the University community. . . in essence, "a thread in the fabric of campus life." Crucial to meeting the needs of the institutions we serve is understanding those needs.

No two campuses are alike and no two programs at any of the almost 400 institutions we serve are the same. What, then, allows us to differentiate the services we offer? We actively listen...and we react, forming a program that meets the needs of the constituency we serve.

The following tools and techniques are used by all of our locations to actively seek out and solicit feedback from our customers to continuously raise the bar on our performance levels. Through these tools, our management team at UCF will be able to meet and exceed the expectations of today's demanding college student. Your students satisfaction is our ultimate goal.





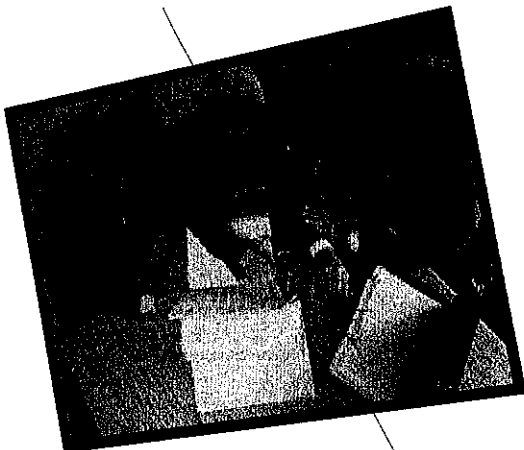
## Foodservice Operations

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### "FRESH EYES" TEAM

One example of an effective method for achieving quality assurance is by using what we call a "Fresh Eyes" team. The team consists of two or three dining service directors from other ARAMARK locations across the country, a District Manager from outside your geographic region, the Regional Human Resource Director, the Regional Marketing Director and the Regional Sales Director. The purpose of this "Fresh Eyes" review is to examine, over the course of three days, all operating procedures using ARAMARK's Gold Book Standards of Operation.

The "Fresh Eyes" approach helps us to see our operations through the eyes of our customers. The review team enters through the front door and uses the dining services as guests. Though management team is aware of the visit, we instruct them to operate the dining services normally to provide an accurate view. The goal is to make certain that we are meeting and/or exceeding client expectations.



### QUANTITATIVE MEASURES OF PERFORMANCE

ARAMARK also uses quantitative performance measures to track indices of quality. Here is a partial list:

- Health and sanitation inspections.
- Work hours lost surveys.
- Student customer satisfaction surveys.
- Client satisfaction surveys.
- Meals per labor hour surveys (productivity: residential).
- Sales per labor hour (productivity: retail)
- Check averages surveys.
- Market share tracking.
- Sales/transaction by day part (capture).
- Mystery shopper scores (competitive appraisal).

This is only a partial list. ARAMARK identifies quality control indices that are most important to each campus we serve. We then apply or develop measures to monitor quality longitudinally.



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### **Other tools used to help quantify performance:**

1. Food committees help drive student satisfaction. We aim to have an active involved food committee at each college or university we serve. Related programs such as "Dine with the Director," the 90/10 Policy, and comment card programs also help us reach all students.
2. Surveys provide data that allow us to track and trend student attitudes towards our dining program. We conduct surveys on both the national and local levels.
3. Student employment is often our best opportunity to expose students to the quality and care ARAMARK takes in the kitchen. Student employees are full of energy and enthusiasm and often offer our management team valuable input on how students perceive our various dining services.
4. Our student manager program is a step beyond student employment. This program provides students with an opportunity to explore a career in the hospitality industry. Our Student Managers also become stewards of quality assurance through their involvement with our programs.
5. ARAMARK - sponsored training educate student employees on every aspect of our campus dining service partnerships.



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### "WE GUARANTEE"

We at ARAMARK pride ourselves on our proactive service. We anticipate our customers needs - sometimes even before they recognize them. "We Guarantee" is an action oriented ARAMARK program that seeks to service customers more efficiently, thus creating the highest level of customer satisfaction.

The goal of the program is to resolve guest issues quickly by giving all employees the ability and authority to solve problems, thus guaranteeing a quality transaction. Although our overall goal is complete satisfaction in every area, we recognize we will not always be perfect. In all areas of dining services - retail cash operations, residential dining or catering services - we empower our employees to solve problems and assure quality in all situations.

We achieve this through a six-step process:

1. Introduce yourself and ask the customer's name.
2. Listen! Listen! Listen!
3. Thank the customer for bringing their concern to you.
4. Ask short questions to pinpoint the problem.
5. Ask what will satisfy the customer or suggest possible solutions and respond appropriately.

6. Ask customer to come back again, giving them a "Be My Guest" card with specific resolution instructions.

Here are some examples of how "We Guarantee" works:

- Perhaps a customer is upset at having to wait in line for a personal pan pizza during the noon rush. A manager, alert to the situation, either makes the purchase complimentary or gives the customer a "guest" card for a discount on his next purchase.
- A student misses several meals in one day due to a scheduling conflict. When the situation is brought to the ARAMARK manager's attention, a "care package" of fruits, juices and other non-perishable items is assembled so the athlete can take it along on her team trip.





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Here are some other ways in which ARAMARK Campus Services provides proactive attention:

- Dining service committee meetings.
- Catering customer "Event Comment" cards.
- Written communications with follow-up.
- Freshmen orientation programs.
- Educational residence hall meetings.
- Dining services survey (twice annual).
- Client telephone surveys.
- Regional/divisional management visitations.
- Mystery shopper program.
- National brand concept audits.
- Catering services "sampling" parties.

Of course, the overall responsibility for control will lie with your hand-picked dining services director. He or she has the experience and training to oversee all operations and coordinate the complexities of a multi-faceted business.

Frequent visits by the District Manager support the mission of the dining services director and the university on a continual basis. Often the District Manager's focus will be on the future -- making certain that the systems, programs and goals we share are achieved on a timely basis. The district manager also oversees all operations on a given campus to ensure customer satisfaction.

In addition to the District Manager, regional management supports each university through "fresh eyes" visits - evaluating and offering suggestions for new and better ways to do business.

ARAMARK Campus Services exclusively supports the college and university dining service market. Campus Services people work with Campus programs employing a Campus philosophy that will provide the absolute best practices, services and quality food - a capability that is distinctive of ARAMARK.



# Foodservice Operations

## SATISFACTION AND PREFERENCE SURVEY

### "VOICE OF THE CUSTOMER"

We want to make your dining environment the best it can be. Collecting input from your customers through ARAMARK's "Voice of the Customer" survey will allow us to continually improve our service to you.



Thank you for your time! We want to make your workplace dining experience the best it can be. And to do so, we need your help. Your input will aid us in determining how to make your workplace dining experience the best it can be. Please take a few minutes to answer the questions on this brief survey and then place it in the nearest survey box. Again, thank you for helping us improve our service to you!

1. What is the meal that you typically eat at THIS LOCATION?

- Breakfast
- Lunch
- Dinner

2. For the meal mentioned in question 1, how many days per week do you typically eat EACH of the following?

Buy the meal at the dining service:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buy the meal off-site:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bring the meal from home:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eat out during the mealtime:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Using a scale of Excellent, Very Good, Good, Fair, and Poor, check an  in the box that best describes how you would rate the dining service's performance at THIS LOCATION in the following areas. Please use only one  for each question.

	Excellent	Very Good	Good	Fair	Poor
a) Overall dining experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Taste of food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Appearance of food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Freshness of food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Offering consistent food quality day to day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Variety of menu options at this location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Availability of healthy options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Overall service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Speed/efficiency of service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Friendliness of staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k) Staff's ability to answer questions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l) Overall cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m) Hours of operation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n) Variety of food options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o) Value for your money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### YOUR BACKGROUND Please tell us a little about yourself. (optional)

4. Gender:  Male  Female

5. Age:  24 or under  25-34  35-49  50-59  60 or over

6. How do you characterize your job?

- Product Assembly/Manufacturing
- Administrative
- Engineering/Technical/Science
- Customer Service
- Supervisory/Management
- Other: \_\_\_\_\_
- Executive/Upper Management

### COMMENTS Please be specific with all comments!

7. What do we currently do that you hope we will never change?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

8. What do we currently do that you hope we will improve upon?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### PREFERENCES Please be specific!

9. Are there any food or beverage choices or concepts that you'd like to see us offer?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

10. If you purchase your main meal off-site, what are your three favorite restaurants?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If you need additional copies for your staff, please contact us on the back table.

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## *Foodservice Operations*

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### **Transition Planning**

We'll start by immediately assembling a transition team comprised of ARAMARK personnel and key UCF administrators, staff and students who will review and finalize the transition plan.

The master plan will contain a timetable describing when each task should be undertaken and completed and the team member(s) responsible for managing it. We provide you with a sample timetable in this section.

We'll meet with the dining staff employees as soon as possible to explain our benefits package, training programs, hours of operation and pay schedules and to alleviate their concerns.

Although the transition plan will detail every step, it's also a flexible, working document, so the team can incorporate suggestions and recommendations. If necessary, we'll ask our managers who have experience opening dining services operations in colleges of a similar size to assist with the transition.

Communication is essential to building support and rapport. Team members will schedule and hold meetings throughout the process to keep the dining services' staff and the campus community informed and involved in the process.

As you'll see from the transition plan described on the following pages, we've prepared a detailed document that can be adapted to ensure a smooth transition at UCF.



#### **IN THIS SECTION**

Transition Plan  
Transition Team  
Transition Timeline  
Responsibilities and  
Timeline Overview





## *Foodservice Operations*

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### **TRANSITION TEAM**

#### **CONTRACT FINALIZATION TEAM**

- Jack Wixted, ARAMARK Counsel, Campus Services
- Dave Amorine, Director of Business Development
- John Packer, Regional Vice President
- Russell Mellette, District Manager

#### **HUMAN RESOURCES & TRAINING TEAM**

- Dave Milton, Human Resource Director
- Tangee Gibson, Vice President of Human Resources
- Joel Katz, Director of Management & Organizational Development
- Patrice Paden, Training Specialist

#### **MARKETING, MERCHANDISING & CONCEPT IMPLEMENTATION TEAM**

- Open, Regional Marketing Director
- Deb Wicks, Vice President of Marketing
- Doug Martinides, Vice President of Culinary Design Solutions
- Donald Buccelli, Retail Store Specialist
- Ted McDaniel, Regional Pan Geos Specialist

#### **CAPITAL PROJECT TEAM**

- Orlando Espinosa, Vice President Design Solutions
- Open, Regional Marketing Director

#### **FINANCIAL SYSTEMS/MIS/FOOD PRODUCTION TEAM**

- Bruce Kahn, Vice President of Information Technology
- Bob Smith, Financial Analyst
- Kelly Christiano, Manager of ScanPlus Technology

#### **SAFETY, SANITATION & RISK MANAGEMENT TEAM**

- Marshall Sherman, Director of Risk Management
- Dave Milton, Regional Human Resource Director

#### **MENU ENGINEERING, NUTRITION & CULINARY ARTS TEAM**

- Ted McDaniel, Pan Geos Specialist
- Christian Drouin, Executive Chef at University of Florida

#### **CAMPUS TEAM**

(To Be Identified)

#### **CATERING SERVICES TEAM**

(To Be Identified)

#### **PUBLIC RELATIONS TEAM**

- Open, Regional Marketing Specialist
- Dave Milton, Regional Human Resource Director
- Debbie Albert, Corporate Public Relations Specialist

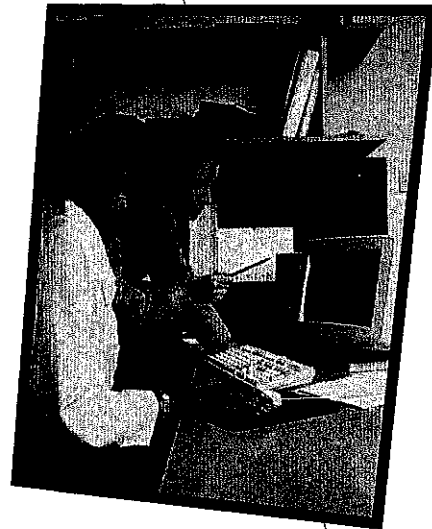


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### **TRANSITION TIMELINE**

The following timeline shows a typical schedule breakdown for a Fall opening of transitioned dining services. Keep in mind, however, that ARAMARK has occasionally been known to undertake the nearly impossible! For example, at the University of Minnesota, we opened 20 dining locations (14 retail and six board operations) in just eight days to comply with our client's desire to start service in January, 1998. The university, which had self-operated its food services, has 50,000 students.





# Foodservice Operations

## RESPONSIBILITIES & TIMELINE OVERVIEW

Date	Task Category	Responsibility
_____	Contract Award	College client
-	Finalize Transition & Opening Assignments	ARAMARK
-	Contract Finalization	Client/ARAMARK
_____	Letter to current Dining Employees	Client/ARAMARK
-	Preliminary Capital Project Meetings, if needed	Client/ARAMARK
-	Develop Software Interfaces, Order Computer Equipment	ARAMARK
_____	Public Relations/Press Releases	Client/ARAMARK
-	Joint Transition Planning Sessions	Client/ARAMARK
_____	Temporary Office Setup	Client/ARAMARK
-	Key Management Selection Process	Client/ARAMARK
-	Planning Sessions with Housing & Admissions	Client/ARAMARK
_____	Client Dining Employee Meetings	Client/ARAMARK
-	Branded Concept Finalization	ARAMARK/Legal
_____	Capital Project Sessions	Client/ARAMARK
-	Summer Camp/Conference Planning,if needed.	Client/ARAMARK
_____	Management Training Schedule And Brand Orientation	ARAMARK
-	Development of Marketing Materials	

SAMPLE  
TRANSITION PLAN





# Foodservice Operations

## RESPONSIBILITIES & TIMELINE OVERVIEW (CONT'D)

Date	Task Category	Responsibility
_____	Review Accounting Systems & Reporting Requirements	ARAMARK
_____	Conduct Inventory	Client/ARAMARK
_____	Finalize Menu Portions & Prices	Client/ARAMARK
_____	Begin Meal Plan Discussions	ARAMARK
_____	Merchandising Plans/Signage	Client/ARAMARK
_____	Health Permits/Licenses	ARAMARK
_____	Recycling & Environment Plan	Client/ARAMARK
_____	Finalize Catering Services Plan	ARAMARK
_____	Summer Personnel Assignments	ARAMARK
_____	Finalize Catering Promotes	ARAMARK
_____	Review Fall Opening Plans	ARAMARK
_____	Fall Merchandising Plan	ARAMARK
_____	Capital Project Reviews	ARAMARK
_____	Licenses/Permits/Inspections	Client/ARAMARK
_____	New Concept Training	ARAMARK
_____	Grand Opening Materials	ARAMARK
_____	Grand Opening	Client/ARAMARK

SAMPLE  
TRANSITION PLAN



# *Financial*

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## **INTRODUCTION**

Today's marketplace for higher education is extremely competitive. Few universities have the abundance of resources necessary to compete aggressively for students, faculty and staff. Every university wants and needs as much money as it can possibly earn. Recruiting high quality faculty, fulfilling student financial aid requests, keeping abreast of advances in technology and addressing the capital needs of the physical plant are increasing dramatically the cost of education. Even this country's most elite universities recognize that additional revenue is required to fund the growth, modernization and expansion of their facilities and programs.

In this section of our document, we outline ARAMARK's financial proposal to the University of Central Florida. We are pleased to include an aggressive expansion plan in terms of various concepts to be opened over the first two years. Still, in preparing our financial projections, we were careful to make reasonable sales estimates for each operation. The result is a healthy financial proposal, which contains a graduated (staged) commission schedule that rewards both the University of Central Florida and ARAMARK for prosperous growth. We are excited about the opportunity take food service at the University of Central Florida to a new level, thereby setting the stage for potential explosive growth.

If there are any aspects of this Financial Proposal that are unclear or that fail to meet your expectations, please allow us the opportunity to address your concerns.

*A Partnership In Excellence*





# Financial

## Capital Investment in Existing Facility Renovations and New Facility Construction

An essential element of any successful partnership is the willingness to combine and share resources to enhance and elevate the quality of services. ARAMARK is pleased to offer a capital investment program designed to assist UCF with modernizing and enhancing its current dining facilities and most importantly, designing and constructing new facilities.

ARAMARK will provide the University an investment in the amount of **\$2,162,000**. Of this investment, approximately **\$162,000** will be used to satisfy the University's buy-back obligation to its current service provider with the remaining **\$2,000,000** to be used for making mutually agreed upon improvements and additions to the University's dining services program. This investment is pending approval from ARAMARK's Corporate Finance Department. The University will retain final approval of all modifications to programs and facilities.

<b>Amortization Schedule</b>		
<b>Date</b>	<b>Cash Outlay</b>	<b>Amortization Amount</b>
August 1, 2001	\$1,162,000	\$116,200 per year for ten years
August 1, 2002	\$500,000	\$55,556 per year for nine years
August 1, 2007	\$100,000	<b>These additional funds will be taken as a direct cost of the operation and shall have no corresponding amortization schedule.</b>
August 1, 2008	\$100,000	
August 1, 2009	\$100,000	
August 1, 2010	\$100,000	
August 1, 2011	\$100,000	
<b>Total</b>	<b>\$2,162,000</b>	



# Financial

**Projected Breakdown of ARAMARK's \$2,162,000 Investment**  
**at the University of Central Florida**

<b>\$162,000</b>	<b>Current contractor's buy-out (Year One)</b>
<b>\$250,000</b>	<b>Complete renovation of the University Dining Room and Presidential Dining Room (Year One)</b>
<b>\$125,000</b>	<b>Design and construction of the Patio deck at Great Escapes (Year One)</b>
<b>\$50,000</b>	<b>Expansion of the Chick-fil-A at Great Escapes (Year One)</b>
<b>\$75,000</b>	<b>Complete overhaul and enhancement of the current Patio Grill. Reconfigure into the Island Grill (Year One)</b>
<b>\$50,000</b>	<b>Cosmetic changes and enhancements to the Dining Hall at the Student Resources Center: new signage, lighting, foliage, wall murals. (Year One)</b>
<b>\$70,000</b>	<b>Installation of a "Java City" gourmet coffee kiosk at the Library (Year One)</b>
<b>\$100,000</b>	<b>Design and installation of an Einstein Bros. Bagel (In-Line Cafe) at the Education Complex to replace the current "Fast Break" Snack Bar (Year One)</b>
<b>\$150,000</b>	<b>Redesign and installation of the "KnightsMart" food store at the Student Union to include the national branded juice concept "Jamba Juice" (Year One)</b>
<b>\$30,000</b>	<b>Purchase of two "Snackster" mobile food carts (Year One)</b>
<b>\$100,000</b>	<b>Design and construction of the new "KnightsMart" food store at Knights Crossing Apt. Complex (Year One)</b>



## Financial

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<b>\$250,000</b>	<b>Design and construction of the Pegasus Circle Snacks Express retail location (Year Two)</b>
<b>\$250,000</b>	<b>Design and construction of the "KnightsMart" food store at Parking Garage West (Year Two)</b>
<b>\$100,000</b>	<b>Facilities enhancement / upgrade fund (Year Six) *</b>
<b>\$100,000</b>	<b>Facilities enhancement / upgrade fund (Year Seven) *</b>
<b>\$100,000</b>	<b>Facilities enhancement / upgrade fund (Year Eight) *</b>
<b>\$100,000</b>	<b>Facilities enhancement / upgrade fund (Year Nine) *</b>
<b>\$100,000</b>	<b>Facilities enhancement / upgrade fund (Year Ten) *</b>
<b>\$2,162,000</b>	<b>Total Investment</b>
	<p>* Possible facility upgrades could include the creation of a second residential dining facility</p>





## *Financial*

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### **INVESTMENT SCHEDULE**

**\$2,162,000 Total Investment**

**Amortization Method = Straight Line**

**Year One - August 1, 2001**

**\$162,000 - Current Contractor Buy-out**

**\$1,000,000 - Investment**

**To Be Used For: Renovations / Additions**

**Year Two - August 1, 2002**

**\$500,000 Investment**

**To Be Used For: Additions**

**Years Six thru Ten**

**August 1, 2002 - August 1, 2011**

**\$100,000 Investment Per Year**

**To Be Used For: Facility Enhancements / Upgrades**

*Note: This portion of the investment is not  
subject to amortization.*



# Financial

## COMMISSION RATES

### Staged Schedule

- Guaranteed Commission on Board Revenue:

\$0 - \$2,500,000	8%
\$2,500,001 - \$3,000,000	10%
\$3,000,001 - \$3,500,000	12%
\$3,500,001 - \$4,000,000	15%
\$4,000,001 - \$4,500,000	18%
<u>\$4,500,001 - \$5,000,000</u>	<u>21%</u>

Projected Board Commission Year One = **\$176,052**

- Guaranteed Commission on all Other Retail Revenue  
(Inclusive of all national brands, c-store sales, catering, camps, conferences, door cash, mobile cart and concession stands revenue)

\$0 - \$4,000,000	4.0%
\$4,000,001 - \$5,000,000	4.5%
\$5,000,001 - \$6,000,000	5.0%
\$6,000,001 - \$7,000,000	5.5%
<u>\$7,000,001 - \$8,000,000</u>	<u>6.0%</u>

Projected Retail Commission Year One = **\$134,320**

**Total Projected Commission Return Year One = \$310,372**

### Reimbursements

In addition to our proposed investment, ARAMARK is pleased to offer UCF the following reimbursements associated with dining services overhead expenses.

#### Utility Payments

ARAMARK will pay the University up to \$15,000 per month or \$180,000 annually for the cost of metered utilities for food services.

#### Equipment Replacement Fund

ARAMARK will pay for the expense of all equipment replacement and repair up to \$15,000 per year. If dining services does not expend this accrued resource, the University can roll it over from year to year or use this fund at its discretion.



# Financial

## SUMMARY OF FINANCIAL RETURN TO THE UNIVERSITY

<u>Investment</u>		<u>Buy-Out</u>	
Year One	\$1,000,000	Year One	\$162,000
Year Two	\$500,000		
Years Six-Ten	\$500,000		
<b>Total</b>	<b>\$2,000,000</b>		

<u>Commission</u>			
Year One Board =	\$176,052	Year One Retail =	\$134,320
Year Two Board =	\$212,931	Year Two Retail =	\$160,347
Years 3-5 Board =	\$721,208	Years 3-5 Retail =	\$531,634
Years 6-10 Board =	\$1,587,384	Years 6-10 Retail =	\$1,087,213
<b>Total Board =</b>	<b>\$2,697,575</b>	<b>Total Retail =</b>	<b>\$1,913,513</b>
<b>Total Commission = \$4,611,089</b>			



# Financial

<b>Utility Payments *</b>	
Year One	\$180,000
Year Two	\$185,400
Year Three	\$190,962
Year Four	\$196,691
Year Five	\$202,592
Year Six	\$208,669
Year Seven	\$214,929
Year Eight	\$221,377
Year Nine	\$228,019
<u>Year Ten</u>	<u>\$234,859</u>
<b>Total</b>	<b>\$2,063,498</b>

<b>Equipment Replacement / Repair Fund</b>	
Year One	\$15,000
Year Two	\$15,000
Year Three	\$15,000
Year Four	\$15,000
Year Five	\$15,000
Year Six	\$15,000
Year Seven	\$15,000
Year Eight	\$15,000
Year Nine	\$15,000
<u>Year Ten</u>	<u>\$15,000</u>
<b>Total</b>	<b>\$150,000</b>

• Total Year One Return to UCF	\$1,667,372
• Total Year Two Return to UCF	\$1,073,678
• Total Years Three-Five Return to UCF	\$1,888,086
• Total Years Six-Ten Return to UCF	\$4,565,293
<b>Grand Total Return to UCF</b>	<b>\$9,194,429</b>

\* **Utility Payments**

ARAMARK will reimburse the University of Central Florida for annual utility costs up to \$180,000 for Year One of the contract. For illustration purposes, we have increased this fund at a rate of 3% annually. In actuality, ARAMARK would partner with UCF and increase this fund in conjunction with potential annual board rate increases.



# Financial

## PROPOSED MEAL PLAN RATES

<u>Proposed Meal Plan Rates</u>	<u>Daily/Semester Rates</u>
<u>23 Meal Plan Plus</u> Any 23 meals per week plus \$150 per semester in flex dollars	Academic year August 2001-May 2002 \$1,268 per patron, per semester
<u>23 Meal Plan</u> Any 23 meals per week	Academic year August 2001-May 2002 \$1,118 per patron per semester
<u>15 Meal Plan Plus</u> Any 15 meals per week plus \$150 per semester in flex dollars	Academic year August 2001-May 2002 \$1,237 per patron per semester
<u>15 Meal Plan</u> Any 15 meals per week	Academic year August 2001-May 2002 \$1,087 per patron per semester
<u>12 Meal Plan Plus</u> Any 12 meals per week plus \$150 per semester in flex dollars	Academic year August 2001-May 2002 \$1,138 per patron per semester
<u>12 Meal Plan</u> Any 12 meals per week	Academic year August 2001-May 2002 \$988 per patron per semester
<u>75 Meal Plan</u> Any 75 meals per semester	Academic year August 2001-May 2002 \$389 per patron per semester
<u>175 Meal Plan</u> Any 175 meals per semester	Academic year August 2001-May 2002 \$849 per patron per semester

**Note: These rates do not include sales tax.**



# *Financial*

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## **PROPOSED CASUAL MEAL RATES**

To help promote usage of the "all you can eat" residential dining facility, we recommend the following casual meal rates:

Breakfast	\$4.50
Lunch	\$5.50
Dinner	\$6.50

## **CATERING FUND/MEAL PLAN SCHOLARSHIPS**

### **Student Catering**

In partnership with the University, ARAMARK would like to develop programs that support student life in definable and measurable ways. The following are student life enhancements that will be initiated and financed by ARAMARK as part of our partnership pledge:

- Catering funds for SGA/Student Activities - up to **\$5,000** annually
- Annual Meal Plan Scholarship for two (2) University of Central Florida students (23 meal plan)

### **Presidential Catering Fund**

ARAMARK proposes a Presidential Catering Fund of **\$5,000** annually to support functions for Dr. Hitt.



# *Financial*

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## **FINANCIAL ASSUMPTIONS**

- \$162,000 current contractor buy-out.
- ARAMARK collects all of the meal plan revenue.
- Standard buy-back agreement in contract.
- Ten year contract and amortization schedule.
- 221 meal plan service days.
- Meal plan options are strictly voluntary.
- Straight P&L contract.

## **SUMMARY**

This proposal represents ARAMARK's best attempt to suggest ideas and concepts for dining services at the University of Central Florida.

Our intent is not to suggest that this is the only dining program that ARAMARK will manage for the University. Our dining program will be developed using these ideas as a starting point and finalized after thorough discussions with all interested parties, including students, administrators, faculty and staff.

We are excited about the future of dining services at UCF and look forward to discussions that will lead to a truly unique and state-of-the-art dining program at the University.