

Fleming College  
Foodservice Advisory Committee

Brealey Campus, March 7, 2014

## Meeting Notes

In Attendance:

Mark Murdoch, Foodservices, Linda Humphries, Purchasing, Michael Wood, ARAMARK, Deanna Nelson, ARAMARK, Chris Smith, SAC, Travis Doak, Housing, Pam Selkirk, Admin Staff, Jen Wight, SAC, Dave Sallis, Sustainability

1. Follow items from last meeting. Michael Wood reported:
  - China as default options, out at station
    - o We've been working with staff to offer china more
    - o We brought in more plates/bowls from another account as there wasn't quite enough to keep us stocked in busy periods
  - Staff seeing web-site
  - Web site has to fit on a smart phone
    - o This is coming for September
  - Daily Specials and Soups need to be easier to find – single page
  - Hours of operation should be available at a glance
    - o Done
  - All staff e-mails utilized
    - o Doing this, along with Fleming Zone, Tweets/Facebook/etc
  - Breaktime Frequently out of stock
    - o This shouldn't be an issue anymore
  - Breaktime Toaster for Bread/Bagels
    - o Done
  - Aboriginal Students – can they be accommodated
    - o Worked with the Aboriginal department and did aboriginal day on Feb 21<sup>st</sup>
  - Add dish bins to Breaktime and Staff lounge
    - o Done
2. A number of Key Performance Indicators related to sales, average cheque and transaction count were reviewed. A copy of the presentation is attached.
3. Travis Doak reported on the results of a survey conducted with Sutherland Campus Residence students in the fall of 2013. A copy of the results are attached.
4. Travis Doak discussed the meal plan that will be put in place for the fall term 2014 and the mandatory meal plan that will begin in the fall of 2015.
  - a. The development of the meal plan is supported by nutrition and mental health research.
  - b. The fall of 2014 will provide a soft launch of the meal plan, pending final approval by ELT late March.

- c. We should look for a better word than “mandatory.”
  - d. Evening hours will be extended until 8 pm (at least) Monday through Thursday, with one or two of those nights being in the Steele Centre.
5. David Sallis from the Sustainability Office reported:
- a. The Sustainability Office is investigating Terra Cycle as a means to recover an income stream for recyclable items.
  - b. A project to map waste streams is underway. This will identify what waste is coming from where, and how it leaves the property.
  - c. Verma-culture (worm composting) is being investigated as an alternative to the Somat composting system currently in use.
  - d. The office is planning some activities in support of the Green Day Challenge.
  - e. An off-site facility is being investigated for the production of bio-gas.
  - f. An energy reduction audit is underway in the café areas. Simple tasks like turning off coffee brewers overnight and rescheduling the hours that exhaust hoods run could have a significant impact on electricity and gas usage.
  - g. A grant is being investigated to improve source separation.
6. The rate of contamination has not been reduced. Currently, each bag of waste that has any contamination is discarded, effectively 100%. Can OMNI be asked to source separate waste? If so, how much will it cost?
7. Mike Wood reviewed a number of changes and developments that have taken place in direct response to previous meetings. Specific items are identified below.
- 1) Nov 12 meeting – customers wants trays – we put them out
  - 2) Sept 2013 meeting – frost – breakfast items too greasy – yogurt/granola bar put into place, fresher sliced fruit added as well
  - 3) Sept 2013 – issues with LCD’s not working - corrected
  - 4) Sept 2013 – kawartha grill closing time of 3:30 not right – changed to 7pm closing
  - 5) Sept 2013- Lunch feedback – no whole wheat/gluten free options at Panini Station – new breads brought in and made on site to ensure we have the options
  - 6) Nov 2013 – Signage needed at Cashiers indicating 2 lines at each station – these are out
  - 7) Nov 2013 – Dish collection locations at both campus – put out Feb 2014
  - 8) Nov 2013 – Hot meal option required at night – 3 nightly options now at Breaktime
  - 9) Nov 2013 – need to bring awareness of marketing initiatives – we’ve connected with Laura Gunning and ???, we’re sending out more consistent and relevant Email blasts, Fleming zone updates, twitter/facebook at both Aramark and Fleming. SA contacts were gotten to assist with distributing information to them.
  - 10) December 2013 Submit your recipe contest – done in January
  - 11) Dec 2013 – More awareness around Gluten Free/Dairy Free/Etc – Large posters, stickers at each station to identify what station has that, training provided to staff for awareness

12)Chicken on Salad bar - done

8. Other business:

- a. At Pizza Pizza a new/properly sized plate is required for the gluten free pizza.
- b. Hours of service in the evening continue to be an issue.
- c. Prices at Breaktime are higher than Tim Hortons.
- d. In Epic Burger the staff cook the vegetarian burger on the meat side of the grill.
- e. Student are confused by the use of packaged condiments and ARAMARK staff do not know which items are free and which are an extra charge.

9. Next meeting – TBD

## Lunch Feedback

### Respondent 1:

**What did you have?** Sweet & sour chicken pasta bowl at the Panini Station.

**Why did you pick this item?** The sample version at the food stations was very appealing, the name was pleasing.

**Have you had it before?** This was the first time.

**In your perception, at the station you were served at:** The noodles in the serving tray were replaced with fresh noodles before I was served which was appreciated. The server 'Joe' was friendly and professional. The station looked organized and was clean.

**Has service improved?** The was adequate for my expectations. I tend to find the staff at Brealey more friendly than at Frost.

**Was the food better?** The food was totally misrepresentative from what was advertised to what was served. The food was not served in a bowl. When the server was asked why the advertising sign stated a bowl it was clear he did not know the sign said this. There was no sweet & sour sauce rather a very hot chili sauce that in my opinion was even too hot if it been advertised as a hot sauce. I was only able to eat 1/3 of my meal.

**Additional comments:** I was a little surprised that Michael Woods did not have stronger response when it was identified to him how the sweet & sour chicken pasta was not sweet & sour. This was not one person's subjective opinion, rather it was clear the pasta was being served with a hot sauce.

### Respondent 2:

**What did you have?** It was described as a Sweet and Sour Chicken Bowl, but was actually a Hot and Spicy chicken on a plate.

Ice cream cone

**Why did you pick this item?** Looked good.

**Have you had it before?** No

**In your perception, at the station you were served at:**

**Has service improved?**

Still difficult to tell what's being sold there. One item was a sample plate, the other item you had to look over to the sign but there was no sample.

There were no noodles so the server had to go over to Bene to get some.

I asked the server why it wasn't in a bowl like the sign said and he didn't know what the sign said.

**Was the food better?**

It looked better than in the past and looked like a good meal with great appearance and colour, but once you started to eat it, the food was not as advertised

- Was not a bowl
- Was extremely spicy, was not sweet and sour, so hot you couldn't eat it
- Noodles had lots of starch bits covering them, were not "clean"
- Its great to have the ice cream available but the ice cream was melting, very sandy and grainy like it had melted on top and been refrozen. The ice well is not a freezer so doesn't keep the ice cream frozen.

- Ice cream water was getting dirty and needed to be changed but no one was around that area to do so

### **Respondent 3:**

**What did you have?** Sweet & Sour Chicken bowl

**Why did you pick this item?** It looked 'fresh' and delicious – had a 'comfort food' aspect to it

**Have you had it before?** No

**In your perception, at the station you were served at:**

**Has service improved?** Service was efficient – I asked for a half portion and they were accommodating to the request

Staff were there waiting to serve guests

**Was the food better?**

I like the idea of this 'special' but it was not 'as advertised'.

It was served on a plate when it was advertised as 'Sweet & Sour Chicken bowl'

The sauce was extremely spicy and definitely unexpected when I was hoping for 'tangy and sweet'

**Additional comments:**

The ice cream was a nice way to cool down from the spicy entrée!

### **Respondent 4:**

**What did you have?** Beef Pho

**Why did you pick this item?** Big portion, fair price, looked tasty

**Have you had it before?** Yes

**In your perception, at the station you were served at:**

**Has service improved?** Yes, he seemed to have it together a little better

**Was the food better?**

I thought so at the time. Good ratio of broth, noodles, veggies and beef. Later however it was evident it was WAY too salty.

## KPI Slide Show

### Food at Fleming Year over Year Sales

	2013	2014	Change
Brealey Eats	254394	246686	-3.0%
Tim Hortons	368453	382605	3.8%
Brevertime	157706	185404	17.6%
Residence MP	86242	92758	7.6%
Vending	37717	33466	-11.3%
<b>Brealey College Total</b>	<b>780553</b>	<b>814695</b>	<b>4.4%</b>
Steele Centre	198874	188918	-5.0%
<b>Brealey Total</b>	<b>979427</b>	<b>1003613</b>	<b>2.5%</b>
Origin Café	313350	324900	3.7%
Vending	26502	21527	-18.8%
Kawartha Grille	44686	48405	8.3%
<b>Frost Total</b>	<b>384538</b>	<b>394832</b>	<b>2.7%</b>
McRae	39325	38973	-0.9%
Halliburton	22695	23276	2.6%
<b>College Total</b>	<b>2206538</b>	<b>2275389</b>	<b>3.1%</b>

### Food at Fleming Year over Year Transaction

	2013	2014	Change
Brealey Eats	47551	44368	-6.7%
Tim Hortons	113370	113870	0.4%
Brevertime	45188	48919	8.3%
Residence MP	10972	11984	9.2%
<b>Brealey College Total</b>	<b>217081</b>	<b>219141</b>	<b>0.9%</b>
Steele Centre	32337	30372	-6.1%
<b>Brealey Total</b>	<b>249418</b>	<b>249513</b>	<b>0.0%</b>
Origin Café	71869	70021	-2.6%
Kawartha Grille	7059	7149	1.3%
<b>Frost Total</b>	<b>78928</b>	<b>77170</b>	<b>-2.2%</b>
McRae	10972	10782	-1.7%
Halliburton	7350	7484	1.8%
<b>College Total</b>	<b>563749</b>	<b>564090</b>	<b>0.1%</b>

## Food at Fleming Average Cheque

	2013	2014	Change
Brealey Eats	\$ 5.35	\$ 5.56	4.0%
Tim Hortons	\$ 3.25	\$ 3.36	3.4%
BreakeTime	\$ 3.49	\$ 3.79	8.6%
Residence MP	\$ 7.86	\$ 7.74	-1.5%
<b>Brealey College Total</b>			
Steele Centre	\$ 6.15	\$ 6.22	1.1%
<b>Brealey Total</b>	<b>\$ 6.15</b>	<b>\$ 6.22</b>	<b>1.1%</b>
Origin Café	\$ 4.36	\$ 4.64	6.4%
Kawartha Grille	\$ 6.33	\$ 6.77	7.0%
<b>Frost Total</b>			
McRae	\$ 3.58	\$ 3.61	0.8%
Haliburton	\$ 3.09	\$ 3.11	0.6%
<b>College Total</b>			

## Food at Fleming Sales by component

	2013	2014	Change
Café	1619392	1703495	5.2%
Catering	61367	90213	47.0%
Vending	73442	64814	-11.7%
<b>Total</b>	<b>1754201</b>	<b>1858522</b>	<b>5.9%</b>

## Food at Fleming Tim Hortons vs. Breaktime

	Tim Hortons 2013	Breaktime 2014	Change
Sales	\$ 16,115	\$ 18,238	13.2%
Transactions	4974	4787	-3.8%
Avg Cheque	\$ 3.24	\$ 3.81	17.6%
Use only the sales activity related to the changed hours			

## Food at Fleming Residence Marketplace

	2013	2014	Change
Sales	\$ 86,242	\$ 92,758	7.6%
Transactions	10972	11984	9.2%
Avg Cheque	\$ 7.86	\$ 7.74	-1.5%



## Food at Fleming Pan Geo Y o Y

	2013	2014	Change
Sales	\$ 7,188	\$ 12,854	78.8%
Transactions	1401	2264	61.6%
Avg Cheque	\$ 5.13	\$ 5.68	10.7%

## Food at Fleming Miso vs. Bene

	Miso 2013	Bene 2014	Change
Sales	\$ 17,115	\$ 13,074	-23.6%
Transactions	2255	1995	-11.5%
Avg Cheque	\$ 7.59	\$ 6.55	-13.7%

# Residence Food Survey – November 2013

- At Brealey the survey was completed by 140 students living in Residence.
- 35.6% currently had a meal plan on-campus
- 71% felt the hours of operation were convenient
- 32.6% use the Marketplace 2-3 times per week
- 16% never use the Marketplace
- For those that do not use the Marketplace the main reasons were not enough options and too expensive
- 87.7% said the staff in the Marketplace were helpful in making food purchases
- 67% said the marketing efforts in promoting services were not effective
- There was a question about a minimum \$500.00 meal plan – asking them if they would be interested – 40% said yes and 60% said no.
- There were many who did not understand the question as their written responses indicated. For example many students thought that they would not be able to cook for themselves anymore.
- 15.5% said they do not know how they would enroll in a meal plan if they wanted to
- When asked what different types of food they would like to see in the Marketplace, 85% said they would like to see more fresh fruit. In second place was more snack foods and third was hamburgers
- When asked where their preferred location to eat off-campus, 79.4% said Subway.