

Fleming College  
Foodservice Advisory Committee

Frost Campus, December 2, 2013

## Meeting Notes

In Attendance:

Mark Murdoch, Foodservices, Pierre Overvelde, ARAMARK, Barb Gallant, ARAMARK, Deanna Nelson, ARAMARK, Martin Vanden Anker, ARAMARK, Travis Doak, Housing, Tania Clerac, Sustainability, Amanda Gray, International Students, Mark Gray, Student Services, Mike Cox, FSA, Mike Schmidt, FSA, Rob Manico, FSA

1. Martin Vanden Anker was introduced as the new Executive Chef for ARAMARK.
2. Pierre Overvelde discussed a number of follow up items from the last meeting. Notes attached.
3. Tim Horton has made several menu changes:
  - a. Meal combos will now be ordered by number, rather than by individual components, to help speed up service
  - b. A new hash brown has been introduced
  - c. Turkey sausage will be added to the breakfast menu
  - d. The Italian sandwich has become a regular item.
4. Aramark was pleased to report that in the last year, through three inspection by the Health Authority at each location, there has not been a single violation or infraction. Think of it as scoring 100% on 33 tests in a row.
5. The committee meetings have moved to a format that includes lunch, m before or after the meeting. In addition to being a little "thank you" for your participation, it also provides an opportunity for members to test the food and service and report back. These observations are used by Aramark to continuously improve the services at Fleming. Last month only ONE reply was received. Please be more diligent in responding the the survey questions following the meeting.
6. Over the past week ARAMARK conducted 112 intercept surveys of current foodservice customers. As the work was just completed on Friday, a comprehensive summary of the findings was not yet available, but early indications were that the prior comments related to; price, a positive response to the selection of items available, later hours are required at Brealey, local food is preferred, but customers are not willing to pay extra for it, and dietary issues.
7. Housing recently conducted an on-line survey for residents. There were about 200 responses. A more complete report will be available in January.
8. Last week ARAMARK hosted a Local Food Day at Frost and Brealey campuses. The events were well received and helped highlight what

- steps are being taken to increase the use of locally grown or produced items. Local potatoes, mushrooms, ice cream and chicken were featured.
9. Pierre has been hosting a weekly Director's Roundtable for the past three weeks. At a table set up near the servery he answers questions for students, staff and faculty. Notes for the first three meetings are attached.
  10. Comments and discussion: Committee members were asked to provide specific comments on three themes:
    - a. What are we not doing that we could be:
      - i. Price continues to be a serious concern
      - ii. Gluten free and dairy free choices need to be more readily available and advertised
      - iii. More frequent and varied pasta choices
      - iv. Implement dish bins across campus to make it more convenient to take china dishes
      - v. China as a default at all locations
      - vi. Consider a fresh food vending machine
    - b. What could we do better or different.
      - i. Extend hours of operation
      - ii. Faster service at Kawartha Grille
      - iii. The pizza is too crispy – review bake time and temp
      - iv. Soups are too bland – can we have a spicing station
      - v. Could ARAMARK offer cooking demonstrations.
    - c. What ARAMARK is doing well:
      - i. The local food event was great – focus on year round efforts
      - ii. They are never sold out of an entrée
      - iii. Panini rotation is improved
      - iv. Management is receptive to input and feedback
      - v. The longer hours of service in Kawartha Grille are appreciated
      - vi. The staff provide great service
  11. The Holiday Lunch will be served at the four campuses with foodservice facilities on Thursday December 12. A full meal, with dessert and beverage will be \$10, tax included. The entree only will be \$9 tax included. Aggressive marketing will be required to make this successful.
  12. Holiday hours were confirmed as discussed at the last meeting. Attached.
  13. Other business. It was suggested that "Breakfast at Night" should be offered during the exam period. Pierre replied that this was a good idea and would be considered along with a number of other "stress busting" initiatives that are already planned.
  14. Next meeting – January TBD
  15. Lunch followed. Comments attached.

FSAC Meeting notes and action plan December 2 and 3 2013		
<b>Concern</b>	<b>Action Plan</b>	<b>Completion</b>
<b>Frost</b>		
Next round of Intercept surveys should be done in various locations	Will have canvasser at various locations(Discovery Trail)	Jan-14
Would like to see more messaging around local food days and when they are	Will work on a marketing campaign to better advertise the events	Jan-14
Would like to see more awareness around Gluten Free and Dairy free options	Chef will work with Barb to identify Gluten and Dairy Free options and Deanna will create awareness pieces	Dec 13 2013
Would like to see more pasta choices on the menu		Jan-14
Need to develop a marketing campaign around dish return and then promote the various locations	Barb and Deanna will develop Marketing pieces to promote dish return locations	Dec 13 2013
Comment on the need to have a vending machine that is not pop or salty snack in residence	Will review options and report back at next FSAC meeting	on going
Hours of operation after 3pm needs to be reviewed	Will be reviewing the comments on the intercept surveys to get a better sense of what the students are looking for in hours	Jan 10 2014
Would like to have a contest set up that educates the students on food menus "submit your recipe"	Contest will be created and implemented with student winner highlighted in location	Jan 10 2014
Would like to see a cooking lesson with the Chef promotion	Promotion will be created around outdoor theme	Jan 10 2014
Positive comments on the new Panini station and the service improvements with the staff		
Positive comments on the hours of operation adjustment at Kawartha Grill		
Suggested a Breakfast for Dinner event	Will add to marketing calendar for January	Jan-14

Directors Table Notes		
Brealey Campus - November 13		
Question	Action	
1	When are We getting a McDonalds	None needed
2	We want to have a Subway on Campus	None needed
3	Need to have more job openings for Students	Good to know, will keep in mind when openings come available
4	Would like to have a Burger King on Campus	None needed
5	Price at Pita too expensive	Explained that the pricing is in line with franchise prices
6	Would like to see Gluten Free choices and no red Meat Choices	Introduced to Roy and Aron and explained the Bene Station and the gluten free options that are available
7	How do we make our Cream of Broccoli Soup so Thick	Aron explained a quick how to on soups
8	How does the Pasta Station Work	Aron and Roy explained to the customer
10	Where do you get your burgers from	Aron and Roy explained to the customer
11	What do you do for people with special diets	Aron talked to the student and explained that we can accommodate all requests
12	How healthy are Sun Chips vs. regular chips	Explained the nutritional labelling to the student and compared products
13	Can the hours in the cafeteria be extended	Explained that Breaktime is open later this year and informed of the new menu items starting on the 18th
14	Lemon water too expensive. Would like to see some different flavours	New flavours starting on the 18th.
15	Would like to see some new soups on the menu...Thai Chicken	Soup menu changed and new soups introduced.

Directors Table Notes		
Brealey Campus - Nov 20		
Question	Action	
1	What is better for you Sweet potato Fries or Normal fries	Sweet Potato fries are and excellent source of beta-keratine. Both are Vegetables and we use a Trans fat free oil for our application
2	Where does your Get the Good Stuff Food come from	We purchase from a company called Eating New Creations. The are biased out of Toronto
3	Can you switch your Bene to have a Caribbean Day	Yes We can. In January we will be coming back to new menus and we have a Theme day called Tropical Heat Wave. Keep your eye on the Marketing Calendar
4	What is the difference in menus between your franchise and non franchise menus	Our Franchise partners do not allow us to change the menus, whereas the non franchises we have the ability to do so.
5	Where did you get your pretzels from that were at your hummus sampling	The Pretzels came from Sabra and they are a regular item now for sale
6	Are Monster Drinks healthy for you?	Yes and No. It is important to read the nutritional labels when your unsure.
7	What can a Diabetic have to eat	Introduced the student to Roy and Martin and Aron. They explained our menus and our ability to alter for people with special needs.
8	What do you do with your left over food.	Explained our Food Fundamentals program to the student that reduces our waste on campus. From time to time we donate to the local food bank or Women's shelter.
10	Are you soups made daily	Yes we make all of our menus items daily.

<b>Directors Table Notes</b>	
Brealey Campus - Dec 3	
<b>Question</b>	<b>Action</b>
How is the Food Services going his year	None needed, promoted the marketing Calendar, the promotions, the Food at Fleming Web page and the menus this year
What time does the Christmas Dinner Start	Informed the student that it starts at 11:00am
When are the Noodle Bowls coming back	They were a test item and they went over very well. The Chef will have them on as a regular in the second semester
How after do your menus change	Our menus that we control change a few times a year. Opening, reading break, Christmas and spring break
The chicken cacciatore was great this time and last time	Brought the student over to Roy and introduced her to him as the person who makes the meals
Why Can't I use my Pizza Pizza gift card that I bought in the bookstore	Educated the student that the Point of Sale terminals are not the same as Pizza Pizza and the technology is different to process the cards

## Lunch Feedback

### Respondent 1:

December 2<sup>nd</sup>, at Frost

-Panini (beef and cheddar) with caesar salad and drink

-hadn't had this before

-it was good; not great but good and the salad was very good (freshly mixed)...  
but the croutons were too big for my tiny mouth

-temperature was fine

-well-presented; throw a pickle on the side, with the sandwich, just to round out the plate

I would order this again.

### Respondent 2:

- which day did you have lunch (Dec 2 or 3) **Dec 2**
- what did you have – **Turkey Bacon Panini**
- why you picked that item, - **had it before and really like it**
- your sense of value (had you paid), - **find it expensive, so is a treat and not something that I would buy every day**
- the taste of the food, - **it is really good**
- food temperature - **good**
- any general comments or feedback – **wish that we had this option in Peterborough.**

### Respondent 3:

- which day did you have lunch Frost
- what did you have – mediterrian chicken Panini (I think that's what it was called)
- why you picked that item, - looked good – could see it through the glass
- your sense of value (had you paid), - I did pay – value was good
- the taste of the food, - OK – a little bland
- food temperature – OK – warm – could have been a little hotter
- any general comments or feedback – was offered “plate or paper” which was good

### Respondent 4:

- Lunch Dec 2 at Frost
- Chicken Tosca Panini
- Try the new product
- Good value for money; I wouldn't mind paying the price for this type of Panini
- Good taste, lot's of chicken and pepper, pesto gives great flavor
- Right temperature

- The Panini station has definitely improved, the paninis look better - seems to be more salad on them and I like the introduction of new "special" paninis

**Respondent 5:**

I had lunch at the Frost Campus on Dec. 2.

I had the Roast Beef & Cheddar Panini with a side Caesar salad. The sandwich was good – well cooked with ample protein. The side salad had too much salad dressing – making it too strong to finish.

I choose this item as it is simple and filling. I like roast beef!

I believe the value was adequate for what I received. Not a great deal – but also not overly priced.

The taste of the sandwich was good. No complaints.

The sandwich could have been heated longer – but the cheese was completely melted.

The server ( same person as last time I ate at this station) was slightly more friendly – but again seemed a little overwhelmed when there is more than 2 people at the station.





## Proposed Holiday Hours of Operation

### Brealey Eats

Dec 16-Jan 6



Monday to Friday  
Saturday Dec 21  
Mon January 6th

10:30am-1:30pm  
Closed  
Reopen 8:00am-3:30pm

### Tim Hortons



Monday to Friday  
Saturday Dec 21  
Mon Jan 6<sup>th</sup>

8:00am-3:30pm  
Closed  
Reopen 7:00am-4:30pm

### Breaktime



Thurs and Fri Dec 19 & 20<sup>th</sup>  
Mon Dec 23<sup>rd</sup>  
Tues Dec 24<sup>th</sup>  
Mon Jan 2<sup>nd</sup> & 3<sup>rd</sup>

Closed  
8:00am-3:30pm  
8:00am-12:30pm  
8:00am-3:00pm

### Steele Centre



Saturday Dec 14<sup>th</sup>  
Mon Jan 6<sup>th</sup>

Closed  
Reopen 10:00am

### Marketplace



Saturday Dec 14<sup>th</sup>  
Sun Jan 5<sup>th</sup>

Closed  
Reopen 12:00-9:00pm



[www.foodatfleming.ca](http://www.foodatfleming.ca)