

Fleming College  
Foodservice Advisory Committee

Brealey Campus, November 5, 2013

## Meeting Notes

In Attendance:

Mark Murdoch, Foodservices, Linda Humphries, Purchasing, Pierre Overvelde, ARAMARK, Julien Feyen, Staff, Mark Gray, Student Services, Travis Doak, Housing, Angela Pind, Faculty, Pam Selkirk, Support Staff, Stephanie Pickett, SAC, Jennifer Wight, SAC, Tania Clerac, Sustainability

1. Pam Selkirk was welcomed to the committee. Members of the Committee introduced themselves. A new membership roster will be posted to the foodservices web site.
2. Pierre Overvelde discussed a number of follow up items from the last meeting. Notes attached.
3. A Registered Dietician with ARAMARK called into the meeting to discuss the nutritional declarations that are available on-line. Kcalories is used interchangeably with Calories, with each being equal to 1000 calories. Kcalories or Calories are the standard measurement for food energy. While the web-site is not incorrect, it is not as transparent as it should be. There were actual errors in the calculations that were also identified, such as the turkey soup having only 5 Kcalories. Aramark reported that these errors were discovered and were being corrected in the next update of the web site later this month.
4. Pierre thanked Julien for his work reviewing the web site. Aramark now has a local capability to edit the web site, so many changes will be undertaken more quickly.
5. Aramark reported that sales up are about 5% system wide, year over year, with sales increases at every campus. Residence Marketplace saw a 13% sales increase, SA, 10% while SAC was flat.
6. The closure of Tim Hortons, in favour of opening Breaktime, which is closer to where evening students have classes, resulted in an increase of over 400 transactions.
7. Aramark demonstrated how promotions are planned, tracked and reported on. The November marketing calendar was reviewed. Highlights for December and January were discussed.
8. A plan to re-launch the web-site in January was discussed. The College indicated that this was very disappointing as it should have been launched over a year ago. Can the schedule be accelerated?
9. Can foodservices information and images be posted on other on-campus TV's such as the ones in the sixth floor lounge.
10. Attendees discussed their lunch experience. Generally it was noted that the Epic experience is very slow and that the "fresh" angle is not well positioned so that customers understand why it takes a little longer.

- a. Improve marketing of fresh/local
  - b. Add a colour splash to the plate, such as a lettuce bed or carrots, on something like chicken fingers and onion rings
  - c. The bun was a little too large for the burger and somewhat dry/stale
  - d. No silverware was available anywhere in the Steele Centre and china plate were not available at Pizza Pizza, despite the assurance that china is the default.
  - e. Fries were good.
  - f. Pizza Pizza station was empty. No chance to buy sandwiches, etc.
  - g. A survey regarding the lunch experience will be distributed.
11. The operating hours for the Holiday closure were reviewed. There is still a little more work to do on these, such as confirming the final pub nights. The current schedule is attached, subject to change as information is finalized. Attached.
12. Comments and discussion:
- a. Longer night time hours are required with a hot meal option. Aramark will look at adding a hot meal option at Breaktime.
  - b. At the Thanksgiving lunch the pumpkin pie was served frozen to about the last 20 customers.
  - c. What other charge methods can be developed for customers to pick up catering at the locations.
13. The focus for the year ahead will be on driving participation thorough satisfaction.
14. Next meeting – TBD

**Feedback from lunch.** (Disappointing that of all of the people who ate, only one replied to the survey).

I had lunch on November 5<sup>th</sup>

I ordered from the Bistro Burger

I had a grilled chicken on a Kaiser and fries

The reason I chose this item was what I thought was the lowest calorie (I don't usually eat this type of item)

I believe it was a \$7.99 which I thought was a fair value/price for it. (the plate was full)

The grilled chicken was quite tasteless which may have been due to the fact there was far too much bun. I barely tasted the meat. It didn't cover the area of the bun.

Food temperature was good but I was served after 2 folks that ordered after me. Seemed like a long wait.

I wouldn't eat at this one again as I look for more healthy choices with salads, etc.

The staff were friendly and accommodating.

The ketchup/napkin area was in the way of us waiting

I felt the area was kept clean

The way the menu is set up I thought I only had the choice of a combo meal. I didn't realize you could order separates or I would not have ordered the fries.

Thanks for having me !

FSAC Meeting notes and action plan		
November 5 and 6 2013		
Concern	Action Plan	Completion
<b>Brealey</b>		
Confusion between Kcal and cal information being displayed on foodatfleming site	Aramark aware of request to have foodatfleming	On Going
Franchise brands show in common terminology and Aramark shows in Technical terminology	site show in common terminology. Currently	
	Aramark data not able to report in cal will continue review to see If possible	
Request to have menu items that do not have nutritional information available removed		Nov 15 2013
from foodatfleming site		
When is mobile app for foodatfleming page coming	Mobile app is available and pushing to get it done for January 2014	On Going
Foodatfleming webpage relaunch.	Request to have it done before end of November	Nov 22 2013
Epic Burger speed of service	Need to review with Chef to see if improvements can be found	Nov 12 2013
Increase messaging around Epic Burger Fresh made products	Need to communicate to customers that burgers fries, and onion rings are all fresh made and handmade	Nov 22 2013
Onion ring presentation needs to be reviewed. Request to have some colour on plate	Have carrot and celery stick presented with Onion rings	Nov 12 2013

Comment on Epic Burger Bun being too big	Review proofing and baking procedure to ensure consistency of product	Done
Pizza Pizza station has no plates available for guests to use	Ensure that plates are available at all times	Done
No metal cutlery available at Epic Burger	Ensure that metal cutlery is available at all times	Done
Pizza Pizza temperature no consistent at all times	Review standing times for Pizza to ensure Hot and Fresh product is available	On Going
Spelling mistake on foodatfleming site under Epic Burger "Fires sb Fries"	Correct PDF menu	Done
Comment that Epic Burger is larger at Brealey than Frost	Review menu spec and production with Chef	Nov 13 2013
Hours of operation reviewed for the Holidays	Need to follow up to see if Breaktime can be open instead of Tims on the 23rd and 24th of December and then on the 2nd and 3rd of January	On Going
Review menu offerings at Breaktime to encourage evening sales	3 Menu items being launched Nov 18th	Nov 18th



## 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 6th

Closed  
Reopen 10:00am

### Marketplace



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

Closed  
Reopen 12:00-9:00pm



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