Fleming College

Foodservice Advisory Committee

Sutherland Campus, January 27, 2015

Meeting Notes

In Attendance:

Travis Doak, Foodservices; Michael Wood, ARAMARK; Chris Smith, SAC; Rob Arkell, Sustainability Office; Angela Pind, Faculty; Pam Selkirk, Staff; Julien Feyen, Staff.

1. Mike Wood provided a review of sales for the month of November and December on a year over year comparative basis, with a table provided below.

Generally the campus has seen good sales growth with an increase in both the number of transactions and a modest increase in the average cheque. December is short month with only two weeks of full operations.

The Steel Centre sales were up both months however Breaktime was down. Breaktime is open the same amount of hours as last year but to Tim Horton’s is open longer hours as compared to last year as is Brealey Eats. There is also a belief that there are less classes running now at that end of the campus.

Residence Marketplace has continued to see a small reduction in sales, likely do to extended hours at Brealey Eats and the Steele Centre.

1. Meal plan sales were reviewed for the period of October 28 to current date. YTD sales of $465,755.50 have greatly exceeded the total meal plan sales of about $295,000 for the full year last year.

A mandatory meal plan will be in place for all Sutherland Residence Village residents in the fall of 2015. This is expected to have significant impact on the overall sales of meal plans on the Sutherland Campus.

A chart demonstrating meal plan sales is provided below.

1. During the week of January 19 Aramark and Food Services promoted Staff meal plans heavily. The result was $12,550 sold in meal plans. The goal is to increase awareness among staff and hopefully those 40 who purchased cards will continue to add money to the card in the future. See chart below is staff meal plan sales.
2. Feedback from Customers. A discussion took place on having debit tab machines at various locations on-campus. Aramark is looking at this option but it is expensive to have at all transaction locations. Pizza Pizza would ideally be the first location and a potential timeline of for implementation is Reading Week.

Positive feedback was provided about the express line at Tim Horton’s. The lineup are moving faster. It noted thought at peak times of the day there is going to be line ups. A committee member asked if it was possible for Tim's be open later. Mike provided details on how hours of operation are set, which is based on class hours and prior history of customer traffic in the evening. Mike committed to speaking with Dean Mann about evening classes in KTTC and will make adjustments in hours where is makes sense operationally.

Mike provided feedback on one catering event early in January that received some negative feedback regarding some food products. Mike stated he has now implemented strategies to ensure that does not happen again, including having a manager or the chief visually confirm the menu list before being approved. The department that ordered the food was satisfied with the response Aramark offered regarding to the complaint.

Aramark has received positive feedback on Asian food items being offered in Brealey Eats.

Aramark also commented that customer line ups at the Pita Pit station are now moving a little faster due to some modifications on where people line up. However there was feedback that at Epic Burger staff working do not always see people waiting at counter as they are sometimes in the back of server area. The question was asked if it would be helpful to have a mirror ball installed so Aramark staff could see customers. Mike will investigate this option.

A member of the committee enquired about having calorie reduced sport drinks sold at the campus? Mike will look into this request.

A question was asked about how soup was made, specifically if it was homemade? The answer was mostly no. There are occasions where there stock is available such as after Thanksgiving and soup is made on site. In general soup is prepared off-site.

A Question was asked about whether faculty from the Culinary Program can provide catering to a staff meetings and charge for the service. The response was no.

1. Upcoming Promotions. Aramark will be offering panni-melt sandwiches in the coming month.

There is a plan to have cooking demos / instructions with Chef Marty. The goal is to provide easy, nutritious and inexpensive instructions for meal preparation for students to make.

Aramark will be hosting customer appreciation days in February. There will be promotional items provided to customers such as free cotton candy.

Cookie grams for Valentine’s Day. Students can order personalized cookies and pick them up in advance of Valentine’s Day. This was a popular event with students last year.

During the Chinese New Year’s in February there will be specific programming related food options available.

Coke promotion – students and staff can hug a coke machine and get a free can of coke. Will be on site for a few hours early in February.

On February 25/26 there will be an external vendor on site at the Pan Geo’s station- Smoke's Poutinerie. This is a brand that should be familiar with students. The concept is to bring in outside food options a few time per semester to offer a different experience to students, faculty and staff.

A question was asked about catering on the soccer fields. Aramark does not have exclusivity rights at this location besides vending machines.

1. Reading Week – Hours of Operation. Mike presented the proposed hours of operation for the week of March 2, which have no scheduled classes in the vast majority of programs. It was noted that some KTTC programs may be running late on days during Reading Week. Mike will follow up with Dean Mann to confirm numbers. A schedule of the proposed hours are provided below.
2. Customer Satisfaction Survey. Discussion took place regarding the upcoming process for collecting feedback from students, faculty and staff. The week of the survey is still being confirmed but will most likely take place the week after Reading Week. It was recognized there needs to be an incentive for students to complete the survey. There will be a draw for an IPad. The survey will be short and concise.

The Food Services Department is also exploring other methods for collecting information the week of the survey such as focus groups, talking to students in food line ups and setting up a drop-in booth in the foyer. A successful survey has to be easy to execute, be timely and produce useful outcomes.

.

**Appendix A:**

|  |  |  |  |
| --- | --- | --- | --- |
| **November Sales Comparison** |  |  |  |
|  |  | **2013** | **2014** | **Growth** |
| **Brealey Eats** |
| **Pan Geo's** | Sales |  $ 2,270.66  |  $ 2,494.80  | 10% |
|   | Trans Count | 289 | 277 | -4% |
|   | Avg Check |  7.86  |  9.01  | 15% |
|   |  |  |  |   |
| **Miso (Benne)** | Sales |  $ 2,705.74  |  $ 4,819.50  | 78% |
|   | Trans Count | 299 | 465 | 56% |
|   | Avg Check |  9.05  |  10.36  | 15% |
|   |  |  |  |   |
| **Extreme Pita** | Sales |  $ 13,382.42  |  $ 14,401.58  | 8% |
|   | Trans Count | 1455 | 1443 | -1% |
|   | Avg Check |  9.20  |  9.98  | 9% |
|   |  |  |  |   |
| **Other** | Sales |  $ 29,905.13  |  $ 34,870.62  | 17% |
| (Cold Bev, Hot Bev, Grab n Go) | Trans Count | 6710 | 7675 | 14% |
|   | Avg Check |  4.46  |  4.54  | 2% |
|   |  |  |  |   |
| **Total Brealey Eats** | Sales |  $ 48,263.95  |  $ 56,586.50  | 17% |
|   | Trans Count | 8753 | 9860 | 13% |
|   | Avg Check |  5.51  |  5.74  | 4% |
|  |  |  |  |  |
| **Tim Hortons** | Sales |  $ 76,169.89  |  $ 87,268.15  | 15% |
|   | Trans Count | 22661 | 25026 | 10% |
|   | Avg Check |  3.36  |  3.49  | 4% |
|  |  |  |  |  |
| **Steele Center** |
| **Pizza Pizza** | Sales |  $ 27,002.54  |  $ 32,474.92  | 20% |
|   | Trans Count | 4957 | 5798 | 17% |
|   | Avg Check |  5.45  |  5.60  | 3% |
|   |  |  |  |   |
| **Epic Burger** | Sales |  $ 13,988.37  |  $ 15,627.08  | 12% |
|   | Trans Count | 1987 | 2153 | 8% |
|   | Avg Check |  7.04  |  7.26  | 3% |
|   |  |  |  |   |
| **Total Steele Center** | Sales |  $ 40,990.91  |  $ 48,102.00  | 17% |
|   | Trans Count |  $ 6,944.00  |  $ 7,951.00  | 15% |
|   | Avg Check |  5.90  |  6.05  | 2% |
|  |  |  |  |  |
| **Breaktime** | Sales |  $ 38,190.26  |  $ 29,340.62  | -23% |
|   | Trans Count | 9814 | 8136 | -17% |
|   | Avg Check |  3.89  |  3.61  | -7% |
|  |  |  |  |  |
| **Marketplace** | Sales |  $ 21,731.35  |  $ 21,386.78  | -2% |
|   | Trans Count | 2770 | 2744 | -1% |
|   | Avg Check |  7.85  |  7.79  | -1% |

|  |  |  |  |
| --- | --- | --- | --- |
| **December Sales Comparison** |  |  |  |
|  |  | **2013** | **2014** | **Growth** |
| **Brealey Eats** |
| **Pan Geo's** | Sales |  $ 927.97  |  $ 1,057.10  | 14% |
|   | Trans Count | 115 | 116 | 1% |
|   | Avg Check |  8.07  | 9.11  | 13% |
|   |  |  |  |   |
| **Miso (Benne)** | Sales |  $ 1,105.66  |  $ 2,042.13  | 85% |
|   | Trans Count | 119 | 194 | 63% |
|   | Avg Check |  9.29  |  10.53  | 13% |
|   |  |  |  |   |
| **Extreme Pita** | Sales |  $ 5,469.09  |  $ 6,102.35  | 12% |
|   | Trans Count | 579 | 603 | 4% |
|   | Avg Check |  9.45  |  10.12  | 7% |
|   |  |  |  |   |
| **Other** | Sales |  $ 12,221.54  |  $ 14,775.38  | 21% |
| (Cold Bev, Hot Bev, Grab n Go) | Trans Count | 2667 | 3210 | 20% |
|   | Avg Check |  4.58  |  4.60  | 0% |
|   |  |  |  |   |
| **Total Brealey Eats** | Sales |  $ 19,724.26  |  $ 23,976.96  | 22% |
|   | Trans Count | 3480 | 4123 | 18% |
|   | Avg Check |  5.67  |  5.82  | 3% |
|  |  |  |  |  |
| **Tim Hortons** | Sales |  $ 37,097.31  |  $ 44,112.82  | 19% |
|   | Trans Count | 10698 | 12310 | 15% |
|   | Avg Check |  3.47  |  3.58  | 3% |
|  |  |  |  |  |
| **Steele Center** |
| **Pizza Pizza** | Sales |  $ 10,290.25  |  $ 12,792.18  | 24% |
|   | Trans Count | 1879 | 2318 | 23% |
|   | Avg Check |  5.48  |  5.52  | 1% |
|   |  |  |  |   |
| **Epic Burger** | Sales |  $ 6,585.92  |  $ 8,235.77  | 25% |
|   | Trans Count | 940 | 1125 | 20% |
|   | Avg Check |  7.01  |  7.32  | 4% |
|   |  |  |  |   |
| **Total Steele Center** | Sales |  $ 16,876.17  |  $ 21,027.95  | 25% |
|   | Trans Count |  2,819.00  |  3,443.00  | 22% |
|   | Avg Check |  5.99  | 6.11  | 2% |
|  |  |  |  |  |
| **Breaktime** | Sales |  $ 15,115.21  |  $ 11,223.83  | -26% |
|   | Trans Count | 3990 | 3310 | -17% |
|   | Avg Check |  3.79  |  3.39  | -10% |
|  |  |  |  |  |
| **Marketplace** | Sales |  $ 9,853.19  |  $ 9,443.53  | -4% |
|   | Trans Count | 1236 | 1187 | -4% |
|   | Avg Check |  7.97  |  7.96  | 0% |

**Appendix B:**

|  |  |  |
| --- | --- | --- |
|  | **Meal Plans Sold** | **Total Value** |
| **30-Sep-14** | **346** | **$329,585.00**  |
| **17-Oct-14** | **440** | **$386,125.50**  |
| **17-Jan-15** | **516** | **$489,773.50**  |

**Appendix C:**

**Staff Meal Plans**

**Sold Total Value**

**42 $9,300.00**