Fleming College

Foodservice Advisory Committee

Sutherland Campus, November 4, 2014

Meeting Notes

In Attendance:

Travis Doak, Housing; Mark Murdoch, Foodservices; Michael Wood, ARAMARK; Chris Smith, SAC; Tyler Krajcar, SAC;, Greg Jefford, Administration; Amanda Gray, International Student Services; Nick Draker-Fortis, Culinary; Pam Selkirk, Staff; Julien Feyen, Staff.

1. Mike Wood provided a review of sales for the month of October 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.

There has been a reduction in sales at Breaktime, possible due to the longer hours of service in Brealey Eats and the Steele Centre and the espresso machine being out of service.

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

1. Meal plan sales were reviewed for the months of September and October. YTD sales of $386,000 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.

A chart demonstrating meal plan sales is provided below.

1. There was a discussion about a number of feedback items over the past few weeks.

There have been a number of positive comments. The Sustainability Office has been pleased with the support provided by Aramark.

The lack of espresso based drinks at Breaktime generated a number of comments.

The Tim Hortons express beverage line is having some success. Improved communication about how to use the lines, coupled with a better alignment of the stanchions may further enhance the program.

A Tim Hortons line camera will be installed in the spring. Users can see the line on a web browser. There will be no recording of the video feed.

For catering deliveries improved labelling of the items is planned.

The new espresso machine at Breaktime should be operational before the end of the term. A full line of beverages will be available using products from Nestles. Aramark will review the pricing for these drinks.

Participants asked what is done with left over catering food. Prepared items that are intended to be served hot and sandwiches that are perishable are disposed of. Typically the attendees at a catered event take left over cookies, baked goods and beverages back to their office teams or leave them for students. If a significant number of beverages are left over and recovered by Aramark they remove them from the bill.

Large coffee urns become cool if they are not plugged in. Frequently a power outlet is not available close to the catering location.

Improved labelling regarding menu items, specifically Halal and vegetarian item is required.

There was positive feedback for the support of the Farmers’ Markets. The BBQ’s were a nice change of pace.

Some students have complained that they do not like the new style of service at Miso and would prefer the original 4 step system. The model was changed to improve the speed of service.

Comment cards must be more consistently supplied with catering.

1. A number of program changes were discussed:

Miso has been changed to a service style similar to Manchu Wok.

Breaktime will have a new espresso machine before the end of the term. A premium dessert program has been introduced at Breaktime.

Pizza Pizza has introduced a new “Pizzadilla” similar to a quesadilla. Sampling will take place on November 5.

Extreme Pita will introduce some new combos to help drive average cheque, sales and value.

Epic Burger will have a few Limited Time Offers through the remainder of the term and a Grey Cup burger will be introduced.

At Brealey Eats a featured dessert program will be introduced on Fridays over the lunch period.

A new “Shareable Platters” menu has been developed for the Steele Centre. SAC feels that a menu with fewer choices should be introduced and then expanded based on demand.

1. Hours for the end of term were discussed. This year classes end on December 12 and resume January 12. Faculty and staff are on campus through December 24 and return to work January 5.

A schedule of hours for the end of term is provided below.

A Meal Plan sales booth must be in position for winter semester move in.

At the end of term improved signage about which outlets are open must be available, including signage in KTTC.

The traditional Holiday Dinner will be held on December 4.

1. There was a discussion about the best way to survey customers and collect feedback.

A successful survey has to be easy to execute, be timely and produce useful outcomes.

Aramark has two on-line tools for customer feedback. “Fishing for Feedback” is an on-line comment card. “Voice of the Consumer” is an on-line customer service survey.

Small group and one-on-one data collection is very successful and provides immediate feedback to the customer.

SAC has a survey built into their mobile phone app that Aramark could access.

Housing conducts surveys each year and offers large prizes, such as an iPad, to improve participation.

Comment cards are provided at Tim Hortons.

1. A program to market meal plans to faculty and staff is being developed.
2. Nick Draker-Fortis of the Culinary Arts program provided an overview of the operations at Fulford’s, Lunchbox (formerly the Corner on 6th) and Gourmet to Go. A breakdown of sales is provided below.

Culinary Arts is considering an expansion of the Lunchbox program to 3 days per week and is concerned about how this may impact Aramark.

A formal agreement between Culinary Arts and Foodservices (Fleming College and Aramark) is not in place. When the new Dean is in place one should be developed.

Culinary Arts is glad to have a good working relationship with Aramark. Several students work with Aramark each term to gain placement hours.

1. Aramark is considering allowing local restaurants to use the Pan Geo station to sell food. It would require an agreement with the College. The program would allow for an expanded and more flexible menu offering. Possibly, Culinary Arts could be included in the rotation of local providers.

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| **Appendix A:**  **OCTOBER 1 - 31 SALES COMPARISION** | |  |  |  |
|  |  | **2013** | **2014** | **Growth** |
| **Brealey Eats** | | | | |
| **Pan Geo's** | Sales | $ 1,972.18 | $ 2,334.59 | 18% |
|  | Trans Count | 387 | 397 | 3% |
|  | Avg Check | $ 5.10 | $ 5.88 | 15% |
|  |  |  |  |  |
| **Miso (Benne)** | Sales | $ 2,350.92 | $ 4,424.69 | 88% |
|  | Trans Count | 396 | 671 | 69% |
|  | Avg Check | $ 5.94 | $ 6.59 | 11% |
|  |  |  |  |  |
| **Extreme Pita** | Sales | $ 11,632.74 | $ 13,237.57 | 14% |
|  | Trans Count | 1916 | 2053 | 7% |
|  | Avg Check | $ 6.07 | $ 6.45 | 6% |
|  |  |  |  |  |
| **Other** | Sales | $ 25,959.73 | $ 32,041.97 | 23% |
| (Cold Bev, Hot Bev, Grab n Go) | Trans Count | 8818 | 10925 | 24% |
|  | Avg Check | $ 2.94 | $ 2.93 | 0% |
|  |  |  |  |  |
| **Total Brealey Eats** | Sales | $ 41,915.57 | $ 52,038.82 | 24% |
|  | Trans Count | 11517 | 14046 | 22% |
|  | Avg Check | $ 3.64 | $ 3.70 | 2% |
|  |  |  |  |  |
| **Tim Hortons** | Sales | $ 65,061.00 | $ 72,901.00 | 12% |
|  | Trans Count | 19035 | 20375 | 7% |
|  | Avg Check | $ 3.42 | $ 3.58 | 5% |
|  |  |  |  |  |
| **Steele Center** | | | | |
| **Pizza Pizza** | Sales | $ 24,478.00 | $ 28,681.00 | 17% |
|  | Trans Count | 4517 | 5184 | 15% |
|  | Avg Check | $ 5.42 | $ 5.53 | 2% |
|  |  |  |  |  |
| **Epic Burger** | Sales | $ 10,392.00 | $ 13,547.00 | 30% |
|  | Trans Count | 1481 | 1938 | 31% |
|  | Avg Check | $ 7.02 | $ 6.99 | 0% |
|  |  |  |  |  |
| **Total Steele Center** | Sales | $ 34,870.00 | $ 42,228.00 | 21% |
|  | Trans Count | $ 5,998.00 | $ 7,122.00 | 19% |
|  | Avg Check | $ 5.81 | $ 5.93 | 2% |
|  |  |  |  |  |
| **Breaktime** | Sales | $ 31,156.00 | $ 28,214.00 | -9% |
|  | Trans Count | 8344 | 7707 | -8% |
|  | Avg Check | $ 3.73 | $ 3.66 | -2% |
|  |  |  |  |  |
| **Marketplace** | Sales | $ 13,636.00 | $ 11,751.00 | -14% |
|  | Trans Count | 1843 | 1652 | -10% |
|  | Avg Check | $ 7.40 | $ 7.11 | -4% |
|  |  |  |  |  |
|  |  |  |  |  |
| **Vending Sales** |  | $ 5,557.00 | $ 5,483.00 |  |
|  |  |  |  |  |
| **Catering Sales** |  | $ 11,282.00 | $ 10,728.00 |  |
|  |  |  |  |  |
| **McRae Sales** |  | $ 5,435.00 | 0 |  |
|  |  |  |  |  |
|  |  |  |  |  |
| **Sales w/o Catering Vending** | Sales | $ 186,638.57 | $ 207,132.82 | 11% |
|  | Trans Count | $ 46,737.00 | $ 50,902.00 | 9% |
|  | Avg Check | $ 3.99 | $ 4.07 | 2% |
|  |  |  |  |  |
| **Total Brealey Campus** | Sales | $ 208,912.57 | $ 223,343.82 | 7% |

**Appendix B:**

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| **MEAL PLAN SALES** | |  |
| **As of Oct 28, 2014** | | |
|  | **# of plans** | **$ value** |
| Frost | 63 | $ 67,192.50 |
| SRV | 200 | $ 192,847.50 |
| Other | 177 | $ 126,085.73 |
|  |  |  |
|  | **440** | **$ 386,125.73** |
|  |  |  |
| **As of Sept 4, 2014** | | |
|  | **# of plans** | **$ value** |
| Frost | 55 | $ 61,130.00 |
| SRV | 146 | $ 159,225.00 |
| Other | 94 | $ 90,730.00 |
|  |  |  |
|  | **295** | **$ 311,085.00** |

**Appendix C:**

**Holiday Hours of Operation**

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**Appendix D:**

**Fulfords / Corner on Sixth Sales - See Excel Attachment in email**