Fleming College

Foodservice Advisory Committee

Frost Campus, March 16, 2015

Meeting Notes

In Attendance:

Travis Doak, Housing/Foodservices, Michael Wood, Aramark, Barb Gallant, Aramark, Maeda Welch, Sustainability Office

1. Sales data for January and February were reviewed. Sales are difficult to compare as there are a different number of operating days in each period and Reading Week fell in February last year and in March this year. Key sales data are provided below. Kawartha Grille still had relatively strong sales compared to last year. The Grille has been on Saturdays - not really profitable at this point but will finish out the semester. Mike talked about the Sandwich Shack and the increase in sales. This is the 3rd year in a role a different product has been offered at this station. Having customized orders has received positive feedback.
2. Information related to the sale of meal plans was reviewed, and is provided below. This year sales have exceeded $500,000, compared with just below $300,000 last year. In the recent sales blitz to faculty and staff, 43 new meal plans were sold.
3. The purchase of meal plans for residents living on-campus for the fall of 2015 is strong. Although only an option at the Frost Campus, the buy-in has been averaging $1,123 per semester. A strategy will need to be developed to contact all these students over the summer convert the interest in meal plans into actual sales.
4. Kawartha Grille update – No major operational issues to report since the last meeting. The exhaust hood had adjustments made and so far it have been working OK. Mike reported that the Ministry of Labour was onsite and were happy with the set up at the Grille. They conducted a special air quality test and no concerns were identified. There was however a small gas leak in the Origins Café identified. The issues was corrected immediately by facilities.
5. Customer feedback - prices are sometimes too high, perception is sometimes an issue i.e. Kawartha Grill burgers vs. McDonalds. Cookies are hard on occasion. There has been positive feedback on catering from staff.

Aramark had healthy for life ambassador’s on-campus the week of February 23 – including a nutritionist providing healthy food choices to students and staff. There was a discussion about Pizza Pizza prices differences from on-campus and at the local store - the size of the pizza sold on-campus is actually 30% larger.

A question was asked if prices go up if we use local food. The answer is no, the price point is the same.

1. The Marketing Calendar is available on line and in Food Service locations.

Promotions: Quinoa Salad Bowl. New Express items – Greek Yogurt and Blueberry Parfait.

Fresh Start Combo in the morning, coffee, MM Juice and muffin deal.

Kawartha Grille will be offering chicken BLT and funnel fries – they have icing sugar and sauce to go on the fries.

Another promotion is a day that if you buy a poutine you a get a free pop.

St. Patrick’s Day cupcakes will be offered.

Exam package deals - Monster, energy bars.

1. Last week there was an intensive round of information gathering and data collection undertaken. In total there were five on-line surveys (Brealey Students, Brealey Faculty and Staff, Frost Students, Frost Faculty and Staff, Haliburton Students Staff and Faculty), five focus groups (Haliburton, Brealey campus, Brealey residents, Frost campus and Frost residents), two information booths (Brealey and Frost) and numerous intercept surveys at food station line-ups.

When the information has been collected and analyzed it will be shared with the committee.

1. Next meeting – TBD
2. Adjourned: 11:30am

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| --- | --- | --- | --- | --- |
|  |  | 20 full days | 15 full days |  |
| **Frost January Sales** |  | 2 partial days | 5 partial days |  |
|  |  | **2014** | **2015** | **2014 Growth** |
| **Origins Cafe** |
| **Pizza Pizza** | Sales | $18,497.94  | $13,335.44  | -28% |
|   | Trans Count | 4554 | 3132 | -31% |
|   | Avg Check | $4.06  | $4.26  | 5% |
|  |  |  |  |   |
| **Sandwich Shack (Panini, Urbin Pita)** | Sales | $2,847.28  | $2,905.93  | 2% |
|   | Trans Count | 332 | 323 | -3% |
|   | Avg Check | $8.58  |  $9.00  | 5% |
|   |  |  |  |   |
| **Pan Geo's** | Sales | $6,340.59  | $4,366.26  | -31% |
|   | Trans Count | 957 | 826 | -14% |
|   | Avg Check | $6.63  |  $5.29  | -20% |
|   |  |  |  |   |
| **Other** | Sales | $39,864.00  | $27,601.68  | -31% |
|   | Trans Count | 8782 | 6081 | -31% |
|   | Avg Check | $4.54  |  $4.54  | 0% |
|   |  |  |  |   |
| **Total Origins Cafe** | Sales | $67,549.81  | $48,209.31  | -29% |
|   | Trans Count | 14625 | 10362 | -29% |
|   | Avg Check | $4.62  |  $4.65  | 1% |
|  |  |  |  |  |
| **Kawartha Grille** | Sales | $10,771.00  | $9,889.00  | -8% |
|   | Trans Count | 1664 | 1508 | -9% |
|   | Avg Check | $6.47  | $6.56  | 1% |
|  |  |  |  |  |
| **Frost Overall** | Sales | $78,320.81  | $58,098.31  | -26% |
|   | Trans Count | 16289 | 11870 | -27% |
|   | Avg Check | $4.81  |  $4.89  | 2% |
|  |  |  |  |  |
|  | Avg week sale | ($19,000) |  |  |
|  |  |  |  |  |
|   | With Adjustment | $59,320.81  |  $58,098.31  | -2% |

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| --- | --- | --- | --- | --- |
|  |  | 14 full days | 19 full days |  |
| **Frost February Sales** |  | 5 partial days |  |  |
|  |  | **2014** | **2015** | **2014 Growth** |
|  |  |  |  |  |
| **Origins Cafe** |
| **Pizza Pizza** | Sales |  $13,571.25  |  $18,279.93  | 35% |
|   | Trans Count | 3582 | 4826 | 35% |
|   | Avg Check |  $3.79  |  $3.79  | 0% |
|  |  |  |  |   |
| **Sandwich Shack (Panini, Urbin Pita)** | Sales |  $1,937.82  |  $4,878.73  | 152% |
|   | Trans Count | 254 | 585 | 130% |
|  | Avg Check |  $7.63  |  $8.34  | 9% |
|   |  |  |  |   |
| **Pan Geo's** | Sales |  $6,630.37  |  $7,464.42  | 13% |
|   | Trans Count | 967 | 1074 | 11% |
|   | Avg Check |  $6.86  |  $6.95  | 1% |
|   |  |  |  |   |
| **Other** | Sales |  $28,991.89  |  $36,971.41  | 28% |
|   | Trans Count | 5413 | 6815 | 26% |
|   | Avg Check |  $5.36  |  $5.43  | 1% |
|   |  |  |  |   |
| **Total Origins Cafe** | Sales |  $51,131.33  |  $67,594.49  | 32% |
|   | Trans Count | 10216 | 13300 | 30% |
|   | Avg Check |  $5.01  |  $5.08  | 2% |
|  |  |  |  |  |
| **Kawartha Grille** | Sales |  $7,618.00  |  $15,900.00  | 109% |
|   | Trans Count | 1175 | 2386 | 103% |
|   | Avg Check |  $6.48  |  $6.66  | 3% |
|  |  |  |  |  |
| **Frost Campus** | Sales |  $58,749.33  |  $83,494.49  | 42% |
|   | Trans Count | 11391 | 15686 | 38% |
|   | Avg Check |  $5.16  |  $5.32  | 3% |
|  |  |  |  |  |
|  | Avg Week of Sales |  $20,000.00  |  |  |
|  |  |  |  |  |
|   | Adjusted sales for missing week |  $78,749.33  |  $83,494.49  | 6% |
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