Fleming College

Foodservice Advisory Committee

Sutherland Campus, December 9, 2015

Meeting Notes

**In Attendance:**

Travis Doak, Foodservices; Michael Wood, ARAMARK; Greg Jefford, Staff; Alida Wood, Staff;; Mike Moghini, Faculty.

1. **Welcome**

Steve Moghini was welcomed as a new member to the committee.

1. **Review of October / November Sales**

Mike presented the sales numbers for the months of October and November. Sales continue to be strong overall. We have not seen a leveling out of sales after September that has happened in previous years at both campuses. The daily transactions and sales numbers and are consistent week over week. In particular the sales at Epic Burger have seen significant sales over last year. Tim Horton’s is now close to capacity in terms of projected sales. See attached sales numbers below.

1. **Meal Plan Sales**

Meal plan sales have been very good this academic year. Mandatory plans have provided a nice sales boast to the campus overall, not just in the Residence Marketplace. The average usage however is not as strong as we would like to see with Residence meal plans. Aramark will be providing educational information at the start of the winter semester to students in an effort to inform them of how much they should be spending each week. See attached sales numbers below.

1. **Progress report of Culinary sales/operations at Brealey Eats**

Feedback from Steve is that the partnership with Aramark is working very well. He stated that Aramark staff are outstanding to work with from the student’s perspective. This past semester things were kept quite simple with only two options provided by students. There is the potential to increase menu options for the second semester. It was noted that it is a great environment for students to see how a real kitchen works. Sales have been consistent during this time.

1. **Catering Sales**

Sales for the month of September compared to the same time last year were down but October and November sales were up. In particular November sales were high due to 2 large athletic events that were hosted at Fleming. Sales for SAC were up all the 3 months so far this semester. See attached sales numbers below.

1. **Feedback from Committee Members**

Comments were made about some soups at the Mizo Station – that they can sometimes taste watered down. Aramark was asked if the plates used for weighing salads were checked to confirm the weight was correct. Mike confirmed there was a slight adjustment that was required but the scales weigh the plates correctly now.

Another comment was made around the number of Aramark staff working the cash registers at a little after 12pm. It has been observed that the line ups can be long and some staff could be on the registers are stocking product. Mike will look into the peak times of the day to ensure there is proper staffing.

Another comment was made that the containers for the cream salad dressing do not pour out properly. It is either not enough or too much. A suggestion was made to have a squeeze bottle of these types of thicker dressings.

Feedback has been very positive on the burgers at Epic Burger, which are made fresh each day.

A suggestion was made to offer a side item to the culinary food served by students. This will be investigated.

1. **Staff meal plan promotion in January**

After popular demand a staff meal plan promotion will return the in the new year. The promotion will be offered the 3rd week of January. A communication blitz will begin when staff return in the new year.

1. **Upcoming Programs / Initiatives**
* Free hot chocolate provided for customer appreciation
* Speciality Burgers running at Epic to provide new LTO’s
* Exam Buster deals throughout December
	1. 2 Monsters for $5
	2. Awake Chocolate Bar and Pop for $3.49
	3. Free Christmas cupcakes
* Gingerbread house draw at Origins Cafe and Breaktime
* Waffle bar started at Brealey Eats and Marketing place in January
* Smoothie bar in January start
* New rotating menu for Pan Geo’s starting in January promoting more full dinner options
* Local days each month
* Christmas holiday dinner on Dec 11th – full Christmas dinner with all the trimming
* Sweets from the Earth product line – Gluten Free, Dairy Free, Nut Free baked goods items
* Marketing place will be open in the Mornings starting in January – sales are increasing and this is a service where we see demand.
1. **Festive Hours of Operation**

The proposed hours of operation for last week of the year the College is open, holiday break, and the first week the College is open in 2016 were reviewed. The hours are provided below.

1. **Lunch voucher was provided for attendees**.

Questions regarding lunch (provided to members after the meeting) will be provided in a separate e-mail to those who attend lunch.

1. **Next meeting** – Early February, 2016
2. **Adjourned**

2:00pm

**Sutherland Campus October Sales**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | **2014** | **2015** | **Growth** |
| **Brealey Eats** |
| **Pan Geo's** | Sales |  $ 2,536.42  |  $ 1,882.00  | -26% |
|   | Trans Count | 479 | 357 | -25% |
|   | Avg Check |  $ 5.30  |  $ 5.27  | 0% |
|   | Daily Average |  $ 181.17  |  $ 134.43  | -26% |
|   |  |  |  |   |
| **Miso (Benne)** | Sales |  $ 4,604.80  |  $ 5,648.00  | 23% |
|   | Trans Count | 589 | 721 | 22% |
|   | Avg Check |  $ 7.82  |  $ 7.83  | 0% |
|   | Daily Average |  $ 328.91  |  $ 403.43  | 23% |
|   |  |  |  |   |
| **Extreme Pita** | Sales |  $ 13,738.00  |  $ 17,606.00  | 28% |
|   | Trans Count | 1473 | 1878 | 27% |
|   | Avg Check |  $ 9.33  |  $ 9.37  | 1% |
|   | Daily Average |  $ 981.29  |  $ 1,257.57  | 28% |
|   |  |  |  |   |
| **Other** | Sales |  $ 32,306.00  |  $ 32,519.00  | 1% |
| (Cold Bev, Hot Bev, Grab n Go) | Trans Count | 7356 | 6771 | -8% |
|   | Avg Check |  $ 4.39  |  $ 4.80  | 9% |
|   | Daily Average |  $ 2,307.57  |  $ 2,322.79  | 1% |
|   |  |  |  |   |
| **Total Brealey Eats** | Sales |  $ 53,185.22  |  $ 57,655.00  | 8% |
|   | Trans Count | 9897 | 9727 | -2% |
|   | Avg Check |  $ 5.37  |  $ 5.93  | 10% |
|   | Daily Average |  $ 3,798.94  |  $ 4,118.21  | 8% |
|  |  |  |  |  |
| **Tim Hortons** | Sales |  $ 76,696.00  |  $ 90,764.00  | 18% |
|   | Trans Count | 21489 | 25422 | 18% |
|   | Avg Check |  $ 3.57  |  $ 3.57  | 0% |
|   | Daily Average |  $ 4,036.63  |  $ 4,777.05  | 18% |
|  |  |  |  |  |
| **Steele Center** |
| **Pizza Pizza** | Sales |  $ 30,008.00  |  $ 32,597.00  | 9% |
|   | Trans Count | 5420 | 5848 | 8% |
|   | Avg Check |  $ 5.54  |  $ 5.57  | 1% |
|   | Daily Average |  $ 2,143.43  |  $ 2,328.36  | 9% |
|   |  |  |  |   |
| **Epic Burger** | Sales |  $ 14,230.00  |  $ 18,582.00  | 31% |
|   | Trans Count | 2036 | 2646 | 30% |
|   | Avg Check |  $ 6.99  |  $ 7.02  | 0% |
|   | Daily Average |  $ 1,016.43  |  $ 1,327.29  | 31% |
|   |  |  |  |   |
| **Total Steele Center** | Sales |  $ 44,238.00  |  $ 51,179.00  | 16% |
|   | Trans Count |  $ 7,456.00  | 8494 | 14% |
|   | Avg Check |  $ 5.93  |  $ 6.03  | 2% |
|   | Daily Average |  $ 3,159.86  |  $ 3,655.64  | 16% |
|  |  |  |  |  |
| **Breaktime** | Sales |  $ 29,324.00  |  $ 26,412.00  | -10% |
|   | Trans Count | 8021 | 7291 | -9% |
|   | Avg Check |  $ 3.66  |  $ 3.62  | -1% |
|   | Daily Average |  $ 2,094.57  |  $ 1,886.57  | -10% |
|  |  |  |  |  |
| **Marketplace** | Sales |  $ 12,708.00  |  $ 23,983.00  | 89% |
|   | Trans Count | 1775 | 2977 | 68% |
|   | Avg Check |  $ 7.16  |  $ 8.06  | 13% |
|   | Daily Average |  $ 907.71  |  $ 1,713.07  | 89% |
|  |  |  |  |  |
| **Total Brealey Campus** | Sales |  $ 216,151.22  |  $ 249,993.00  | 16% |
|   | Trans Count | 48638 | 53911 | 11% |
|   | Avg Check |  $ 4.44  |  $ 4.64  | 4% |
|   | Daily Average | 13998 | 16151 | 15% |

**Sutherland Campus November Sales**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | **2014** | **2015** | **Growth** |
| **Brealey Eats** |
| **Pan Geo's** | Sales |  $ 2,709.00  |  $ 2,643.21  | -2% |
|   | Trans Count | 479 | 437 | -9% |
|   | Avg Check |  $ 5.66  |  $ 6.05  | 7% |
|   | Daily Average |  $ 135.45  |  $ 125.87  | -7% |
|   |  |  |  |   |
| **Miso (Benne)** | Sales |  $ 6,647.00  |  $ 7,568.64  | 14% |
|   | Trans Count | 849 | 967 | 14% |
|   | Avg Check |  $ 7.83  |  $ 7.83  | 0% |
|   | Daily Average |  $ 332.35  |  $ 360.41  | 8% |
|   |  |  |  |   |
| **Extreme Pita** | Sales |  $ 15,173.00  |  $ 20,226.00  | 33% |
|   | Trans Count | 1473 | 1878 | 27% |
|   | Avg Check |  $ 10.30  |  $ 10.77  | 5% |
|   | Daily Average |  $ 758.65  |  $ 963.14  | 27% |
|   |  |  |  |   |
| **Other** | Sales |  $ 32,167.00  |  $ 35,668.00  | 11% |
| (Cold Bev, Hot Bev, Grab n Go) | Trans Count | 6956 | 6771 | -3% |
|   | Avg Check |  $ 4.62  |  $ 5.27  | 14% |
|   | Daily Average |  $ 1,608.35  |  $ 1,698.48  | 6% |
|   |  |  |  |   |
| **Total Brealey Eats** | Sales |  $ 56,696.00  |  $ 66,105.85  | 17% |
|   | Trans Count | 9757 | 10053 | 3% |
|   | Avg Check |  $ 5.81  |  $ 6.58  | 13% |
|   | Daily Average |  $ 2,834.80  |  $ 3,147.90  | 11% |
|  |  |  |  |  |
| **Tim Hortons** | Sales |  $ 87,268.00  |  $ 104,135.00  | 19% |
|   | Trans Count | 25026 | 28956 | 16% |
|   | Avg Check |  $ 3.49  |  $ 3.60  | 3% |
|   | Daily Average |  $ 4,363.40  |  $ 4,958.81  | 14% |
|  |  |  |  |  |
| **Steele Center** |
| **Pizza Pizza** | Sales |  $ 32,474.00  |  $ 37,803.00  | 16% |
|   | Trans Count | 5798 | 6704 | 16% |
|   | Avg Check |  $ 5.60  |  $ 5.64  | 1% |
|   | Daily Average |  $ 1,623.70  |  $ 1,800.14  | 11% |
|   |  |  |  |   |
| **Epic Burger** | Sales |  $ 15,627.00  |  $ 21,749.00  | 39% |
|   | Trans Count | 2153 | 2955 | 37% |
|   | Avg Check |  $ 7.26  |  $ 7.36  | 1% |
|   | Daily Average |  $ 781.35  |  $ 1,035.67  | 33% |
|   |  |  |  |   |
| **Total Steele Center** | Sales |  $ 48,101.00  |  $ 59,552.00  | 24% |
|   | Trans Count |  $ 7,951.00  | 9659 | 21% |
|   | Avg Check |  $ 6.05  |  $ 6.17  | 2% |
|   | Daily Average |  $ 2,405.05  |  $ 2,835.81  | 18% |
|  |  |  |  |  |
| **Breaktime** | Sales |  $ 29,340.00  |  $ 32,676.00  | 11% |
|   | Trans Count | 8136 | 8724 | 7% |
|   | Avg Check |  $ 3.61  |  $ 3.75  | 4% |
|   | Daily Average |  $ 1,467.00  |  $ 1,556.00  | 6% |
|  |  |  |  |  |
| **Marketplace** | Sales |  $ 21,386.00  |  $ 53,826.00  | 152% |
|   | Trans Count | 2744 | 5770 | 110% |
|   | Avg Check |  $ 7.79  |  $ 9.33  | 20% |
|   | Daily Average |  $ 1,069.30  |  $ 2,563.14  | 140% |
|  |  |  |  |  |
| **Total Brealey Campus** | Sales |  $ 242,791.00  |  $ 316,294.85  | 30% |
|   | Trans Count | 53614 | 63162 | 18% |
|   | Avg Check |  $ 4.53  |  $ 5.01  | 11% |
|   | Daily Average |  $ 12,139.55  |  $ 15,061.66  | 24% |

**Mandatory Meal Plan Sales**

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| --- | --- | --- | --- |
|  |  |  | Avg Usage |
| Mandatory Meal Plans | **Oct-15** | **Nov-21** |
| Lite Plan | 237 | $142,200  | 23% | 51% |
| Value Plan | 123 | $123,000  | 19% | 43% |
| Medium Plan | 63 | $94,500  | 17% | 38% |
| Hearty Plan | 20 | $40,000  | 18% | 37% |
|  | **443** | **$399,700**  |  |  |

**Sutherland Campus Catering Sales**

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| Catering Sales Comparison |
|   | Sep-14 | Sep-15 |
| College |  $ 15,744  |  $ 13,204  |
| SAC |  $ 256  |  $ 460  |
| Total |  $ 16,000  |  $ 13,664  |
|   |  |   |
|   | Oct-14 | Oct-15 |
| College |  $ 10,728  |  $ 13,910  |
| SAC |  $ 330  |  $ 2,876  |
| Total |  $ 11,058  |  $ 16,786  |
|   |  |   |
|   |  |   |
|   | Nov-14 | Nov-15 |
| College |  $ 8,056  |  $ 21,589  |
| SAC |  $ 516  |  $ 2,675  |
| Total |  $ 8,572  |  $ 24,264  |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
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