Fleming College

Foodservice Advisory Committee

Frost Campus, December 8, 2015 10:30am

Meeting Notes

**In Attendance:**

Travis Doak, Foodservices; Michael Wood, ARAMARK; Rob Marsh, Residence; Kory Bertrand, Student.

1. **Welcome**

Rob Marsh and Cory Bertrand were welcomed as new members 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. The daily transactions and sales numbers and are consistent week over week. The Kawartha Grill is down in sales compared of the same time period last year but is operating 3 hours less daily due to the extended hours of the Origin Café. See attached sales numbers below.

1. **Meal Plan Sales**

As noted in the October meeting meal plan sales have been very good this academic year. 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. **Catering Sales**

Catering sales are up 4% over last year at the same time for College revenues at the Frost Campus. However sales for SA are down significantly. Feedback from Aramark is that there are not many events taking place in the student’s space that involves food this year. This information will be provided directly to SA. See attached sales numbers below.

1. **Feedback from Committee Members**

A discussion took place on the concept of having Tim Horton’s coffee only or Starbucks sold in the Origins Café. Pros and cons were discussed. The committee was informed it would be the leadership the Campus to decide if it wanted to pursue potential opportunities. Ultimately though it would be Tim Horton’s decision if they wanted to proceed in this direction at the request of the College.

Aramark stated they have not received a lot of feedback, positive or negative in the last month. There have been some comments that the breakfast service has been slow. Staffing was modified to assist with the speed.

Aramark will be arranging a focus group in the new year for vegans / vegetarians to gather information on their food needs.

A question was asked new students starting in January were made aware of meal plans. Rob was able to confirm students coming to Residence were individually informed. However it is not clear if other students are provided this information. Follow up is required.

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

After popular demand a staff meal plan promotion is coming back. The promotion will be the 3rd week of January. A communication blitz will take place 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 demands

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**

11:35am

**Frost October 2105 Sales**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | **2014** | **2015** | **2015 Growth** |
| **Origins Cafe** |  |  |  |  |
| **Pizza Pizza** | Sales | $ 16,873.00 | $ 16,954.00 | 0% |
|  | Trans Count | 4068 | 4079 | 0% |
|  | Avg Check | $ 4.15 | $ 4.16 | 0% |
|  | Daily Average | $ 1,205.21 | $ 1,211.00 | 0% |
|  |  |  |  |  |
| **Sandwich Shack (Panini, Urbin Pita)** | Sales | $ 3,536.00 | $ 5,868.00 | 66% |
|  | Trans Count | 628 | 1032 | 64% |
|  | Avg Check | $ 5.63 | $ 5.69 | 1% |
|  | Daily Average | $ 252.57 | $ 419.14 | 66% |
|  |  |  |  |  |
| **Pan Geo's** | Sales | $ 5,644.00 | $ 7,246.00 | 28% |
|  | Trans Count | 841 | 1057 | 26% |
|  | Avg Check | $ 6.71 | $ 6.86 | 2% |
|  | Daily Average | $ 403.14 | $ 517.57 | 28% |
|  |  |  |  |  |
| **Other** | Sales | $ 34,672.00 | $ 38,434.00 | 11% |
|  | Trans Count | 7058 | 7484 | 6% |
|  | Avg Check | $ 4.91 | $ 5.14 | 5% |
|  | Daily Average | $ 2,476.57 | $ 2,745.29 | 11% |
|  |  |  |  |  |
| **Total Origins Cafe** | Sales | $ 60,725.00 | $ 68,502.00 | 13% |
|  | Trans Count | 12595 | 13652 | 8% |
|  | Avg Check | $ 4.82 | $ 5.02 | 4% |
|  | Daily Average | $ 4,337.50 | $ 4,893.00 | 13% |
|  |  |  |  |  |
| **Kawartha Grille** | Sales | $ 10,546.00 | $ 8,144.00 | -23% |
|  | Trans Count | 1593 | 1137 | -29% |
|  | Avg Check | $ 6.62 | $ 7.16 | 8% |
|  | Daily Average | $ 753.29 | $ 581.71 | -23% |
|  |  |  |  |  |
| **Frost Overall** | Sales | $ 71,271.00 | $ 76,646.00 | 8% |
|  | Trans Count | 14188 | 14789 | 4% |
|  | Avg Check | $ 5.02 | $ 5.18 | 3% |
|  | Daily Average | $ 5,090.79 | $ 5,474.71 | 8% |

**November Frost Sales**

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| --- | --- | --- | --- | --- |
|  |  | **2014** | **2015** | **Growth** |
| **Origins Cafe** |  |  |  |  |
| **Pizza Pizza** | Sales | $ 19,847.00 | $ 21,674.50 | 9% |
|  | Trans Count | 4368 | 4782 | 9% |
|  | Avg Check | $ 4.54 | $ 4.53 | 0% |
|  | Daily Average | $ 992.35 | $ 1,032.12 | 4% |
|  |  |  |  |  |
| **Sandwich Shack (Panini, Urbin Pita)** | Sales | $ 4,281.00 | $ 6,336.60 | 48% |
|  | Trans Count | 728 | 832 | 14% |
|  | Avg Check | $ 5.88 | $ 7.62 | 30% |
|  | Daily Average | $ 214.05 | $ 301.74 | 41% |
|  |  |  |  |  |
| **Pan Geo's** | Sales | $ 12,671.00 | $ 11,825.80 | -7% |
|  | Trans Count | 1731 | 1587 | -8% |
|  | Avg Check | $ 7.32 | $ 7.45 | 2% |
|  | Daily Average | $ 633.55 | $ 563.13 | -11% |
|  |  |  |  |  |
| **Other** | Sales | $ 34,959.00 | $ 42,369.00 | 21% |
|  | Trans Count | 9087 | 10984 | 21% |
|  | Avg Check | $ 3.85 | $ 3.86 | 0% |
|  | Daily Average | $ 1,747.95 | $ 2,017.57 | 15% |
|  |  |  |  |  |
| **Total Origins Cafe** | Sales | $ 71,758.00 | $ 82,205.90 | 15% |
|  | Trans Count | 15914 | 18185 | 14% |
|  | Avg Check | $ 4.51 | $ 4.52 | 0% |
|  | Daily Average | $ 3,587.90 | $ 3,914.57 | 9% |
|  |  |  |  |  |
| **Kawartha Grille** | Sales | $ 15,286.00 | $ 11,715.00 | -23% |
|  | Trans Count | 2208 | 1586 | -28% |
|  | Avg Check | $ 6.92 | $ 7.39 | 7% |
|  | Daily Average | $ 764.30 | $ 557.86 | -27% |
|  |  |  |  |  |
| **Frost Overall** | Sales | $ 87,044.00 | $ 93,920.90 | 8% |
|  | Trans Count | 18122 | 19771 | 9% |
|  | Avg Check | $ 4.80 | $ 4.75 | -1% |
|  | Daily Average | $ 4,352.20 | $ 4,696.05 | 8% |

**Frost Meal Plan sales**

Spend Thru

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| --- | --- | --- | --- | --- |
| Meal Plan | Number Sold | Total Amount | Oct-15 | Nov-21 |
| Casual Plan | 38 | $22,800 | 27% | 51% |
| Hearty Plan | 15 | $30,000 | 17% | 35% |
| Intro Plan | 21 | $6,300 | 31% | 61% |
| Lite Plan | 33 | $19,800 | 12% | 35% |
| Medium Plan | 29 | $43,500 | 16% | 31% |
| Semester Plan | 30 | $29,850 | 22% | 47% |
| Starter plan | 8 | $3,650 | 27% | 55% |
| Super Saver Plan | 3 | $7,170 | 10% | 27% |
| Value Plan | 69 | $69,000 | 20% | 42% |
|  | **246** | **$232,070** |  |  |
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| Additional Sales |  |  |  |  |
| Oct/Nov | 20 | $4,075 |  |  |
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**Frost Catering Sales**

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| Catering Sales Comparison | | |
|  | Sep-14 | Sep-15 |
| College | $ 6,541 | $ 7,279 |
| SA | $ 2,190 | $ 1,198 |
| Total | $ 8,731 | $ 8,477 |
|  |  |  |
|  | Oct-14 | Oct-15 |
| College | $ 3,173 | $ 2,576 |
| SA | $ 589 | $ 215 |
| Total | $ 3,762 | $ 2,791 |
|  |  |  |
|  |  |  |
|  | Nov-14 | Nov-15 |
| College | $ 6,431 | $ 6,936 |
| SA | $ 2,924 | $ 174 |
| Total | $ 9,355 | $ 7,110 |

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