Fleming College

Foodservice Advisory Committee

Frost Campus, February 24, 2016 1:00 pm

Meeting Notes

**In Attendance:**

Michael Wood, ARAMARK; Rob Marsh, Residence; and, Kory Bertrand, Student.

1. **Welcome**
2. **Review of December/January Sales**

Mike presented the sales numbers for the months of December and January. Sales increased significantly in December although the reason behind this growth is undetermined. Growth in January continued to be strong however it was not as aggressive as December. Mike noted that the daily count in January did not include the first week given students had not returned. Mike is interested if there were fewer students on campus as this could be a factor impacting January sales. See attached sales numbers below.

1. **Meal Plan Sales**

As noted in the October & December meetings meal plan sales continue to be very good this academic year. There was some increase in purchasing over Jan 2015 from Commuter and Frost students but not as much as anticipated. Aramark contacted many students who were getting low on meal plan dollars however most did not want to purchase more despite the balance carrying over.

Staff meal plan sales year-over-year decreased from 42 in 2015 to 20 in 2016.There were a significant portion of the staff that purchased double the value of meal plans last year due to the bonus dollar give-a-way offered in 2015.

1. **Catering Sales**

Catering sales are up over last year at the same time for College revenues at the Frost Campus including sales for SA. Total catering revenue was $1,983 in Dec-15 and $3,179 in Jan-16. See attached sales numbers below.

1. **Follow-up Items from Last meeting**

* Exam Buster deals through December sold well.
* Information (post cards) was distributed to both residences that explained the estimated daily $ to spend based on the type of meal plan
  + Discussed the idea of putting fridge magnets in residence for hours of operations & promoting food service directly to residents/meal plan clients
* Aramark will be arranging a focus group in the new year for vegans / vegetarians to gather information on their food needs. No action to date. Mike expected this to take place mid-March.
* Smoothie bar is coming soon, was scheduled to start in January 2016

1. **Feedback from Customers**

* Bison and Venison offerings went well, consider selling them again
* Burritos and nacho bowls are getting a good response
* Algae free option is getting good feedback
* Food Service @ Heavy Equipment bldg

1. **Food Service @ Heavy Equipment bldg**

* As requested Aramark set-up for 3 days in January 2016
* Sales for the 3 days were $30, $22, $12
* For food safety reasons the location provided was not suitable
* Limited options for students to eat given they are not allowed to eat in class and there is no place to sit

1. **Upcoming Programs / Initiatives**

* 2 for 1 movie pass being offered through Pizza Pizza currently
* Smoothies will be served in the mornings
* Smokers’ Poutine pop-up station planned for April
* ‘Hug a Coke’ promotion is coming
* New Miss Vickie’s chip flavor will be tested

1. **Reading Week Hours of Operation**

The Reading Week hours 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** – TBD

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**Frost Sales – Dec 2015**

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| --- | --- | --- | --- | --- |
|  |  | **2014** | **2015** | **Growth** |
| **Origins Cafe** |  |  |  |  |
| **Pizza Pizza** | Sales | $ 8,132.42 | $ 13,271.59 | 63% |
|  | Trans Count | 1802 | 2809.72 | 56% |
|  | Avg Check | $ 4.51 | $ 4.72 | 5% |
|  | Daily Average | $ 406.62 | $ 631.98 | 55% |
|  |  |  |  |  |
| **Sandwich Shack (Panini, Urbin Pita)** | Sales | $ 1,733.10 | $ 4,264.57 | 146% |
|  | Trans Count | 317 | 534 | 68% |
|  | Avg Check | $ 5.47 | $ 7.99 | 46% |
|  | Daily Average | $ 86.66 | $ 203.07 | 134% |
|  |  |  |  |  |
| **Pan Geo's** | Sales | $ 2,789.52 | $ 5,371.83 | 93% |
|  | Trans Count | 434 | 865 | 99% |
|  | Avg Check | $ 6.43 | $ 6.21 | -3% |
|  | Daily Average | $ 139.48 | $ 255.80 | 83% |
|  |  |  |  |  |
| **Other** | Sales | $ 16,500.32 | $ 28,860.43 | 75% |
|  | Trans Count | 3433 | 5845 | 70% |
|  | Avg Check | $ 4.81 | $ 4.94 | 3% |
|  | Daily Average | $ 825.02 | $ 1,374.31 | 67% |
|  |  |  |  |  |
| **Total Origins Cafe** | Sales | $ 29,155.36 | $ 51,768.42 | 78% |
|  | Trans Count | 5986 | 10053.72 | 68% |
|  | Avg Check | $ 4.87 | $ 5.15 | 6% |
|  | Daily Average | $ 1,457.77 | $ 2,465.16 | 69% |
|  |  |  |  |  |
| **Kawartha Grille** | Sales | $ 6,886.00 | $ 6,427.00 | -7% |
|  | Trans Count | 939 | 868 | -8% |
|  | Avg Check | $ 7.33 | $ 7.40 | 1% |
|  | Daily Average | $ 344.30 | $ 306.05 | -11% |
|  |  |  |  |  |
| **Frost Overall** | Sales | $ 36,041.36 | $ 58,195.42 | 61% |
|  | Trans Count | 6925 | 10921.72 | 58% |
|  | Avg Check | $ 5.20 | $ 5.33 | 2% |
|  | Daily Average | $ 1,802.07 | $ 2,909.77 | 61% |
|  |  |  |  |  |
|  |  |  |  |  |
| Operating Days 2014 | 10 |  |  |  |
| Operating Days 2015 | 14 |  |  |  |

**Frost – Jan 2016**

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| --- | --- | --- | --- | --- |
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|  |  | **2014** | **2015** | **Growth** |
| **Origins Cafe** |  |  |  |  |
| **Pizza Pizza** | Sales | $ 13,353.62 | $ 14,972.34 | 12% |
|  | Trans Count | 2089 | 3385 | 62% |
|  | Avg Check | $ 6.39 | $ 4.42 | -31% |
|  | Daily Average | $ 667.68 | $ 712.97 | 7% |
|  |  |  |  |  |
| **Sandwich Shack (Panini, Urbin Pita)** | Sales | $ 2,844.27 | $ 4,812.72 | 69% |
|  | Trans Count | 545 | 654 | 20% |
|  | Avg Check | $ 5.22 | $ 7.36 | 41% |
|  | Daily Average | $ 142.21 | $ 229.18 | 61% |
|  |  |  |  |  |
| **Pan Geo's** | Sales | $ 4,579.76 | $ 6,060.24 | 32% |
|  | Trans Count | 744 | 1042 | 40% |
|  | Avg Check | $ 6.16 | $ 5.82 | -6% |
|  | Daily Average | $ 228.99 | $ 288.58 | 26% |
|  |  |  |  |  |
| **Other** | Sales | $ 27,092.54 | $ 32,558.71 | 20% |
|  | Trans Count | 5884 | 7042 | 20% |
|  | Avg Check | $ 4.60 | $ 4.62 | 0% |
|  | Daily Average | $ 1,354.63 | $ 1,550.41 | 14% |
|  |  |  |  |  |
| **Total Origins Cafe** | Sales | $ 47,870.19 | $ 58,404.01 | 22% |
|  | Trans Count | 9262 | 12123 | 31% |
|  | Avg Check | $ 5.17 | $ 4.82 | -7% |
|  | Daily Average | $ 2,393.51 | $ 2,781.14 | 16% |
|  |  |  |  |  |
| **Kawartha Grille** | Sales | $ 9,889.00 | $ 8,297.00 | -16% |
|  | Trans Count | 1508 | 1112 | -26% |
|  | Avg Check | $ 6.56 | $ 7.46 | 14% |
|  | Daily Average | $ 494.45 | $ 395.10 | -20% |
|  |  |  |  |  |
| **Frost Overall** | Sales | $ 57,759.19 | $ 66,701.01 | 15% |
|  | Trans Count | 10770 | 13235 | 23% |
|  | Avg Check | $ 5.36 | $ 5.04 | -6% |
|  | Daily Average | $ 2,887.96 | $ 3,335.05 | 15% |
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| Operating Days 2015 | 15 |  |  |  |
| Operating Days 2016 | 15 |  |  |  |
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**Frost – Catering Sales Dec & Jan Year-over-Year Comparison**

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| --- | --- | --- | --- | --- |
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|  | Catering Sales Comparision | | |  |
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|  |  | Dec-14 | Dec-15 |  |
|  | College | $ 525 | $ 1,005 |  |
|  | SA | $ 487 | $ 978 |  |
|  | Total | $ 1,012 | $ 1,983 |  |
|  |  |  |  |  |
|  |  | Jan-15 | Jan-16 |  |
|  | College | $ 2,231 | $ 2,787 |  |
|  | SA | $ 327 | $ 392 |  |
|  | Total | $ 2,558 | $ 3,179 |  |
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**Meal Plans as of Jan 31, 2016**

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| --- | --- | --- | --- | --- | --- |
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|  | As of January 31, 2016 |  |  |  |  |
|  |  | Numbers | Amount | Avg Purchase |  |
|  | Manditory Fall | 443 | $ 399,700 | $ 902 |  |
|  | Manditory Winter | 426 | $ 320,400 | $ 752 |  |
|  |  |  | $ 720,100 |  |  |
|  |  |  |  |  |  |
|  | Frost Residence Fall | 127 | $ 138,660 | $ 1,092 |  |
|  |  |  |  |  |  |
|  | All Others | 213 | $ 122,970 | $ 577 |  |
|  |  |  |  |  |  |
|  | Total Purchases | **766** | **$ 981,730** | **$ 1,282** |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  | Staff Purchases | # Meal Plans | Amount |  |  |
|  | 2015 | 42 | $ 12,050.00 |  |  |
|  | 2016 | 20 | $ 5,760.00 |  |  |
|  |  |  |  |  |  |