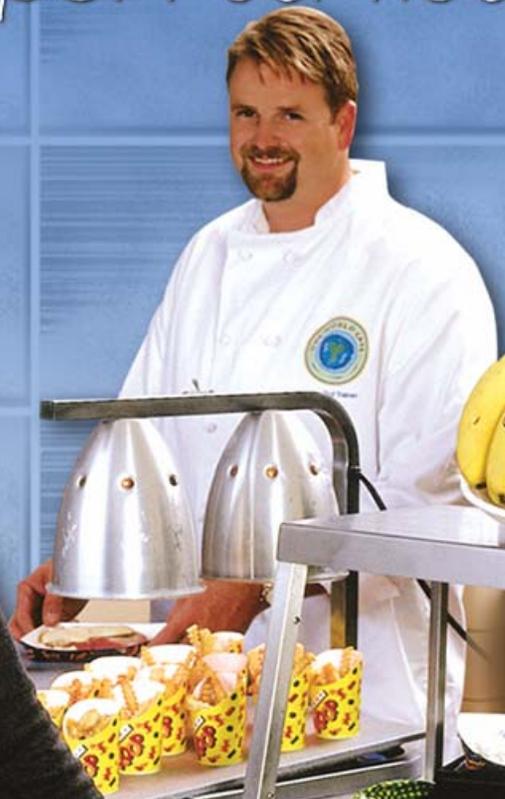




# School Support Services



# Today's ARAMARK Team

- Matt Sfarra, Regional Manager
- Clancy Cash, Regional Nutritionist
- Steve Herchenrider, Business Development
- Bill Reeves, Food Service Director
- Tim Hoak, Executive Chef

# ARAMARK School Support Services

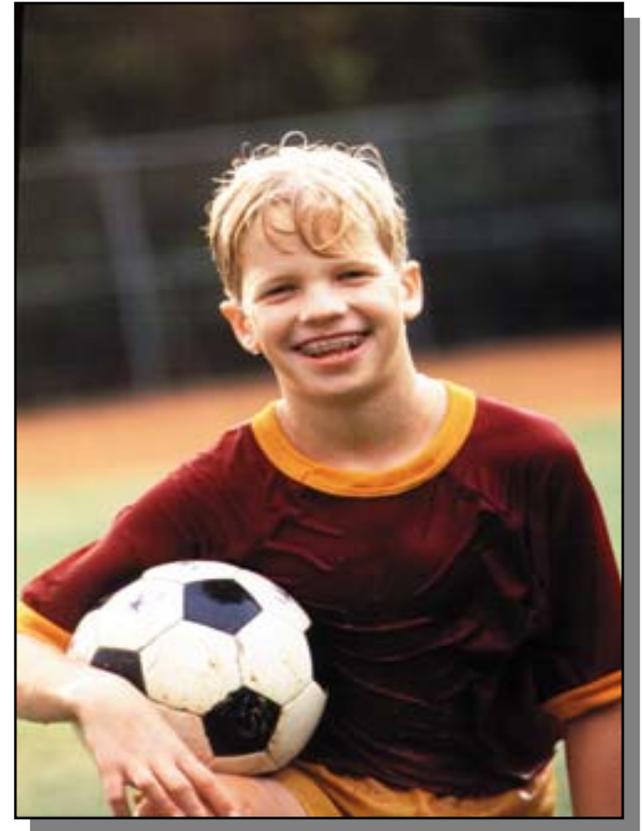
- World Leader in managed services
- \$11 Billion American based company
- 9 Lines of Business worldwide
  - Campus, S&E, Business, Uniforms, etc
- More than 435 school districts nationwide
- In 28 States
- Over 2.1 Million balanced meals served daily
- Over 45 districts in PA
  - 16 operations locally



# Objectives

## *What You Said...*

- Children First
- Increase participation
- Enhance menu quality and variety
- Experienced Food Service Director
- Train and develop your Staff
- Innovative marketing
- Nutrition education
  - Wellness Policy
- Seamless transition
- Reduce Subsidy
- Build a Long-Term Partnership



# Dining Solutions



=

- **Elementary/Intermediate** Solution
- Colorful, computer-like icons
- **Primary** colors
- *Right of passage:* dining out alone



=

- **Middle School** Solution
- Relate to seasonal + **group activities**
- Old favorites with a new twist
- *Right of passage:* school locker + house keys



=

- **High School** Solution
- Relate to **self-expression** and values
- Reflect maturing tastes + preferences
- *Right of passage:* car keys + independence

# One World Cafe

- Focus on **Food and Nutrition**: Award winning menus developed by ARAMARK dieticians
- Leverage the **environment** and **atmosphere**
- **Retail** approach > food-court
- Primary **colors**
- Reflects computer-generation
  - Icons
  - Fun, active graphics
  - **Contemporary** look



# Tweens Brand



As we approach the lunch hour, the 12 Spot is a place in school where students can **hangout** with their friends in an environment which **reflects their lifestyle** throughout the year.

Sports, music and **seasonal activities** are integrated into images creating a **relevant** and trendy atmosphere.

The 12 Spot will offer in an **expedient manner** a large variety of favorite foods with options to create their own meal. The menu will change to reflect traditional seasonal favorites.



# Our Teens Brand



The U.B.U. Lounge is open **all day long** and is designed to look like a modern living room, with a couch area for **chilling out**.

The menu includes **comfortable favorites** like pizza, chicken, burgers, sandwiches and salads served in **larger portions to share** and hang out with friends.

The staff is dressed in **casual clothing** while a mix of **popular music** is played overhead.



# Focus on Nutrition in Warren County SD

## Meal Options

- Western-based R.D.
- Food Advisory Committee
- Expanded Breakfast Programs
- Healthy Snack Choices
- Healthy Vending Options
- Healthy Menu Choices



## Education/Awareness

- Nutrition Mascot: Spike
- IMPACT Jr.
- TYR
- PANA/Wellness Policy
- A.P.P.L.E.S. Program
- ADA/School Walk for Diabetes

# Communications

- Custom menu boards
- Monthly menu templates
- Websites
- TYR health tips
- Board Letters
- Administrative Digest
- Posters
- Student newspaper ads
- Customer surveys
- CD-Rom Hourly Staff Training

The collage features several digital assets:

- U.B.U. Lounge Website:** A screenshot of a web browser showing a navigation menu with items like 'What is U.B.U. Lounge?', 'Culinary Considerations', 'Meet The Staff', 'Nutrition Resources', 'Our Menu', 'FAQs', and 'Survey Form'. The site is for the School District of Philadelphia.
- 12 SPOT Website:** A screenshot of a website with a green and blue theme. It includes sections for 'What is 12 SPOT?', 'Culinary Considerations', 'Meet The Staff', and 'Nutrition Resources'. It also features a 'Survey Form' link.
- May 2005 Physical Fitness and Sports Month Calendar:** A calendar for May 2005 with a red header. It includes a 'SERVED DAILY...' column on the right and a 'Teacher Appreciation Week May 1-7' note at the bottom.
- May 2005 Physical Fitness and Sports Month Calendar:** A calendar for May 2005 with a purple header. It includes a 'SERVED DAILY...' column on the right and a 'Teacher Appreciation Week May 1-7' note at the bottom. A 'MORE INFO:' box is also present.

Two grey callout boxes with blue text are overlaid on the images:

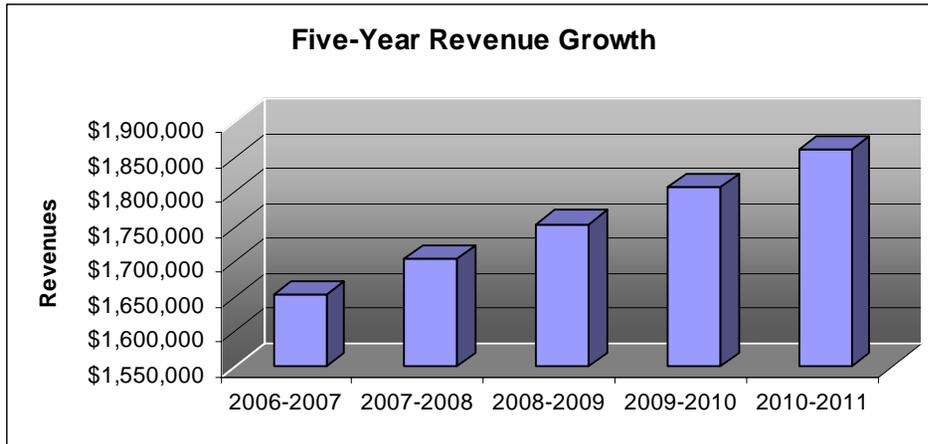
- 'District Websites' is positioned over the U.B.U. Lounge and 12 SPOT website screenshots.
- 'Monthly Menus' is positioned over the May 2005 calendar images.

# Beyond Year One

- Innovative Breakfast Enhancements
- Expand Point of Sale System
- Nutrition Awareness Programs: Spike, TYR, A.P.P.L.E.S.
- Food Service beyond the cafeteria: Mobile carts, in the classroom, on the bus
- Expanded Catering: Casual and Event (banquets)
- Java City (decaf beverages, smoothies, etc)
- Continued ARAMARK Academy Training
- Guest Chef Programs
- After-school Programs; Head Start; Summer and Adult feeding
- Concept Refresh

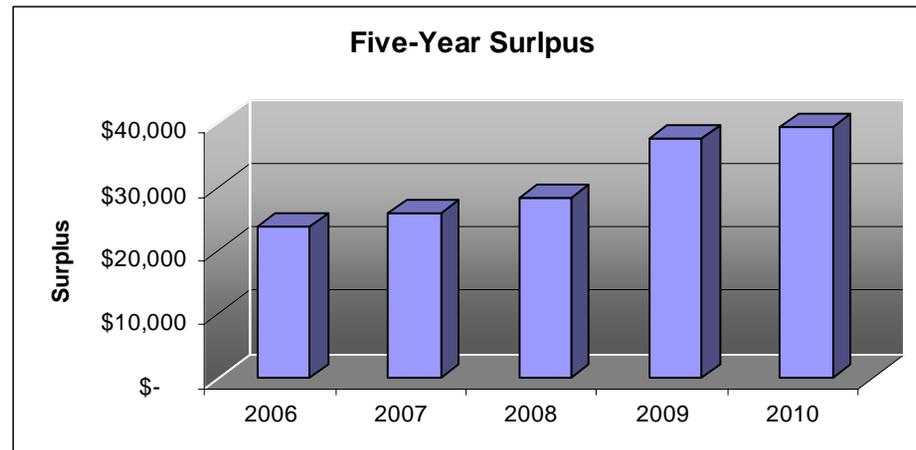


# Five-Year Vision



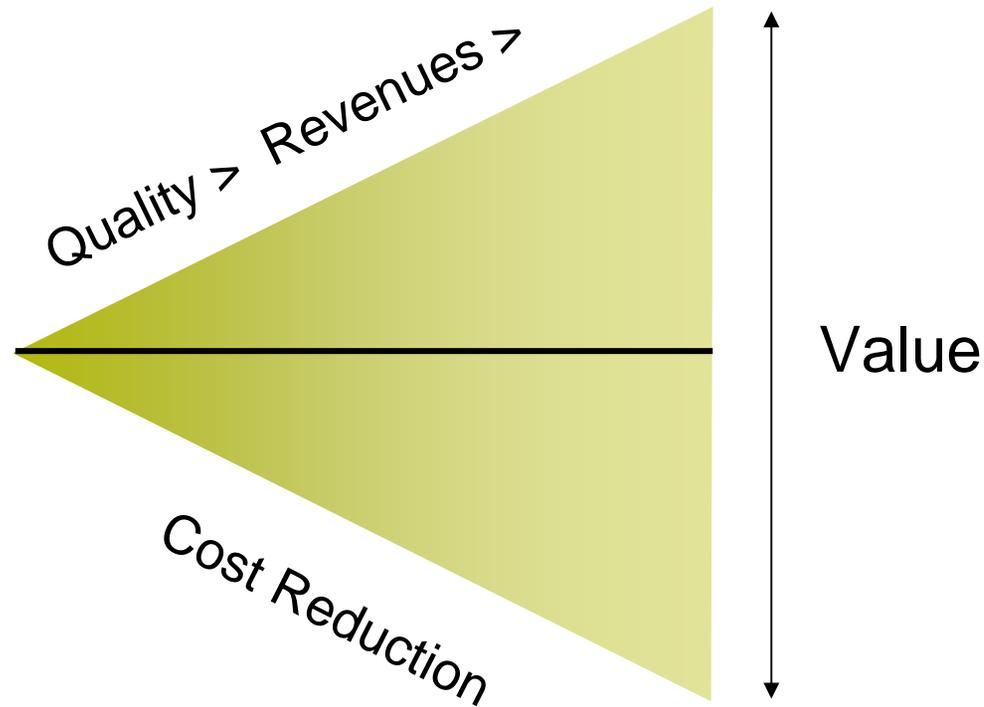
Sustained  
Program  
Growth

Surplus Growth



# The ARAMARK Vision

## *Balanced Outcome*



*“We Deliver Value Everyday...”*

# Financial Impact to the District

**Year One Guarantee: \$24,827**

**Investment in the program: \$64,200**

Total Marketing/Merchandising \$29,800

Equipment \$24,400

Opening Costs of \$10,000

**Year 2-5 Surplus Projection \$ 130,877**

***Total Five-Year Value \$219,904***

# Presentation Overview

## What Makes *ARAMARK* Unique

- ➡ *ARAMARK* Expertise
- ➡ Our People
- ➡ Leading Edge Marketing and Menus
- ➡ Guaranteed Financial Commitments
- ➡ Our Five-Year Vision

# Who Wins?

## Your Students!

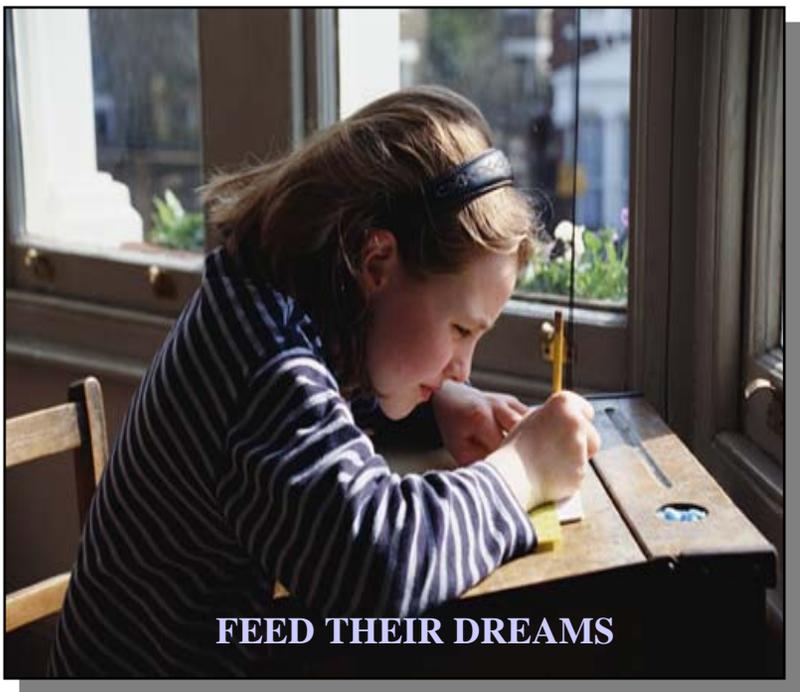
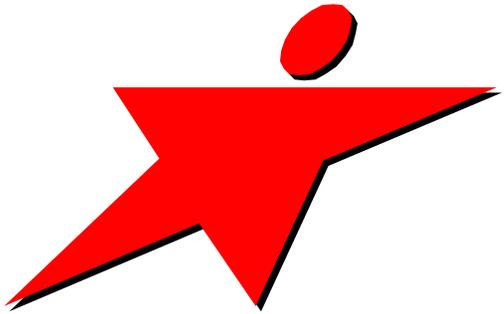
You focus on education!  
We'll do the rest!

Delivering a High Quality,  
Nutritious Meal Every Day

- Fun Atmosphere
- Expanded Variety
- Friendly, Speedier Service
- Highest in Food Quality



The outcome? Healthy minds,  
healthy bodies and improved  
student performance!



FEED THEIR DREAMS

**ARAMARK**  
*Our Commitment to*  
*The Warren County School District*

