



# 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



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



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



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- **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

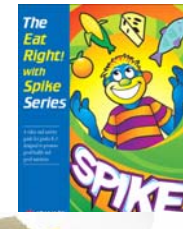
# Communications

- 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



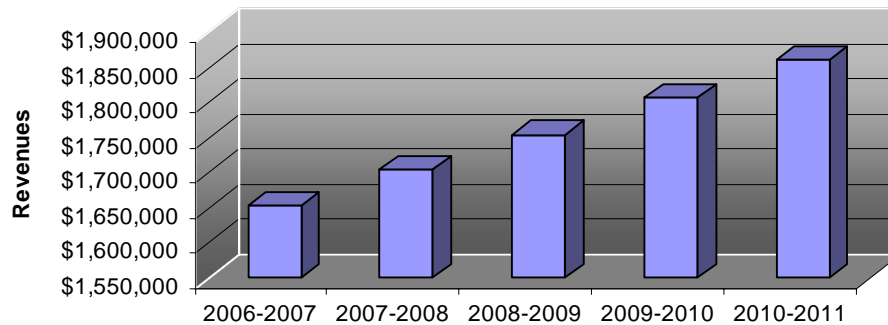
# Beyond Year One

- 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

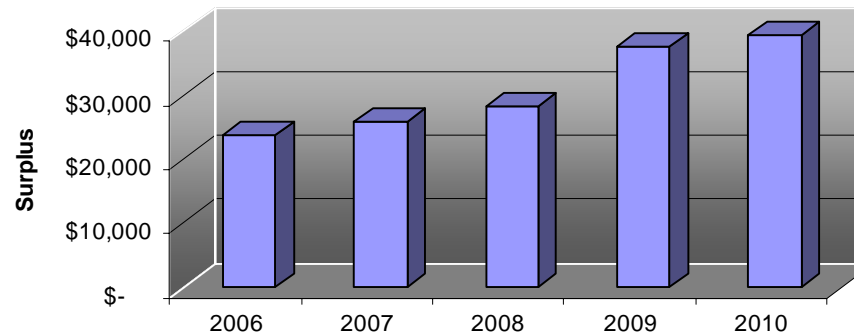
Five-Year Revenue Growth



Sustained  
Program  
Growth

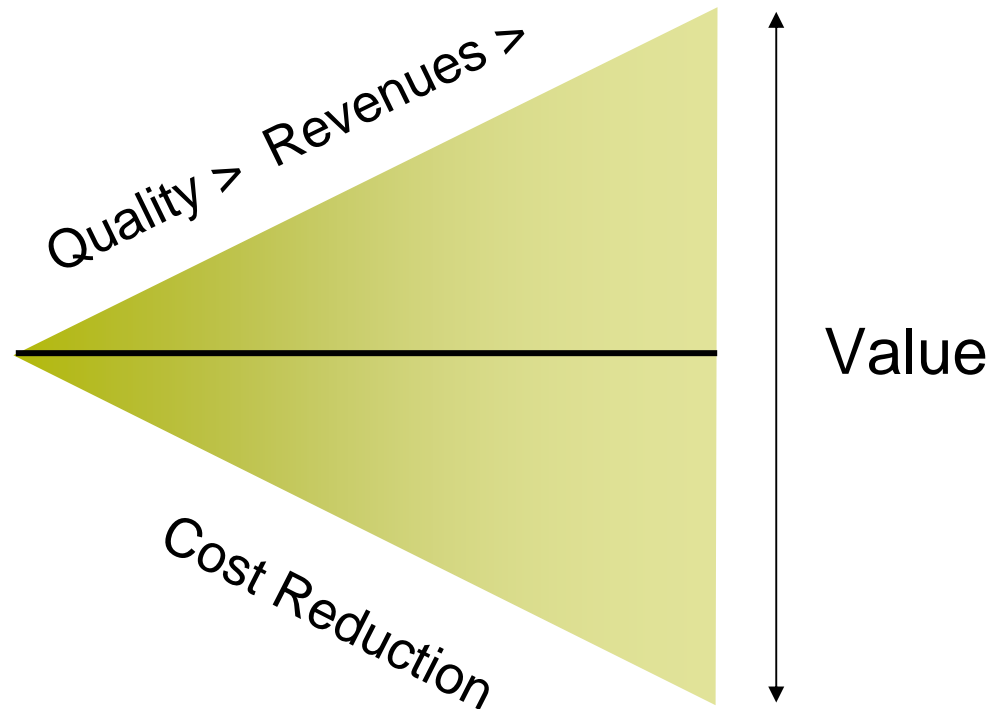
Surplus Growth

Five-Year Surplus



# 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!

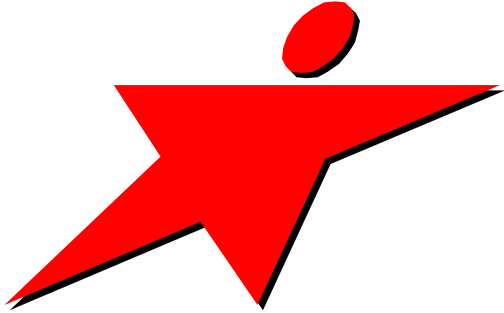
You focus on education!  
We'll do the rest!

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*