

BOSTON

Wicked Awesome Dishes Await

See last page of this guide for
COVID-19 safety suggestions.

**BIG-CITY
BITES**
Eat Across North America

Start-Up Sheet

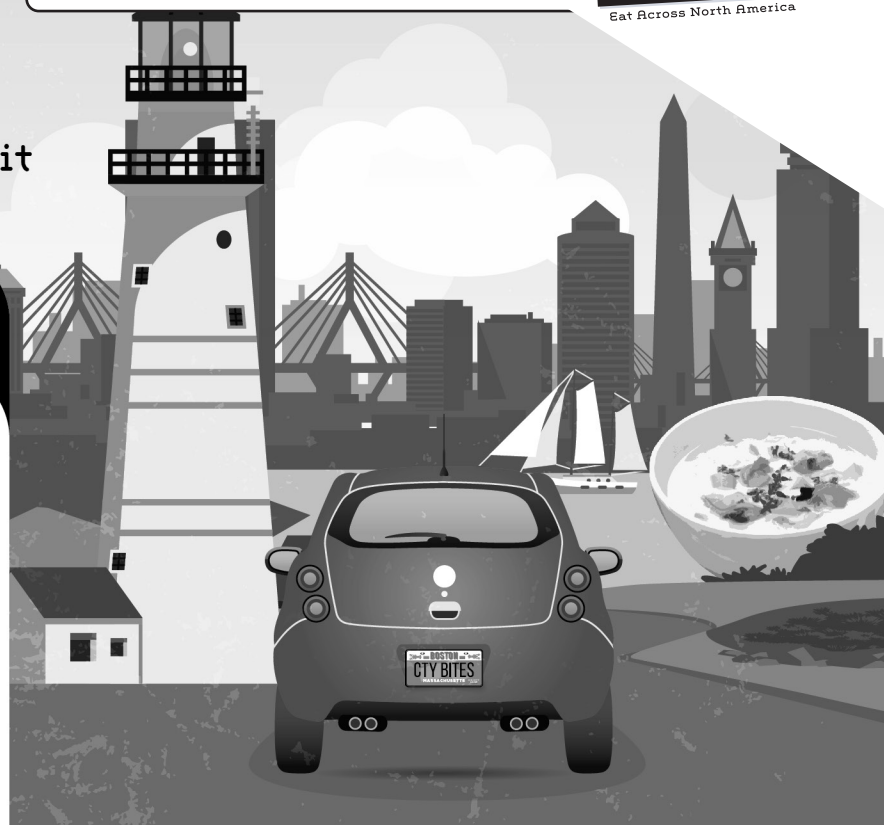
OVERVIEW

Did you know that Boston is a city of firsts? From being one of the oldest cities in the United States to creating the first public park (Boston Commons) in America to having the first free municipal library (Boston Public Library), Boston is a city with a lot to offer.

Explore many of the city's cobble stone streets featuring quaint shops, historic landmarks, renowned performance theaters, and of course, plenty of inviting dining opportunities. Looking for an authentic bowl of New England chowder? No problem! Have a desire to dig into a luscious lobster roll? Stop on in! Boston has something for every appetite, from sidewalk cafes and local pubs to signature food trucks and restaurants.

For more about Boston, visit:

www.bostonusa.com



TIMING

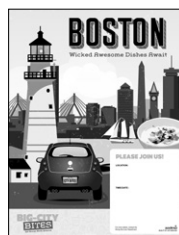
Your celebration of **BOSTON** is best suited to be featured on a single day/evening during your Big-City Bites promotion.

TOOLS

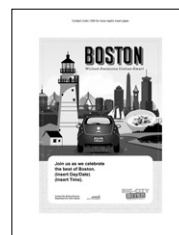
All of the individual city destinations featured in our Big-City Bites portfolio are supported with a variety of print and customizable electronic tools that you can use to create awareness and drive participation in your promotion. To access these tools, please visit the **Resident Dining Promotions Link**, accessible from the **Universities Marketing Page** on **Sodexo Net**. Following are some of the specific support materials available for your celebration of **BOSTON**.



TIME DATE POSTER



TIME DATE POSTER



LARGE NAPKIN



SMALL NAPKIN

DESKTOP PRINT BIG-CITY BITES LARGE AND SMALL NAPKINS ARE AVAILABLE ON POD.



MENU

Food is the star of our Big-City Bites promotion and we have compiled a variety of delicious Boston-specific menu selections for your use. To access a complete Recipe Matrix, please go to the **Additional Promotions/BIG-CITY BITES/Marketing Template Section** on the **Promotions Link** on **Sodexo Net**.



PROMOTION ENHANCEMENTS

BOSTON LANDMARKS

Boston Harbor, Charles River, Beacon Hill, Bunker Hill Monument, Freedom Trail, Fenway Park, The Boston Tea Party Ships & Museum, Old North Church, Charlestown Navy Yard, Beacon Hill Historic District, Boston Naval Shipyard, USS Constitution (frigate) and The Paul Revere House.

MUSIC

The music of Boston is lively and energetic. Boston hosts many live rock concerts of various genres, so live rock 'n roll and orchestral selections will enhance your Boston-themed event.

DÉCOR

- Ain't No Party like a Boston Tea Party (Various Tea Graphics)
- Wooden crates
- Old-world feel
- Dress in Continental blue and Continental buff colors (Boston Flag)

FAMOUS RESIDENTS OF BOSTON (PAST AND PRESENT)

Ben Affleck (Film Actor/Director), John Adams (Second President of U.S.), Samuel Adams (Politician, Declaration of Independence), Aerosmith (Rock Band), Dane Cook (Stand-Up Comedian), Ralph Waldo Emerson (American Essayist), Benjamin Franklin (Founding Father), and John F. Kennedy (President).

GAMES/ACTIVITIES

In addition to great-tasting food, following are a few fun activities you can use to create excitement around your celebration of **BOSTON**.

IN-PERSON

RED SOX DIZZY BAT—Invite students to grab a bat and lean down, resting their heads on the handle before spinning in full circles ten times. Cheer them on to get across the finish line before their opponent(s).

DIGITAL

BOSTON BITES & BITS—Boost social traffic with an added educational element to your Boston celebration by posting quick tweets about the deliciously authentic dishes featured during the promotion. By providing informative background tidbits, students will be more inclined to give the new dishes a try!

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COVID-19 SPECIFICATIONS

Should your university be running Big-City Bites/Boston during the time of social distancing, please consider these adjustments to the activities. The safety recommendations in this guide are general suggestions. You need to follow all campus policies and state and local regulations to ensure the safety of customers and staff.

GENERAL:

- Only host your event in a space large enough to comply with social distancing guidelines (at least six feet apart)

GAME DETAILS:

SAFE TO PLAY: Consider which games you might be able to encourage students to play virtually, like trivia apps

- BOSTON BITES & BITS

PROCEED WITH CAUTION: Provide sanitizing wipes and clean game equipment for each person

- RED SOX DIZZY BAT

PRIZES & GIVEAWAYS:

- Provide prizes for students to pick up on a nearby table, rather than having staff members or Interns stationed at each game to hand out prizes
- Consider prizes you might be able to provide virtually (e.g. loading extra meal credit onto students' accounts)