

CHARLESTON

Coastal Cuisine With A
Soul Food Twist

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

Start-Up Sheet

OVERVIEW

The dictionary definition of an oasis is “a pleasant or peaceful area or period during a difficult, troubled, or hectic place or situation.” To residents and visitors of South Carolina, it is called Charleston!

This southern gem has everything a person can want, from rich coastal culture, stunning beaches, inspiring galleries, historic sites and much more. And when it comes to food, Charleston has a world-class offering. From nationally acclaimed restaurants to hole-in-the-wall hot spots, the Holy City will satisfy every taste on your culinary bucket list.

For more about Charleston, visit:
www.charlestoncvb.com



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



TIMING

Your celebration of **CHARLESTON** 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 **CHARLESTON**.



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 Charleston-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

CHARLESTON LANDMARKS

Indigo Park, Charleston Waterfront Park, Rainbow Row, South Carolina Aquarium, Old City Market, Fort Sumter, Morris Island Lighthouse, The Battery, Patriots Point.

MUSIC

South Carolina is home of “beach music,” and you can lend authenticity to your event with vintage “beach pop” hits from the Temptations or the Four Tops – or bring it into today’s sound with beach pop hits from Justin Timberlake, Kelly Clarkson and Pharrell Williams.

DÉCOR

- Sea theme (lighthouse oriented)
- Silhouette lighthouse cutout (Morris Island Lighthouse)
- Nets and seashells hung on walls
- Relaxed beach dress/coastal dress (tunic, khaki pants, etc.)
- Color theme is indigo and white (South Carolina flag)

FAMOUS RESIDENTS OF CHARLESTON (PAST AND PRESENT)

Darius Rucker (Singer), Andy Dick (Comedian), Will Patton (Actor), Kwame Brown (NBA player), Steven Colbert (Comedian and TV personality), Bud Moore (NASCAR driver and team owner).

GAMES/ACTIVITIES

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

IN-PERSON

CHARLESTON RAFFLE—Invite students to take a chance to win one of several Charleston-themed baskets featuring signature goodies popular throughout the city.

FIND THE LIGHTHOUSE—Create a square maze on the floor with colored/masking tape. Teams of 2-4 players blindfold one team member at a time, and the other players vocally lead/direct the person to the “lighthouse” at the finish line, making sure to steer them around obstacles. If the blindfolded player touches two blocks, they lose their turn. Each team member must take a turn blindfolded, and the first team to finish with all players wins.

DIGITAL

EPIC CULINARY CHALLENGE—Encourage students to document their Charleston dining experience with an Instagram video. Whether it is a student enjoying a coastal classic or trying one of everything on your menu, anything goes. Create excitement for your event by offering a special Charleston-themed prize to the contest winner.

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sodexo
QUALITY OF LIFE SERVICES

CHARLESTON

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COVID-19 SPECIFICATIONS

Should your university be running Big-City Bites/Charleston 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:

- CHARLESTON RAFFLE
- EPIC CULINARY CHALLENGE

PROCEED WITH CAUTION:

- FIND THE LIGHTHOUSE: Consider having one participant at a time to minimize close proximity of students

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)