

CHICAGO

Windy City Flavors
That'll Blow You Away

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

Start-Up Sheet

OVERVIEW

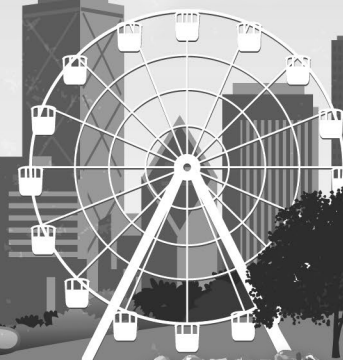
Chicago's best-known nickname is the Windy City, but did you know it is also known as the City of Big Shoulders, The Second City, The White City, and The City That Works?

No matter what you call this beautiful city, Chicago is a destination with much to offer. From its iconic sculptures like "The Bean" to awe-inspiring riverboat cruises, Chicago is packed with can't-miss attractions to its many cultural and historic venues.

Hungry for a truly memorable culinary experience? Chicago has just the ticket.

Gourmet to street food - cheap eats to fine dining. The variety of Chicago's dining options is astounding. From "Restaurant Row" featuring some of the most celebrated chefs in America to small "mom and pop" establishments featuring the city's classic fare like Chicago dogs or deep-dish pizza, Chicago has something for everyone.

For more about Chicago, visit:
www.choosechicago.com



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



TIMING

Your celebration of **CHICAGO** 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 **CHICAGO**.



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 Chicago-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

CHICAGO LANDMARKS

Navy Pier, Cloud Gate, a.k.a. “The Bean”, Chicago Theater, House of Blues, Buckingham Fountain, Willis Tower (formerly the Sears Tower), Second City Theatre.

MUSIC

Chicago is known for extraordinary jazz and blues music as well as many other performing arts. There are many fantastic options for Chicago-themed music for your event: the soundtrack to the musical motion picture “Chicago,” any jazz or blues recordings; and of course, the city’s unofficial anthem, “Sweet Home Chicago.”

DÉCOR

- Cutout musical shapes/items (i.e. instruments and notes)
- Musical instruments (real) placed in a section of the event
- Jazz/Speakeasy theme
- Wall of fame (Jazz/Blues)
- 1920s dress to match the speakeasy jazz theme

FAMOUS CHICAGOANS (PAST AND PRESENT)

Walt Disney, Robin Williams (Actor/Comedian), Shonda Rhimes (TV Producer, “Grey’s Anatomy” and “Scandal”), John C. Reilly (Actor, “Step Brothers”), Harrison Ford (Actor, “Star Wars”), Kanye West (Hip-Hop Artist), Oprah Winfrey (Talk Show Host), Barack Obama (President), Tina Fey (Actress/Comedian), John Cusack (Actor).

GAMES/ACTIVITIES

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

IN-PERSON

BEST DRESSED CONTEST—Invite students to dress in their best Chicago garb for a chance to win Best Dressed on campus as voted by fellow students.

WINDY CITY SNAPSHOT—Create a Chicago-themed backdrop with accompanying props for students to take a signature shot with friends.

CHICAGO LIVE—Host local music groups or performing artists who can bring some Chicago flavor to your dining scene for all to enjoy.

DIGITAL

WINDY CITY SELFIE—Ask students to enter your online contest by taking a “selfie” with something representative of Chicago. To make it truly authentic, ask students to create some wind for their selfies using a fan. Pick the best pics and award Chicago-themed prizes.

CHICAGO

Windy City Flavors
That'll Blow You Away

sodexo
QUALITY OF LIFE SERVICES



CHICAGO

Windy City Flavors That'll Blow You Away

COVID-19 SPECIFICATIONS

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

- BEST DRESSED CONTEST
- WINDY CITY SELFIE

PROCEED WITH CAUTION:

- WINDY CITY SNAPSHOT – No face cutouts; sanitize props between use
- CHICAGO LIVE – Limit attendees to a number consistent with safe spacing

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)