

# MIAMI

Sizzling Hot Favorites Straight  
Out Of South Florida

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

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

## Start-Up Sheet

### OVERVIEW

In addition to having the largest number of Cubans living outside of Cuba, Miami and its surrounding communities have the highest concentrations of Bahamian, Haitian, Venezuelan, and Nicaraguan-Americans outside their homelands.

All this diversity makes Miami a feast for the palate and the eyes. From sun-drenched beach restaurants to upscale dining venues operated by celebrity chefs, Miami is at your service. And the featured dishes are as diverse as the eateries themselves. From fresh-caught seafood creations to delicious Cuban sandwiches to refreshing Key Lime pie, pull up a chair and prepare yourself to be dazzled.

In addition to great food, greater Miami is also home to countless attractions, including two national parks, an exciting mix of retail markets and designer boutiques, opera, ballet and Broadway productions, and many museums, art galleries and live music settings.

For more about Miami check out this [Pocket Guide](#).



### TIMING

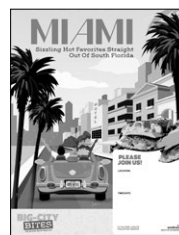
Your celebration of **MIAMI** is best suited to be featured on a single day/evening during your Big-City Bites promotion.

### 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 **MIAMI**.



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 Miami-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

### MIAMI LANDMARKS

Art Deco Historic District, Vizcaya Museum, Freedom Tower, South Beach, The Miami Circle, Britto's Beach Ball and Palm Trees, Coral Castle.

### MUSIC

Historically, Miami's Latino/Cuban infusion into American musical styles created several "hybrid" forms of music, including conga, salsa, Latin jazz and Latin rock. Miami's sunny beaches are filled with this music and dancing, and these sounds will add a bright, festive flavor to your event.

### DÉCOR

- Cuban/Latino theme (beach fiesta)
- Vibrant flowers and colors used
- Papel Picado Banners (festive colorful banners that are cut out)
- Beach, fiesta, and palm tree cutouts
- Dress in your best beach outfit (tourist shirt, shorts, snorkels, sunglasses, etc.)
- Maracas
- Beach balls

### FAMOUS RESIDENTS OF MIAMI (PAST AND PRESENT)

Garcelle Beauvais (Actress "Jamie Foxx Show"), Eva Mendes (Actress), Pleasure P (R&B Singer), Chad Ochocino (Football Star), Rick Ross (Hip-Hop Artist), Jason Derulo (Singer), Enrique Iglesias (Spanish Singer).

### GAMES/ACTIVITIES

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

#### IN-PERSON

**COCONUT BOWLING**—Invite students to score a strike by knocking down a set of palm tree "pins" using natural coconuts (or brown colored balls).

**GLow STICK RING TOSS**—Challenge students to show that they shine bright among all other challengers by scoring top points in ring toss that uses fun fluorescent glow sticks to match Miami's bright and vibrant colors.

#### DIGITAL

**I GOT YOUR BACK**—Challenge students to work together to hold a beach ball first between their backs, then between their sides, and finally between their elbows. They can add extra moves to level-up, but the idea is to never let the ball drop. Ask them to record the video and tag your dining services department for the chance to win a special prize.

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**sodexo**  
QUALITY OF LIFE SERVICES

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## COVID-19 SPECIFICATIONS

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

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

- COCONUT BOWLING
- GLOW STICK RING TOSS
- I GOT YOUR BACK - Encourage participants maintain physical distancing as enforced by your university, state and local regulations, etc.

### 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)