

The logo for neighborFOOD, with 'neighbor' in a lowercase sans-serif font and 'FOOD' in a bold, uppercase sans-serif font, all within a dark rounded rectangle.A sign with the text 'LOCAL BITES. BIG-CITY FLAVORS.' in a bold, uppercase sans-serif font, set against a background of a city skyline.The logo for BIG-CITY BITES, with 'BIG-CITY' in a large, bold, uppercase sans-serif font and 'BITES' in a smaller, bold, uppercase sans-serif font, all within a dark rounded rectangle. Below it, the tagline 'Eat Across North America' is written in a smaller font.

Start-Up Sheet

Give your campus community a true taste of your hometown favorites. This is a great way to host a **Big-City Bites** event infused with local flair.

OVERVIEW

No matter which “Big City” you visit these days, you’d be hard-pressed not to hear about its varying neighborhoods from its locals. Each neighborhood undoubtedly has its own flair, feeling, and of course, great food.

Whether your campus is urban, rural or somewhere in between, it’s true that no one knows the quirks and character of your hometown better than your students. In this **neighborFOOD** event, you’ll bring them authentic tastes of your best local dishes, helping to build community on campus through authenticity, spirit and togetherness.

Follow the tips below as you’re planning to spread local love on campus:

- Solicit the suggestions and advice of your campus foodservice team, many of whom may live in your local community. Their input will be invaluable in making the event as authentic as possible.
- Capitalize on all things “hometown” by naming games or activities after local landmarks, streets or prominent people. You can also use music and decor inspired by your campus location.
- Ask yourself about the other characteristics of your hometown, apart from the food. Do you have a local sports team that generates big buzz on campus? Are you located near any famous landmarks? Look for culinary inspiration in unexpected places.



TIMING

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

MENU

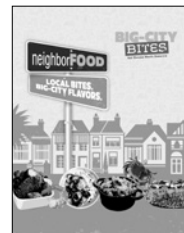
Take this opportunity to showcase your hometown favorites. You can utilize classic recipes, put a twist on them, or feature a full “best of” your town spread with a variety of cuisine.

TOOLS

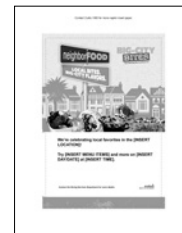
NeighborFOOD is supported with a variety of print and customizable electronic tools that you can use to create awareness and drive participation in your promotion. To access these tools, please visit the **Resident Dining Promotions Link**, accessible from the **Universities Marketing Page** on **Sodexo Net**. Following are some of the specific support materials available for your celebration of **neighborFOOD**.



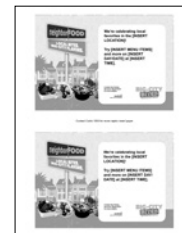
TIME DATE POSTER



MINI POSTER



LARGE NAPKIN



SMALL NAPKIN

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