

NEW YORK

Nonstop Eats In The City That Never Sleeps

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

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

Start-Up Sheet

OVERVIEW

"I look out the window, and I see the lights and the skyline and the people on the street rushing around looking for action, love, and the world's greatest chocolate chip cookie, and my heart does a little dance."

– Nora Ephron

The Big Apple is a must-see for anyone interested in exploring the absolute best of history, culture, sports, live performances, theatre and food. Comprised of five boroughs (Bronx, Brooklyn, Manhattan, Queens and Staten Island), NYC has much to offer. From the Bronx's New York Botanical Garden to Staten Island's Children's Museum, to the nationally acclaimed Outdoor Brooklyn Flea Market, New York City has something for everyone.

New York City's dining scene is world-famous. The city has a bite for every appetite, from such classics as pizza and bagels to local neighborhood favorites, including falafel and BEC (bacon, egg, and cheese) sandwiches. Looking for a hearty lunch (hot pastrami on rye sandwich)? NYC has it. Need something to satisfy your sweet tooth (New York-style cheesecake)? Not a problem. Feeling hungry but on a tight budget (a dollar slice of pizza)? There is something for you on just about every street corner.

For more about New York City, visit:
www.nycgo.com



TIMING

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

TOOLS

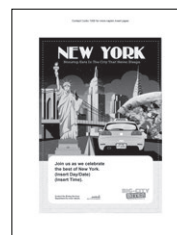
All of the individual city destinations featured in our Big-City Bites portfolio are supported with a variety of print and customizable electronic tools that you can use to create awareness and drive participation in your promotion. To access these tools, please visit the **Resident Dining Promotions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



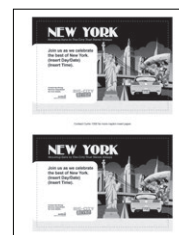
TIME DATE POSTER



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 New York-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

NEW YORK LANDMARKS

Statue of Liberty, Chrysler Building, Times Square, Central Park, Empire State Building, Rockefeller Center, Coney Island, Wall Street, New York City Hall, United Nations Headquarters, Grand Central Terminal.

MUSIC

New York was the birthplace of Hip-Hop music in the 1990s and Salsa music in the 1960s. The “melting pot” of nations from around the world brings diversity to the city’s music scene. Add audible New York flavor to your event with Hip-Hop or Salsa, or when in doubt, you can’t go wrong with the Frank Sinatra recording of “New York, New York.”

DÉCOR

- New York State of Mind (Theme)
- Times Square at night scenes/flashing lights
- City skyline cutouts, street signs, lights, Statue of Liberty, yellow taxis
- “I heart NY” cutouts
- Colorful lighting

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FAMOUS RESIDENTS OF NEW YORK (PAST AND PRESENT)

Tom Cruise (Actor), Lucille Ball (Actress “I Love Lucy”), Washington Irving (American Author and Diplomat), Michael Jordan (Basketball Star), Herman Melville (Novelist), Franklin D. Roosevelt (32nd President), Theodore Roosevelt (26th President), John D. Rockefeller (Industrialist), Norman Rockwell (Illustrator), Walt Whitman (Poet).

GAMES/ACTIVITIES

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

IN-PERSON

CATCH A CAB BEAN BAG TOSS—Create a bean bag “course” with various-sized taxicabs pictured on a large sheet spread out on a table or the floor. Participants who land their bean bag on a cab receive a prize; each cab offers a different prize.

DIGITAL

NYC LIVE—Challenge students to create a short video of your salute to New York City promotion. Nothing fancy—just a quick recap of the fun and festivities captured on their smartphones. Encourage students to share their videos via social media to share with the entire university community.

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COVID-19 SPECIFICATIONS

Should your university be running Big-City Bites/New York 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:

- NYC LIVE

PROCEED WITH CAUTION: Have enough supplies on hand to provide each person with his or her own items

- CATCH A CAB BEAN BAG TOSS – Provide sanitizing wipes and clean game equipment for each person; e.g. for bean bag toss, encourage students to touch only their own equipment and wear gloves

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)