

# SAN FRANCISCO

Iconic Dishes From The  
City By The Bay

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

## Start-Up Sheet

### OVERVIEW

Featuring more than 3,489 places to eat, more per capita than any other major city in the United States, it is no wonder that after scenery, the second most popular reason for visiting San Francisco is its food.

San Francisco, better known as the City by the Bay, is an experience for all the senses with iconic sights, sounds and incredible flavors. Featuring an unbelievable collection of interactive exhibits, nightlife events and some of the country's most diverse art collections, San Francisco has just the ticket. Whether you are interested in art, science, history or pop culture, there's never a lack of something to explore in San Fran.

Did we mention that San Francisco is known for great food too? Home to famous firsts like sourdough bread and iconic eats like Mission burritos and Dungeness crab, San Francisco is a must-visit location on every foodie's bucket list. From Michelin-star restaurants to food-stall treasures, you may leave your heart in San Francisco, but you most certainly won't leave with an empty stomach.

For more about San Francisco, visit:  
[www.sfravel.com](http://www.sfravel.com)



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



### TIMING

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

### TOOLS

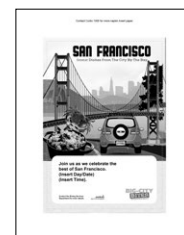
All of the individual city destinations featured in our Big-City Bites portfolio are supported with a variety of print and customizable electronic tools that you can use to create awareness and drive participation in your promotion. To access these tools, please visit the **Resident Dining Promotions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



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 San Francisco-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

### SAN FRANCISCO LANDMARKS

Mission Dolores, The James C. Flood Mansion, F-Market and Wharves Line (streetcars), Presidio Officers' Club, Golden Gate Bridge, Bay Bridges (East and West), Alcatraz.

### MUSIC

San Francisco is home of the roots of psychedelic rock. Music by The Grateful Dead and Jefferson Airplane will give that 1960s, "City By The Bay" flavor to your event.

### DÉCOR

- "Open Your Golden Gates" theme (San Francisco)
- Golden Gate silhouette cutout or mural
- Dress Bohemian (fitting with San Francisco trends)
- Tapestries (psychedelic mix)
- Psychedelic band posters

### FAMOUS RESIDENTS OF THE SAN FRANCISCO AREA (PAST AND PRESENT)

Clint Eastwood (Actor/Filmmaker), Josh Hartnett (Actor, "Black Hawk Down"), Courtney Love (Actress/Singer), Alicia Silverstone (Actress, "Clueless"), Liev Schreiber (Actor, "X-Men Origins: Wolverine"), Colin Trevorrow (Director), George Lucas (Filmmaker).

### GAMES/ACTIVITIES

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

#### IN-PERSON

**GOLDEN GATE TIE-DYE**—Invite students to bring an article of clothing to tie-dye (psychedelic clothing). Set up an area in your dining hall with the floor and tables covered. Put out the various tie-dye materials available for students to use. Have simple instruction sheets there too to help tie-dye novices, or better yet, ask an "expert" to come in to host a live demonstration.

#### DIGITAL

**FLASHBACK PHOTO CONTEST**—The '60s was an exciting time in San Francisco. Invite students to share a photo of themselves in their best San Fran 60s attire for a chance to win great prizes. You and your team will pick the winner(s).

**EXPRESS YOURSELF**—Students love to have their say. Find out which San Francisco dish was everyone's favorite. Create a contest where a vote counts as an entry. Ask students to vote in the comment section of a post or create an Instagram Stories poll. Randomly select winners from those who voted for the top vote-getting dish and award San Fran-themed prizes.

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**sodexo**  
QUALITY OF LIFE SERVICES



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## COVID-19 SPECIFICATIONS

Should your university be running Big-City Bites/San Francisco 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:

- FLASHBACK PHOTO CONTEST
- EXPRESS YOURSELF

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

- GOLDEN GATE TIE-DYE

### 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)