

SEATTLE

The Best Of The Best From The Pacific Northwest

BIG-CITY BITES
Eat Across North America

Start-Up Sheet

OVERVIEW

Did you know? While Seattle is known as the Emerald City because of its year-round greenery, it can also easily be referred to as the Coffee Capital of the World, serving as the home of such coffee giants as Tully's, Seattle's Best and Starbucks.

Situated along the continent's edge, Seattle's heritage as a cultural crossroads runs deep. The city resides on the traditional lands of the Duwamish people, who continue to be active stewards of the local environment and regional history. Museums and sites dedicated to diverse cultures, deep local heritage and the arts continue their missions of education and enlightenment.

But like all cities, Seattle has blossomed into a modern and vibrant locale with much to see and even more to do. From enjoying a sky-high view at the Space Needle to tossing a fish at Pike Place Market, Seattle rewards those who love to explore. This quality especially applies to Seattle's dynamic restaurant scene. Some of the city's most celebrated establishments, operated by nationally renowned chefs, proudly showcase a dazzling array of cuisines and culinary creations. Whether indoors, dining al fresco or sampling some of the finest food truck fares around, Seattle has something to satisfy every appetite.

For more about Seattle, visit:
www.visitseattle.org



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



TIMING

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

TOOLS

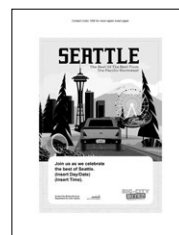
All of the individual city destinations featured in our Big-City Bites portfolio are supported with a variety of print and customizable electronic tools that you can use to create awareness and drive participation in your promotion. To access these tools, please visit the **Resident Dining Promotions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



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 Seattle-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

SEATTLE LANDMARKS

Space Needle, Pike Place Market, Woodland Park Zoo, Lake Union, Waterfront Park, Safeco Field, Seattle Great Wheel, Seattle Aquarium.

MUSIC

The music of Seattle is as diverse as the city itself and ranges from jazz to alternative rock. But because of the city's popular association with coffee, playing music selections that are traditionally heard in local coffee houses will add a sense of authenticity to your event.

DÉCOR

- Nautical items including crab pots, fishing nets, seashells, etc.
- Coffee bean sacks, roasters, unique pots, etc.
- Rain gear including colorful hats, coats, umbrellas, etc.

FAMOUS "SEATTLEITES"

Paul Allen (Co-founder, Microsoft), Ryan Stiles (Actor "The Drew Carey Show"), Rainn Wilson (Actor "The Office"), Nate Robinson (NBA Star), Sir Mix-a-Lot (Rapper), Apolo Ohno (Olympic Speed Skater), Ben Haggerty (Singer, Mackelmore), Bill Gates (Microsoft).

GAMES/ACTIVITIES

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

IN-PERSON

"BEAN" BAG TOSS—An oldie but goodie, and the "bean" bags fit perfectly with Seattle's coffee culture. Try a fun game of cornhole and award the winning team a coffee-themed prize.

DIGITAL

FREE COFFEE TAKEOVER—Some of today's most popular social media influencers will often put a code on their social media for free coffee for followers. Try something similar on Facebook or Instagram Stories. Provide the first few individuals who share your Big-City Bites promo post (and tag you!) with a code for free coffee or another Seattle-themed treat.

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sodexo
QUALITY OF LIFE SERVICES

SEATTLE

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COVID-19 SPECIFICATIONS

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

- FREE COFFEE TAKEOVER

PROCEED WITH CAUTION: Provide sanitizing wipes and clean game equipment for each person; e.g. for bean bag toss, encourage students to only touch their own bean bags and wear gloves

- “BEAN” BAG TOSS

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)