

Vancouver

Cruise Into Deliciousness
From This Seaport City

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

Start-Up Sheet

OVERVIEW

Resting on a peninsula surrounded by inlets, bays and rivers that flow into the Pacific Ocean, Vancouver is famous for many things, but most of all, its fresh, local seafood.

Vancouver is the heart of Canada's west coast and world-renowned for its majestic beauty, natural resources and serene environment. The city's passion for nature and the outdoors can be found throughout the area, whether enjoying a walk along its Seawall or hitting its local slopes and hiking trails.

Beyond the mountain air and ocean surf, Vancouver boasts an incredible number of urban beaches, several of which rank among the world's best. This magnificent city has its energy and diversity, reflected in the 179 languages spoken by Vancouver's residents.

Among all this natural grandeur is an exciting array of dining options. Drawing creative inspiration from all over the world, Vancouver's culinary experiences are packed with flavor and are diverse, dynamic and distinctive as the city itself. Your dining wishes will come true in Vancouver as its acclaimed eateries serve virtually every meal, every dish, for every occasion.

For more about Toronto, visit:
www.tourismvancouver.com



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



TIMING

Your celebration of **VANCOUVER** 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 **VANCOUVER**.



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 Vancouver-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

VANCOUVER LANDMARKS

Vancouver Aquarium, Vancouver Lookout, Rogers Arena, Gastown, Robson Street, Bloedel Conservatory, Granville Island, Brockton Point Totem Pole, B.C. Place Stadium, University of British Columbia, Lions Gate Bridge, Stanley Park, Capilano Suspension Bridge, Granville Island, Cypress Mountain Ski Area, Queen Elizabeth Park.

MUSIC

The music of Vancouver is diverse, ranging from classical and modern avant-garde orchestras and composers through a wide range of pop, rock, rap, jazz, world and country. Vancouver is also home to a number of music festivals, such as the Vancouver Folk Music Festival. This is one of the biggest folk festivals in North America. Additionally, pop music artist Carly Rae Jepsen, who had the 2012 #1 hit “Call Me Maybe,” is based out of Vancouver, along with the famous singer Michael Bublé. To add some Vancouver flair to your event, incorporate a nice mix of folk, pop and jazz music.

DÉCOR

- Hockey sticks and pucks/Canucks gear
- Fishing items like nets and poles; fish cutouts/boats
- Cutouts of snow capped mountains
- Vancouver flag
- Color theme is green, yellow, white and blue
- Skis and skiing gear

FAMOUS RESIDENTS OF VANCOUVER (PAST AND PRESENT)

Molly Parker (Actress, “House of Cards”), Hayden Christensen (Actor, “Star Wars: Episode II and Episode III”), Drew and Jonathan Scott (TV producers, “Property Brothers”), Carly Rae Jepsen (Singer), Michael Bublé (Singer), Michael J. Fox (Actor, Activist), Ryan Reynolds (Actor),

Seth Rogan (Actor), Pamela Anderson (Model, Actress), Steve Nash (retired NBA player), Kim Cattrall (Actress), Bryan Adams (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 **VANCOUVER**.

IN-PERSON

SLAP SHOT CONTEST—Challenge students to see who can hit the most hockey pucks into the goal in 15 seconds from a pre-determined distance. Winners receive specially crafted Vancouver-themed desserts.

VANCOUVER CELEBRITY TRIVIA GAME—Conduct a trivia game with fun facts on the many celebrities who hail from this famous Canadian city.

DIGITAL

NAME THE DISH—On social media, invite your students to get involved with naming the unique dishes you’ll be serving during your Vancouver promotion. Post a numbered list of dish ingredients and challenge students to name the dish before the event creatively. Encourage puns, a play on words or other funny entries. You can let people vote on the name they like best, or you can self-select the name you think is best.

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sodexo
QUALITY OF LIFE SERVICES



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COVID-19 SPECIFICATIONS

Should your university be running Big-City Bites/Vancouver 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: Consider which games you might be able to encourage students to play virtually, like trivia apps

- VANCOUVER CELEBRITY TRIVIA GAME
- NAME THE DISH

PROCEED WITH CAUTION:

- SLAP SHOT CONTEST – Provide sanitizing wipes and clean game equipment for each person

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)