



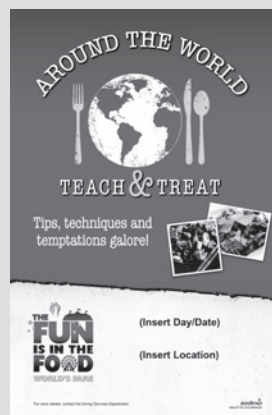
QUICK START SHEET



TOOLS

To promote your **Around The World Teach & Treat** event, use the following materials:

INTERNAL



TIME/DATE POSTER

DESKTOP PRINT
LARGE AND SMALL NAPKIN
INSERTS AVAILABLE
ON POD



LARGE NAPKIN



SMALL NAPKIN

Small and large napkins are desktop printer friendly (8.5 x 11) this year. Contact Sodexo Print Management (Curtis 1000) to order.

EXTERNAL

Visit the **Universities Marketing page on Sodexo Net** to access the **Resident Dining Promotions Link** and find **Additional Promotions Marketing Templates** to promote your **WORLD'S FARE** event and encourage student participation and engagement.

EVENT DESCRIPTION

This **Around The World Teach & Treat** event is designed to be an educational experience for your customers both through the samples of different foods they eat and the mini cooking lessons they learn along the way. While you can highlight the cuisines of any countries that you wish, we recommend for this event you feature the countries of Mexico, Japan, Italy, Spain and the United States.

MENU



Highlight your featured **WORLD'S FARE** menu selections throughout your promotion, but especially during this sampling event.

TIMING



This event is best suited to be held on one evening during your **WORLD'S FARE** promotion, or it can be extended over a number of weeks by featuring individual countries each week.

ENHANCEMENTS

Décor

- To help you make your **WORLD'S FARE** promotion a huge success, we recommend carnival decor. However, your Teach & Treat event can be enhanced with other countries' flags, music and other items to make it feel as authentic as possible.

STEP-BY-STEP



GENERAL INSTRUCTIONS

- To host your **Around The World Teach & Treat** event, you'll need the following items:
 - Station signs and décor for each country
 - Sampler plates and utensils
 - Pre-printed miniature recipe sheets as guest takeaways
 - Prize drawing entry forms and entry box
- Have a food station set up for each of the countries you are featuring and be sure to highlight a menu of that country's favorite foods for your customers to sample.
- Make sure that each station is decorated and clearly identified so your customers know what country they are visiting.
- At each food station, also set up a special demonstration area where a member of your team can demonstrate how to make one of the signature items from that country.
- Have a quantity of pre-printed recipe sheets for the item being prepared in the demonstration for customers to take with them if they wish.
- Acquire a microphone and loudspeaker for your host to make special announcements and to keep things "lively."
- Determine how much space your Teach & Treat stations will require and set aside an appropriately-sized section of your dining hall. Make sure the area that you choose does not interfere with your regular serving line or other high traffic areas in your dining area.
- Throughout the event, have your host or randomly select entries to award prizes.

RECIPE DEMONSTRATION DETAILS

- Mexico – Highlight some of the favorite foods from Mexico for your customers to sample. **We recommend that the featured food demonstration for this station be how to make freshly prepared salsas.**
- Japan – Highlight some of the favorite foods from Japan for your customers to sample. If this menu is too limiting for you, you can expand it to be an Asian station incorporating many cultures and flavors.

We recommend that the featured food demonstration for this station be how to make authentic Japanese sushi rolls.

- Italy – Highlight some of the favorite foods from Italy for your customers to sample. Because of the popularity of this cuisine, you may want to feature some new and different dishes for your customers to enjoy.
Considering the wide variety of pasta and sauces native to this cuisine, we recommend that the featured food demonstration for this station be how to make different Italian dishes by pairing different pasta varieties with different sauces.
- Spain – Highlight some of the favorite foods from Spain for your customers to sample. This is a great station to focus on some spicier dishes full of bold flavors.

For a change of pace, we recommend that the featured food demonstration for this station be how to make churros and how to change up the taste by using different fillings and dipping sauces.

- United States – For a special twist to this station, highlight a variety of healthy grilled foods from the United States for your customers to sample. Change out the usual burgers and dogs with a menu of "better for you" selections including grilled fish, fruit and vegetable kabobs, Mindful pizzettas and more.

We recommend that the featured demonstration for this station focus on how to grill healthier as well as grill cooking safety tips.

PROCESS

1. As your customers enter the dining hall, give them an entry form or digital form to complete so they have a chance to fill it out and win themed prizes throughout the event, if you choose to offer them.
2. Throughout the event, have your host or randomly select winners of the prizes you have available.
3. Be sure your culinary team members are available to mix and mingle with your customers and to answer any questions they may have about the cuisines being featured or the recipes offered.