



Start-Up Sheet

PROMOTION OVERVIEW

In the jungle, the mighty jungle... tasty flavors reign supreme. Fall is an excellent time to experiment with bold flavors and unique tastes. Take your university community on a wild culinary safari! Kick off the semester by showing off the outrageously delicious side of your dining program.

During the promotion, guests will have a chance to sample South American-inspired recipes, take a "safari" across campus and more. Between the palate- and planet- pleasing options, students are sure to find an exciting "EAT-cosystem" worth exploring and celebrating. Read on to find more information about this core promotion and what you can do to bring the jungle to life while building community on campus this fall.

TIMING:



GREAT EXPEDITIONS

This promotion begins on **August 29, 2022** and ends on **November 18, 2022**.

★ **PLEASE NOTE:** This year, both core promotions (**GrEAT Expeditions** and **Imagine That!**) will run from **August 29th** to **November 18th**.

TARGET AUDIENCE



- Students
- Faculty & Staff
- University Visitors

OBJECTIVES

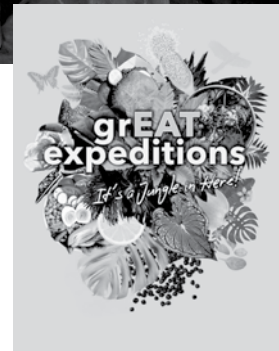


- REINFORCE with students the value and appeal of being on a university meal plan.
- GENERATE interest among students, faculty and staff not currently on a university meal plan.
- INCREASE customer satisfaction while showcasing the many qualities of your dining program.

STRATEGY



Generate excitement and interest among the entire university population in your **GrEAT Expeditions** promotion. Focus on driving meal plan sales through the engaging combination of signature culinary creations and exciting promotional activities.



PROMOTION ACTIVITIES

Following are some unique activity suggestions that will enhance your **GrEAT Expeditions** promotion:

FUTURE 50 FOODS SHOWCASE

Host a **Future 50 Foods** takeover event to spotlight ingredient biodiversity. You might choose to put a plant-based twist on your campus classics or try completely new recipes for customers to sample. Go the extra mile by working with frontline and hourly team members on unique ways to communicate Sodexo's **Future 50 Foods** involvement to your customers. You might try posting interesting facts on LCD screens or putting information on or inside takeout bags/containers.

SUCCULENTS & SUPERFOODS

Host a special event where students can pot and/or decorate their own succulents—perfect for cheering up their living spaces while paying homage to the environment. At the event, serve brightly colored tropical superfoods like avocado and kale salads, **Balanced Bowls** and blueberry açai smoothies. Students can vote for their favorite bowl or smoothie on Instagram for added social media engagement. Be sure to abide by any campus policies for having live plants in rooms so on-campus resident attendees can safely bring their creations back to residence halls.

Fresh-Pressed Juice & Smoothie BAR

Show your campus community why fresh juices and smoothies are “top banana”! Get creative by featuring special ingredients and spices—even edible flowers—to surprise and delight.



Did you know that rainforests stretch across over half of the entire area of Brazil, according to brazil.org? Host a tropical, Brazilian-inspired dinner complete with everything from barbecued meats to fried sweet bananas. Level-up by making this an event from **The Social: Dine** and decorate the dining hall with décor like colorful streamer “vines,” leaves and palms, Brazilian flags and more.



Hand out themed passports at the start of the promotion and criteria for earning a “stamp.” Ways to earn one

could include attending a campus sporting event, going to a club meeting or intramural activity, trying different dining locations, etc. Students could win a special themed prize or dining credit when the passport book is filled. Go the extra mile by tacking on a **Mindful** scavenger hunt, during which students engage with **Mindful** dining location(s) and other wellness-facing elements of campus for a chance to win **Mindful** swag. Tip: New **Mindful** health and wellness messaging and resources can be found on [Sharepoint](#).

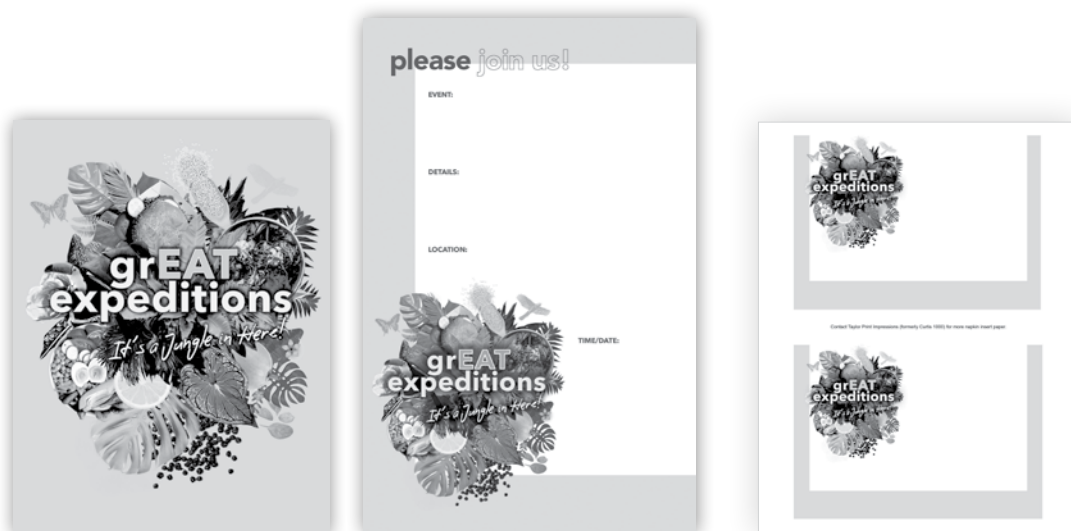
Fair-Trade Bake Sale



Pay attention to your campus's dedication to fair-trade programming by cross-planning the promotion with your **Fair-Trade Bake sale** in October. Consider volcano “lava cakes” and other desserts. Don't forget the fair-trade coffee!

PROMOTION RESOURCES

Visit the **Campus Marketing** page on **Sodexo Net** to access the **Resident Dining Promotions Link** and find Featured Promotions Marketing Templates to promote your **GrEAT Expeditions** event.



SOCIAL MEDIA FILES WITH ANIMATED POSTS

Motivated employees contribute to greater guest satisfaction. Here are just a few creative ways to motivate your team during **GrEAT Expeditions**:

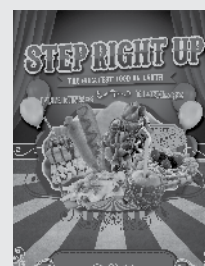
- ## MAXIMIZING YOUR PROMOTION

SNACKTIME

POP-UP SNACKS FOR WHATEVER YOU'RE COOKING

Check out all of our pop-up snack spots:

[BROCCOLI ME](#)
[BURRITO ME](#)
[CORN ME](#)
[HOT ME](#)
[PASTA ME](#)
[PIZZA ME](#)
[RICE ME](#)
[SANDWICH ME](#)
[TACO ME](#)
[WINGS ME](#)



Remember to review the fall 2022 issue of **Engage** magazine for additional ideas on how to maximize your promotion!



It all starts with the everyday