

BIG-CITY

BITES

Eat Across North America

IMPLEMENTATION GUIDE

There's nothing quite like the excitement of cruising up to a new city, ready to discover all it has to offer. No matter what's on your trip's itinerary, one thing is for certain: You'll never quite get a true taste of a metropolitan location until you've eaten like a local.

Big-City Bites is an exciting promotion that celebrates the unique, authentic cuisines found in 14 of North America's most iconic cities. Designed with flexibility in mind, you can run any of the featured events that are part of **Big-City Bites** as standalone events, or create a larger celebration featuring cuisine from multiple cities. This guide provides an overview of the tools and resources available to you to generate awareness and interest in your event and help make it a success. Remember: Our featured materials are customizable so you can personalize them with your menus, campus-specific information and more.

Our final piece of advice? Enjoy the ride!



AUSTIN BOSTON SEATTLE NASHVILLE NEW YORK
CHICAGO PHILADELPHIA MEMPHIS MIAMI TORONTO
SAN FRANCISCO NEW ORLEANS Vancouver CHARLESTON



TIMING

Run the promotion any time it makes sense for your operation. **Big-City Bites** was built to be flexible, so you can use it to augment one of your core promotions, **Holidays & Celebrations** or other programs, or run it on its own.

MENU

Big-City Bites is all about bringing authentic tastes of North America's best dishes to your customers. While we encourage you to maximize the authenticity by consulting with employees and students who might hail from the particular city you plan to feature, we have compiled city-specific menus for you.



Visit the **Universities Marketing page on Sodexo Net** to access the **Resident Dining Promotions Link** and find recipes for **Big-City Bites**. You can also find marketing templates there to promote your events.

TARGET AUDIENCES

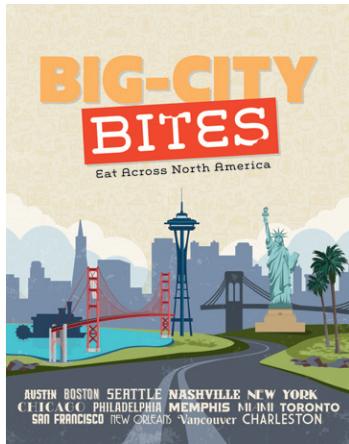
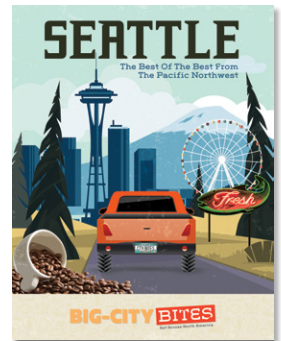
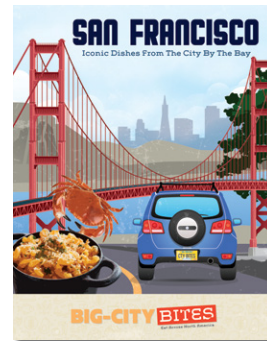
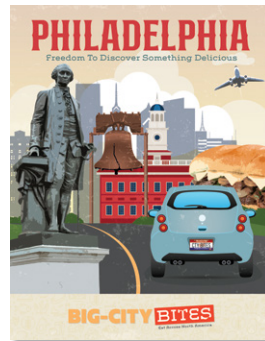
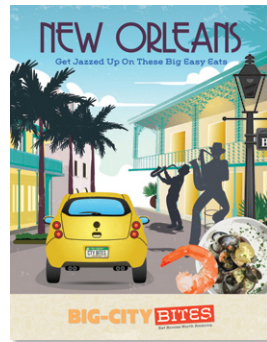
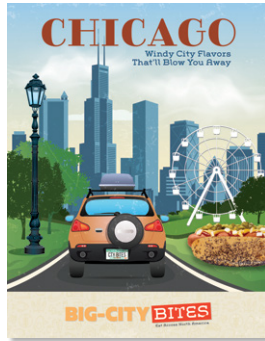
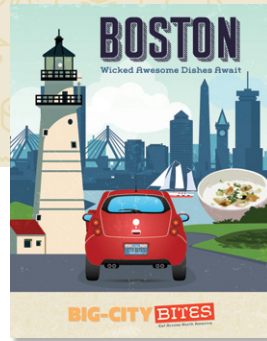
Students / Faculty & Staff / University Visitors



OUR FEATURED CITIES

AUSTIN
 BOSTON
 CHARLESTON
 CHICAGO
 MEMPHIS
 MIAMI
 NEW ORLEANS
 NASHVILLE
 NEW YORK
 PHILADELPHIA
 SAN FRANCISCO
 SEATTLE
 TORONTO
 Vancouver

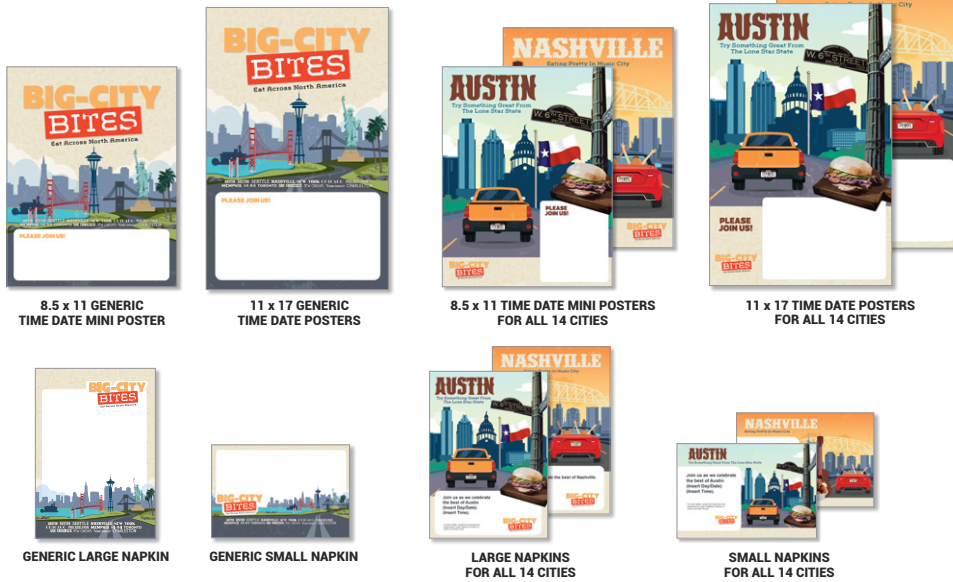
OUR NEWEST DESTINATION



MARKETING TEMPLATES

There are a variety of print and electronic tools for you to use to generate awareness and drive participation in **Big-City Bites**. Find each city's set of tools by visiting the **Universities Marketing page on Sodexo Net** and accessing the **Resident Dining Promotion Link**.

Here are some of the tools available to you:



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

PLUS...

- CITY-SPECIFIC START-UP SHEETS
- SOCIAL MEDIA TOOLS ... AND MUCH MORE!



CROSS-PLANNING THIS EVENT

Below are just a few ideas to help you maximize your event through cross-promotion with other programs and campus happenings:

- Have employees or students whose hometowns are one of our featured cities? Engage them on the culinary side to add authenticity to your event.
- Cross-plan **The Social** with **Big-City Bites**. For example, a special or luxurious Social Feature add-on item might pique interest and boost attendance.
- Will you be having a special on-campus visitor (like a speaker or entertainer) who hails from one of our featured cities? Run a **Big-City Bites** event to generate interest and excitement while welcoming the individual to campus.



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sodexo
QUALITY OF LIFE SERVICES

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SAN FRANCISCO NEW ORLEANS Vancouver CHARLESTON