

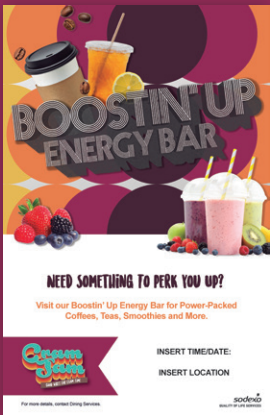


QUICK START SHEET

TOOLS

To promote your **BOOSTIN' UP ENERGY BAR**, use the following materials:

INTERNAL



TIME/DATE POSTER



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 **CRAM JAM** event and encourage student participation and engagement.

EVENT DESCRIPTION

Give your customers that added punch they need to get through the day with a fun and refreshing Energy Bar. Feature a variety of brews, blends, smoothies and more to kick-start a productive morning, afternoon or evening, no matter what lies ahead. From flavored coffees and teas to fruit-packed creations and other tasty treats, your **BOOSTIN' UP ENERGY BAR** will give your university community that added boost to excel at exam time.

MENU

Augment your featured **CRAM JAM** menu selections with a tempting line-up of hot and cold beverage favorites your customers will enjoy. You can view a complete **Recipe Matrix** by visiting the **Universities Marketing** page on Sodexo Net, then accessing the **Resident Dining Promotions Link**.

TIMING

This event can be held either on a single afternoon/evening or at a set time every day throughout your **CRAM JAM** promotion.





ENHANCEMENTS

MUSIC/ENTERTAINMENT

Ask an amateur campus DJ, a personality from your campus radio station, a Campus Intern or staff member to host the event and play appropriate themed music.*

** Be sure to check on the legal requirements regarding the playing of copyrighted music in public.*

DÉCOR

To help you make your **CRAM JAM** event a huge success, we suggest that you use brightly colored streamers and cheery decorative items. You can also write out a list of menu items on a chalkboard or create item identifiers with colorful markers. Visit the **Universities Marketing page on Sodexo Net** to access the **Resident Dining Promotions Link** and find **Additional Promotions Marketing Templates** to promote your **CRAM JAM** event and encourage student participation and engagement.

PRIZES & GIVEAWAYS

- Meal Credit
- Gift Certificates
- Use your imagination! What do your students perceive as valuable? Free admission to a Pop-Up Event? A soft drink/beverage basket to stay hydrated on the go? Do what works for your account.

STEP-BY-STEP

GENERAL INSTRUCTIONS

To host your **BOOSTIN' UP ENERGY BAR** event, you'll need the following item:

- At least one roll of raffle tickets
- Determine how much space the Energy Bar will require, including a spot for the customers to sit and enjoy their drinks. Make sure the area that you choose does not interfere with your serving line or other high traffic areas in your dining area.
- Decorate the designated space with signage to inform customers what the Energy Bar is featuring. If you are promoting speciality drinks, be sure to use signage and posters to let customers know about your “daily specials.”
- Discuss the beverage menu for the event with your culinary team, and consider offering small treats to be featured along with the drinks.

PROCESS

1. Publicize the event well in advance to ensure high participation.
2. Decorate your Energy Bar area in a special coffee house or juice bar motif to set the right atmosphere for this event.
3. Every person who orders a drink from the Energy Bar should receive a raffle ticket. During the event, a Campus Intern or Dining Services Representative should announce winning tickets and randomly award prizes.