



PROMOTION OVERVIEW

START-UP SHEET

DESCRIPTION

Dueling Dishes is an exciting new promotion that challenges campus chefs compete to create exciting and innovative dishes live in front of a campus audience! Drawing inspiration from popular television cooking competitions, **Dueling Dishes** is sure to pique customers' interest while giving them a taste of the skills and creativity of their campus food service team.

1 TIMING

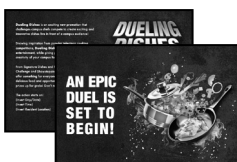
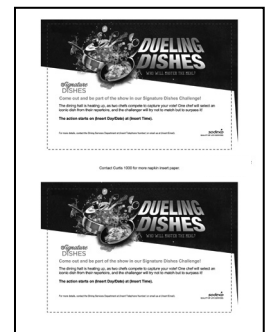
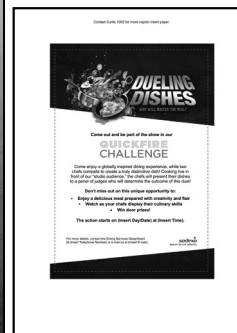
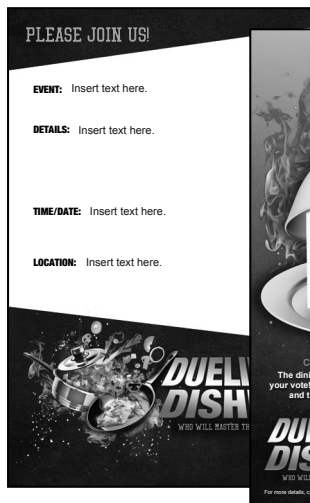
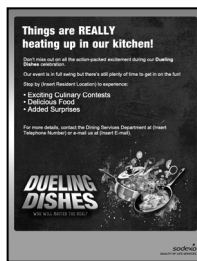
The **Dueling Dishes** promotion can be used as a stand-alone event to augment your annual promotion schedule, or you can use it to enhance one of the core promotions where appropriate.

2 MENU

Due to the nature of this promotion, there is no specific recipe matrix. Menus for the **Dueling Dishes** competitions will be designed by chefs according to the rules of each event.

3 TOOLS

To help you drive participation in your **Dueling Dishes** promotion, we have provided a variety of tools which you can customize to fit your account's individual needs. Visit the **Universities Marketing page on Sodexo Net** to access the **Resident Dining Promotions Link** and find **Additional Promotions Marketing Templates** to promote your **Dueling Dishes** event.



4

ACTIVITIES

To engage your customers in your **Dueling Dishes** promotion, we have developed four (4) exciting competitions for you to stage individually or all together as part of an overall promotional event. To review individual Quick Start Sheets for each competition, go to the Universities Marketing Page on Sodexo Net and access the Resident Dining Promotions Link.

The four featured competitions include:



Signature Dishes

Invite a chef from the local community or another Sodexo location to cook her/his signature dish in competition with a local Sodexo chef. Serve the dish to the audience and let them vote on their favorite.



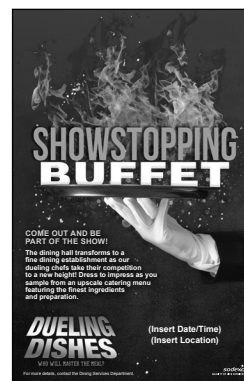
Quickfire Challenge

Have customers vote for their favorite outside-the-box global flavor profile. Then challenge chefs to create a full meal in that cuisine to serve to the "audience." Provide the chefs with select ingredients and spices and give them a set amount of time to prepare a dish or dishes live in front of the "studio audience." Their quickfire dishes will be judged by a celebrity panel.



Mystery Basket Challenge

Have students or your dining manager choose ingredients from a pre-selected list of proteins, condiments, spices and curveball ingredients. Have the chefs prepare their dishes in advance and serve tasting plates to a judging panel, who will vote on their favorite and crown a champion.



Showstopping Buffet

Invite each chef to prepare a fine-dining meal using premium ingredients and techniques. Decorate your dining hall to the nines and encourage guests to dress for the occasion. Serve the dishes buffet-style, and allow the diners to vote on their favorite starter, entrée, drink and dessert.