

SPRING 2022

ENGAGE

PROGRAMS & PROMOTIONS TO ENGAGE YOUR UNIVERSITY COMMUNITY



THE CORPORATE SOCIAL RESPONSIBILITY ISSUE

Dedicated to a Better Tomorrow

Discover it all:

Our food 

Our events 

Our people 

Our local focus 

The programs, promotions and special events you need to support campus traditions and reinforce student connection

Welcome

Welcome to the spring 2022 issue of ENGAGE, our comprehensive marketing magazine created for Sodexo Universities.

The pandemic has impacted university students in countless ways, especially regarding the significant disruption to campus life. While COVID-19 continues to wreak havoc on our society, the good news is that many universities have welcomed students back to campus – albeit under heightened safety protocols. While many things have changed in the new year, much remains the same, including the important role our dining programs play in returning student life to normal.

Campus dining builds community and provides students with opportunities to expand their horizons by socializing with individuals of diverse backgrounds and interests. Now, more than ever, our dining programs (and the food and services we provide) are critical to positively influencing the physical and mental health of those with whom we interact. Experts agree that the quality time shared during a meal benefits individuals' overall well-being and contributes to their quality of life – a primary focus of our organization.

In this, our Corporate Social Responsibility (CSR) issue, we explore how our commitment to being a better corporate citizen enhances our society economically, socially, and environmentally. From the promotions and programs that benefit our campus communities and those in need, to our focus on nurturing and recognizing a diverse workforce, CSR is front and center in everything we do. You'll see that the featured articles, trends, tips, and suggestions included throughout the publication reinforce this point.

Our students (Gen Z) are more socially-minded than any other previous generations. Generation Z cares about the world around them and values truth and transparency. Our ability to enhance their lives through our services while delivering on our commitment to social responsibility contributes significantly to the long-term success and well-being of our students.

Good luck, stay safe, and stay inspired in all that you do.



Julie Pfeifer
Senior Director, Universities Field Marketing

Get the tools you need.

Visit the **Universities Marketing page on Sodexo Net** to access the **Resident Dining Promotions Link** for all supporting program and promotion tools highlighted throughout this magazine:
<http://sodexosites.com/2022/spring/campus>.

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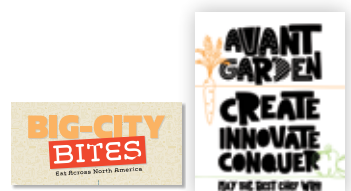
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Take a step back into the time of speakeasies and society pages.

Timing:

This promotion begins on **January 3, 2022** and ends on **April 11, 2022**.



Please put on your dancing shoes and pass the upside-down pineapple cake because we're going back in time to the Roaring Twenties!

Our local focus

Community engagement

COSTUME CONTEST OF THE CENTURY

Challenge students to get creative and recreate the luxurious looks of the '20s. Post pictures to your social media channels and have your campus community vote on who's best dressed. Consider cross-planning this event with a clothing drive, asking students to bring new or gently used apparel for an applicable local charity.

Our people

ROARING TWENTIES TRIVIA

Invite staff to get into the spirit of the roaring '20s by dressing in appropriate attire while dishing up such popular favorites as pineapple upside-down cupcakes, portable Waldorf Salads and more.

Our food

HORS D'OEUVRES ON THE GO

Offer students an array of finger foods that they can quickly grab and go. Think petit fours, finger sandwiches, deviled eggs and Jello-O or fruit cups. Serve meat-free and plant-based options whenever possible to reduce our carbon footprint.

BUT WAIT, THERE'S MORE

View all **recipes** and more **additional activities** by visiting the **Universities Marketing page** on Sodexo Net and accessing the **Resident Dining Promotions Link**.



Marketing templates to promote your event

Visit the **Universities Marketing page** on Sodexo Net to access the **Resident Dining Promotions Link** and find **Featured Promotions Marketing Templates** to promote Return Of The '20s.



National Prize Sweepstakes*

Don't forget to advertise and promote the **Share The Wealth Sweepstakes** during the **Return Of The '20s** promotion. Note that this sweepstakes will also run during the **Monopol-EATS!** promotion, ending on April 11th.

19 Randomly Selected Winners

Prize package contents:

Student winners receive a \$500 cash prize (check) and a \$500 donation in their name to a campus or community food bank of their choice.



STUDENTS ENTER AT:

www.sharethewealthsweeps.com

**Winners will be selected via random drawing, notified at the end of the sweepstakes and will receive recognition on the microsite upon conclusion of the promotion.
Excludes Canadian accounts.

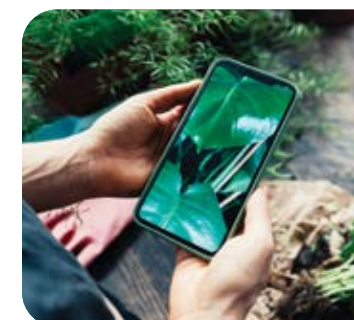


CHEF TIPS



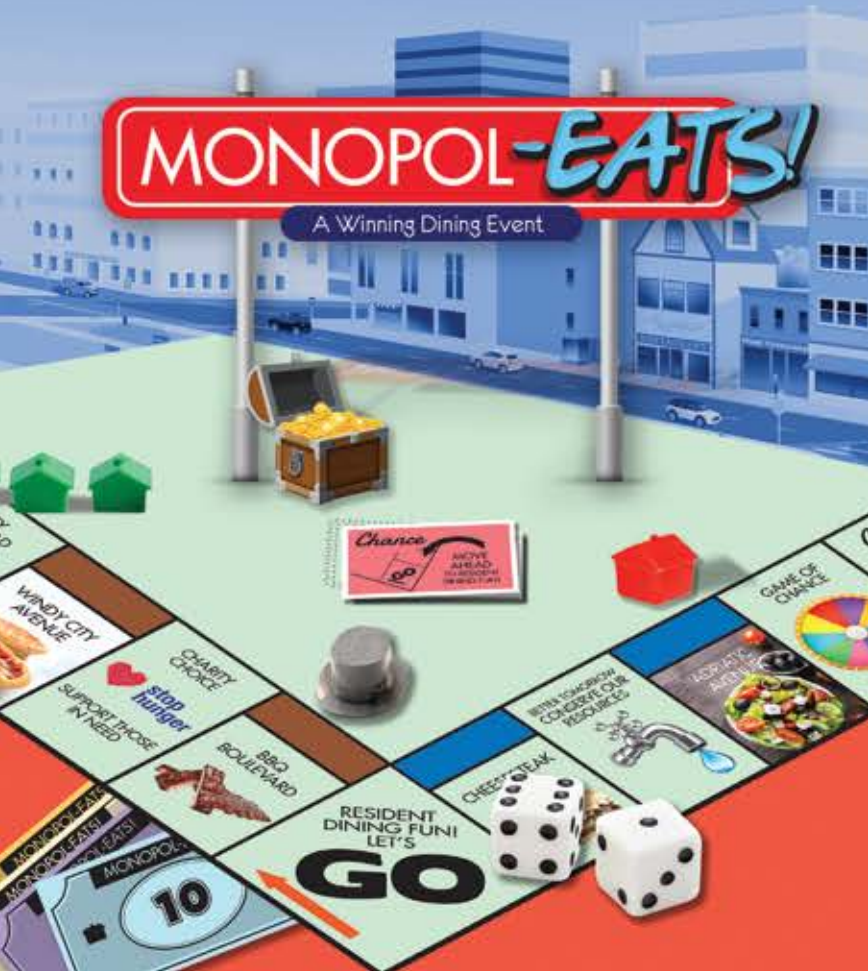
"To add something new to your next promotion, partner with student media to help spread the word and invite local businesses to participate, such as we did with the Wild Honey Flower Truck during our Fresh Market event. The collaboration allowed students to buy flowers from the truck with their meal plan."

David Fabrycki
Executive Chef III
The University of Alabama at Birmingham



Better Tomorrow 2025 CONNECTION

Invite students to make a 10-15 second silent movie, and, for an added challenge, ask them to theme their cinematic creation around sustainability.



MONOPOL-EATS!

A Winning Dining Event

Try this tasty spin on the world's most popular real estate board game.

Grab your racing car, top hat, or whatever game piece you like because we're rolling the dice for a promotion where customers truly "Own It All!"

Our local focus



GIVING BACK

Throughout other promotional events and activities you have planned for **Monopol-EATS!**, encourage students, faculty, staff, and employees to donate nonperishables and other goods to local shelters, food pantries, etc. People can place their donations in a designated location in the dining hall. Consider inviting a representative from the organization you support to visit and generate more awareness.

Our people

Keeping with the game's real estate focus, encourage employees to dress in themed costumes throughout the promotion, pitting serving station vs. serving station and front of the house vs. back of the house, etc. Have students vote for their favorite team and award gift cards to the winner.

Our food

AVENUES OF GREAT EATS

Send students across the dining hall to sample foods inspired by the locations on the classic game board. For Adriatic Avenue feature gyros, Greek salads, and other clean, sustainable favorites. For the Beachcomber Drive, feature French fries, burgers (including plant-based options), and other portable "beach eats," then transport customers over to Farmer's Market for over-the-top salads. The possibilities are endless.

FOR ADDED FUN

View all **recipes** and more **recommended activities** by visiting the **Universities Marketing page on Sodexo Net** and accessing the **Resident Dining Promotions Link**.



Marketing templates to promote your event

Visit the **Universities Marketing page** on Sodexo Net to access the **Resident Dining Promotions Link** and find **Featured Promotions Marketing Templates** to promote **Monopol-EATS!**



National Prize Sweepstakes*

Keep promoting the **Share The Wealth Sweepstakes** during this promotion. It wraps up April 11th.

19 Randomly Selected Winners

Prize package contents:

Student winners receive a \$500 cash prize (check) and a \$500 donation in their name to a campus or community food bank of their choice.



STUDENTS ENTER AT:

www.sharethewealthsweeps.com

*Winners will be selected via random drawing, notified at the end of the sweepstakes and will receive recognition on the microsite upon conclusion of the promotion.
*Excludes Canadian accounts.



CHEF TIPS



"As a chef, whether cooking, engaging with guests, or leading your team, demonstrate your integrity regularly, put your passion for the industry on display every day, and always project positivity. Everyone will see and taste the difference."

Don Feldkamp
Executive Chef III
Embry-Riddle Aeronautical University



MARKETING MASTER TIP

"If a special event proves to be a big hit with students, consider morphing it into a regular occurrence. To give our students a way to experience the fun of travel without leaving campus, we hosted an outdoor Spring Break 'Staycation' promotion. We strategically placed a series of themed stations featuring delicious vacay foods in locations students would need to pass on their way to classes and resident halls. Students loved it so much that we have made this event into a monthly pop-up experience. Also, our managers will now compete to see who can do the best pop-up event based on attendance."

Tadd Stone
Area General Manager
University of Southern Maine

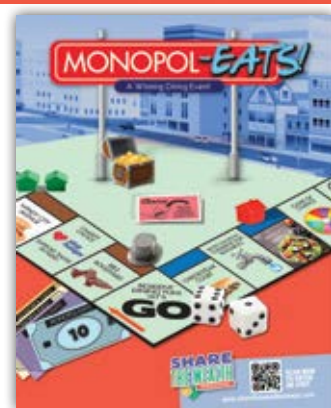
Better Tomorrow 2025 CONNECTION

Reducing food waste helps save money and saves the environment too. This promotion is the perfect time to host a "Weigh the Waste" event, challenging students to meet a pre-determined waste-reduction goal for the campus.



Timing: spring 2022

This promotion begins on **January 3, 2022** and ends on **April 11, 2022**.



Spring Sweepstakes

A great way to increase student interest and participation in your **Return Of The '20s** and **Monopol-EATS!** events is by promoting the **Share The Wealth National Sweepstakes***. Students can win an exciting prize package that includes the opportunity to “share the wealth” with a campus or local hunger-related charity. Students love to enter contests and giveaways. Be sure to showcase the sweepstakes on all of your promotional advertising, marketing materials and outreach efforts.



Share The Wealth Sweepstakes

Prize package contents:

Student winners receive a \$500 cash prize (check) and a \$500 donation in their name to a campus or community food bank of their choice.

STUDENTS ENTER AT:

www.sharethewealthsweeps.com



Visit the **Universities Marketing page on Sodexo Net** for quick access to all these tools.



*Winners will be selected via random drawing, notified at the end of the sweepstakes, and will receive recognition on the sweepstakes' microsite upon the conclusion of the promotion. *Excludes Canadian accounts.

Tips to Promote Share The Wealth Sweepstakes

It can be challenging to get the word out on campuses that are inundated with flyers and advertisements. Here are four ways to promote the sweepstakes on your campus:

COSTUMED CHARACTER - Have a student or staff volunteer dressed in a promotion-related costume circulate campus to highlight the sweepstakes. Think a tuxedo-clad, monocle and mustached gentleman with a cane or a high-spirited lady attired in authentic flapper garb.

CAMPUS RADIO - Despite popular belief, radio is still very popular, including university radio stations. According to a fact sheet published by Nielsen Audio Today and Pew Audio and Podcasting, ninety percent of adults 18-34 are reached monthly by radio. Cross-promote your sweepstakes and event with your campus radio station. Invite them to do a remote broadcast one night during your promotion.

EVENT MARKETING - Get your promotion and sweepstakes to stand out in the crowd by creating an event (or stunt) that students will enjoy. Rise above the advertising clutter with something unexpected and off-the-wall. For example, rename campus thoroughfares after the popular real estate board game properties (with administration permission), or host a Roaring '20s fashion show complete with celebrity judges.

SHOW YOU CARE - Your students care about various social causes ranging from the environment to helping those in need. Be sure to highlight the charity donation aspect of the sweepstakes and promote Sodexo's overall efforts to improve the quality of life in every community.



National Employee Appreciation Day Is **March 4th**

Launched in 1995, **National Employee Appreciation Day** occurs every year on the first Friday of March to remind businesses of the importance and value of recognizing the great work employees do every day to satisfy customers.

Take some time on National Employee Appreciation Day to connect with your employees, offer authentic praise, and listen to their experiences. If you can, treat your employees to a special snack, lunch or a fun group activity.

Sodexo's mission is to improve the quality of life of those we serve, including our exceptional employees. Last year, many of our Universities teams participated in a new recognition program celebrating National Employee Appreciation Day. Available again this year, the program gives students a chance to nominate a frontline/hourly team member who is making each day a better day. A national winner is selected each month.

Please encourage students to nominate their favorite employees to thank them for their service even if they don't receive national recognition. The nomination alone will “make their day!”

Following are some simple ways you can show your employees that they are valued:

- Let them know when they do something well – even if it is the simplest of tasks.
- Send a quick note of thanks for a job well done.
- Publicly recognize those employees who go “above and beyond” to accomplish a difficult task.
- Recognize an employee's great work at a team meeting in front of their peers.
- Unexpectedly, host a team luncheon or retreat to build team culture and recognize everyone for taking care of our valued customers.



NATIONAL EMPLOYEE APPRECIATION DAY



WE CAN'T
DO IT WITHOUT U!

#THANKSTOTHEM

CUSTOMER EXPERIENCE

WALL OF FAME

IDEAS

get inspired by some of our favorite recent events!

PANCAKE SHOWDOWN @ BRANDEIS UNIVERSITY

Our **Dueling Dishes** special event served as the ideal framework for a "Battle of the Brandeis Chefs" as culinary teams from two dining halls found themselves competing for the best pancake recipe during a spirited Pancake Showdown. Team Savory delighted guests with crispy Mashed Potato Veggie Cakes served with a light salad and garlic aioli, while Team Sweet created Banana Bread Pancakes served with local maple syrup along with Zucchini and Corn Pancakes. Virtual and in-person votes were split with both Team Sweet and Team Savory capturing honors. In the end, the real winners were our students who enjoyed these wonderfully delicious culinary masterpieces.



MAD CROPS @ BELMONT UNIVERSITY

Students at Belmont University went wild over vibrant and refreshing veggie creations as part of the dining program's **Mad Crops** promotion. From Heirloom and Cauliflower Salad to Shishido Peppers and Cucumber Salad, to Rainbow Papaya Salad, this colorful and delicious event rejuvenated students' taste buds and interest in veggie creations.



added extra!

The Belmont dining team also hosted a BYO plant-based plate contest where students had a chance to win prizes when they snapped a picture of their creation and posted it on their social media pages.



KITCHEN CAMEOS @ KANSAS STATE POLYTECHNIC

Dr. Smith, the Executive Director of Enrollment Management, Marketing and Financial Aid on campus, demonstrated that he knows his way around a kitchen by participating in our **Kitchen Cameos** event. Working side-by-side with our culinary team, Dr. Smith made his famous Low Country Shrimp and Grits that proved to be a massive hit with everyone in attendance. The entire event was such a success that other faculty and staff members on campus are now asking when they can join in on the fun!

CINCO DE MAYO @ SAINT MARY'S COLLEGE OF CALIFORNIA

Students at SMC were treated to a festive **Cinco de Mayo Community BBQ** thanks to a cooperative effort between dining services and the Campus Activity Board. A delicious selection of authentic dishes spiced up the event with such favorites as Mexican Street Corn Salad, Chili Verde, Chorizo Dog with Curtido and Chipotle Mayo and much more. A special menu of signature drinks including Prickly Pear Lemonade, Horchata, and Agua Fresca helped top off a memorable meal. Commenting on the BBQ, Chef Gabriel Kinney said, "The community engagement that the event encouraged brought a sense of normalcy and camaraderie between Sodexo, the students, and our other campus partners. It reaffirmed why we all are here at Saint Mary's College of California."



NOD TO NOSTALGIA @ KETTERING UNIVERSITY

Kettering University students worked with Resident life to promote a Scooby Doo themed meal to promote movie night and to kick off **Nod to Nostalgia**. They had scooby masks for the staff and played music from the movie and tv shows. The university's other movie night was The Croods themed with a meal and treats inspired by the popular animated flick. The standout offerings? Dino droppings, milk duds, chocolate raisins, chocolate cookie bites and dino crunch. Students enjoyed the fun addition of dinosaur decorations and caveman music.



ROCK THE BLOCK @ WHITWORTH UNIVERSITY

Old school MTV music videos, throwback vibes, and loads of "back in the day" fun added to the excitement at Whitworth University as campus dining hosted a nostalgic **Rock the Block** event. Students had the chance to spin a special prize wheel, dance to some retro favorites, and dine on a menu fit for the 1980's. From German sausages and all-beef hot dogs to walking tacos and ice cream bars for an added sweet, **Rock the Block** proved to be a huge success and was just what many students claimed they needed. Author Carrie Vaughn's quote sums up this **Rock the Block** promotion best - "1980's: Not a time period but a state of mind."

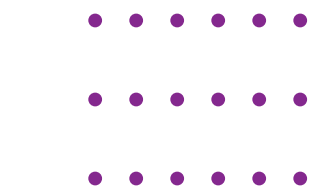



Get featured next time

Send us a brief written description of a resident dining promotion or event you hosted, like a **snacktiME** pop-up, core promotion or **Big-City Bites** showcase. Be sure to include pictures that incorporate our marketing templates and artwork.

Email submissions to:
Kelly Caruso at kelly.caruso@sodexo.com
and Patty Pugh at pattyp@ideaworks.marketing.

Additional Promotions



For marketing templates:  Visit the **Universities Marketing page on Sodexo Net** to access the **Resident Dining Promotions Link** and find **Additional Promotions Marketing Templates for Big-City Bites**.

Big-City Bites / neighborFOOD

Treat your students to a memorable culinary tour of North America showcasing the mouth-watering tastes, unique culture and history of some of the world's gourmet bucket-list locations. Invite everyone to tantalize their tastebuds while experiencing the unique flavors of 14 quintessential North American cities.

Big-City Bites represents a melting pot of intriguing locales and boasts an eclectic mix of iconic dishes.

From hearty Deep-Dish Pizza in Chicago to a star-inspired Peanut Butter Elvis Melt in Memphis to a robust Seafood Chowder in Vancouver, destinations across North America will delight your students with their world-renowned dishes and cuisines.

Designed with flexibility in mind, you can run any of the featured cities that are part of **Big-City Bites** as standalone events or create a more significant celebration featuring the cuisine of multiple towns.

While every city has its claim to fame when it comes to iconic foods, the driving force behind these culinary standouts is typically the creative dishes germane to each city's neighborhoods.

Every neighborhood offers something exciting for everyone to try, including the hometown of your university. **Big-City Bites** provides the perfect opportunity to host a special **neighborFOOD** event featuring the homegrown goodness of your campus town or city.

Maximize the appeal of your **Big-City Bites** events by cross-promoting them with other programs and campus happenings:

- Extend the appeal of your featured **Big-City Bites** location by offering its most popular snackable street foods through our **snacktiME** program.
- Cross-plan **The Social** with **Big-City Bites**. For example, a particular or luxurious Social Feature add-on item might pique interest and boost attendance.
- Host a **Dueling Dishes** competition by challenging campus chefs to compete by creating exciting and innovative dishes native to your featured **Big-City Bites** location.

Tap into the knowledge of your campus community to uncover the hidden culinary gems and best local dishes. In this **neighborFOOD** event, you'll bring them authentic tastes of your best local dishes, helping to build community on campus through authenticity, spirit and togetherness. Follow the tips below as you're planning your trip.

No matter what's on your food tour of the surrounding area, one thing is for sure: You'll never quite get an authentic taste of a location until you've eaten like a local.



MARKETING MASTER TIP

"Elevate your pop-up events by cross-promoting with other dining offers. Tie **The Social** specials with **Holidays and Celebrations** for added impact. Use food as a channel to inform and educate while using marketing collateral and music to enhance the event's educational value."

Aba Hutchison
Field Marketing Specialist
Winthrop University

The Social

Our team has put together a creative program of exciting dining options designed to generate interest and engage your students in captivating culinary experiences. Each event allows you to create a fun social gathering for the campus and an easy way to cross-plan with other campus-wide events.

Have your chefs strut their stuff in each of **The Social's** four tiers including:

Social Pop-Up - an event that will generate excitement with your customers. Encourage them to spread the word.



Social Feature - an opportunity to showcase an item not generally on your menu.




Social Experience - a new event to engage with the campus community via a unique dinner experience.



Social Dine - a full restaurant experience inspired by cuisines from around the world.



For marketing templates:  Visit the **Universities Marketing page on Sodexo Net** to access the **Resident Dining Promotions Link** and find **Marketing Templates for The Social**.



CHEF TIPS



"Break up dining monotony by reimagining a resident dining pop-up event with one of your popular retail venues. For example, our creative teams used the **Bodacious Burgers** pop-up event to take over our South Street Cheesesteaks food truck. The campus IT staff even helped to give students the ability to customize their orders. It was a huge success!"

Sarah Falls
District Chef
Liberty University

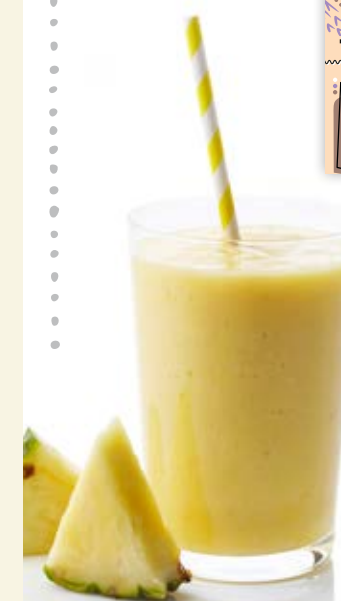
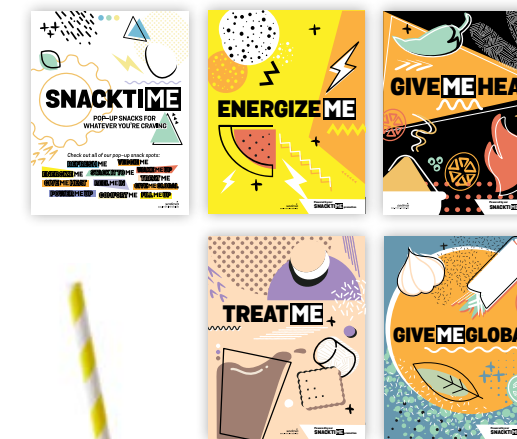
snacktiME



Snacking continues to grow in popularity with Gen Z, as does the excitement of street food and pop-up restaurants. Our **snacktiME** program combines all three of these culinary trends through a series of 12 simple pop-up concepts featuring snackable street food.

SnacktiME is built to provide maximum flexibility during implementation, and allows you to try out new concepts, test new audiences, and experiment with trendsetting foods that your students are sure to enjoy and appreciate. From "Wake Me Up" to "Give Me Heat," these pop-up snack attractions feature the most popular flavors, ingredients and dishes that your campus wants to eat.

Whether used as a stand-alone event, to augment your annual promotion schedule or to enhance one of the core promotions, **snacktiME** will prove to be a real winner with your on-the-go crowd.



To access a complete recipe matrix and customizable marketing tools for this promotion, please visit the **Universities Marketing page on Sodexo Net** to access the **Resident Dining Promotions Link**.

Additional Promotions



Chefs' Fare

Can you create a complete meal (entrée, accompaniments and dessert) using at least three ingredients in each dish, based primarily on Future 50 Foods? That's what competing chefs in our **Chefs' Fare: Avant Garden** promotion must do to claim victory in this exciting food culinary challenge.



Typically held within a group of Sodexo accounts in proximity to each other, **Chefs' Fare: Avant Garden** is sure to increase customer satisfaction and build excitement around our dining programs. Chefs from Universities, Healthcare and Corporate Service accounts can participate to add even more creative flavor to the entire competition.

Although **Chefs' Fare: Avant Garden** is the perfect event to host in the spring to help you sell new Voluntary Meal Plans, you can run the promotion any time of year.

The Future 50 Foods are "foods for healthier people and a healthier planet." We use them in this competition because of their "high nutritional value, relative environmental impact, flavor, accessibility, acceptability and affordability." According to the World Wildlife Fund the Future 50 Foods are "foods for healthier people and a healthier planet." We use them in this competition because of their "high nutritional value, relative environmental impact, flavor, accessibility, acceptability and affordability."

For marketing templates: Visit the **Universities Marketing page on Sodexo Net** to access the **Resident Dining Promotions Link** and find **Additional Promotions Marketing Templates for Chefs' Fare**.



MARKETING MASTER TIP

"Looking to improve customer satisfaction? Consider developing a student ambassadors program. Our Panther Dining Ambassadors have successfully spread the word to students via social media and face-to-face interactions. From promoting retail dining LTO's to collecting student feedback, these ambassadors serve as valuable liaisons between campus life and our dining program."

Shanesia Abrams
Field Marketing Coordinator
Clark Atlanta University



Cram Jam

The stress of exams can negatively affect the mindset of students and often infringes on other areas of their lives, including social interaction.

Cram Jam is a customizable promotion that you can use to help your students relieve some of the anxiety and stress typically associated with exams.

Featuring a signature menu of delicious foods, marketing materials and activity suggestions to drive participation; **Cram Jam** will help students refresh their focus while providing you the opportunity to showcase the quality, value, and added excitement of your resident dining program.

For marketing templates: Visit the **Universities Marketing page on Sodexo Net** to access the **Resident Dining Promotions Link** and find **Additional Promotions Marketing Templates** to promote **Cram Jam**.

Dueling Dishes



The competition is fierce, the excitement is at a fever pitch, and it all happens live in front of a campus audience! Drawing inspiration from popular television cooking competitions, **Dueling Dishes** showcases the skills of your culinary team by inviting members to create innovative signature dishes that will pique your customers' interest.

Hosted as a standalone event or used to augment one of our core promotions, **Dueling Dishes** consists of four (4) engaging competitions, including:



Treat your resident dining customers to a colorful event that eliminates boredom while entertaining everyone to a flavor-filled battle royale.

For marketing templates: Visit the **Universities Marketing page on Sodexo Net** to access the **Resident Dining Promotions Link** and find **Additional Promotions Marketing Templates for Dueling Dishes**.



CHEF TIPS



"No other art allows its admirers to experience the expression of so many senses than does the culinary arts. When we consume a meal, we experience it with our eyes, tastebuds, nose, and ears. Beyond sustenance, food provides us with important emotional ties to family and significant life events. As humans, we often relate meaningful and deeply emotional memories with the meals we enjoyed in our youth or during life's milestones."

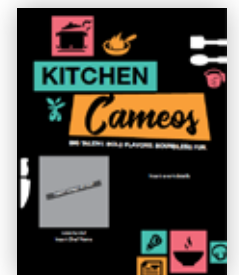
Michael J Natoli
Executive Chef
University of Southern Indiana

Kitchen Cameos

Even with the best resident dining program, boredom often influences your students' appreciation for quality food and service. Changing the status-quo by featuring such initiatives as **Kitchen Cameos** is a terrific way to enhance your program's value and appeal.

Kitchen Cameos is a culinary-driven program featuring visiting chefs and their signature dishes. Invite Sodexo culinarians from accounts to showcase their love of food and incredible talents by preparing a pre-selected menu of healthy favorites using local ingredients.

This trendy event allows the visiting culinarian to demonstrate their creativity and build notoriety while helping you create excitement and drive participation. Though the chefs' star-studded appearances will be brief, there's no doubt your culinary guests will bring the deliciousness making the program a "win" for all involved.



CHEF TIPS



"Discover unexpected opportunities to diversify your menus by inviting your chefs to create new dishes. We implemented a 'Try Me' campaign that encouraged students to taste the new creations and experience something different."

Ana Sena
Executive Chef II
University of South Carolina Upstate



For marketing templates: Visit the **Universities Marketing page on Sodexo Net** to access the **Resident Dining Promotions Link** and find **Additional Promotions Marketing Templates for Kitchen Cameos**.

holidays
& CELEBRATIONS

ENHANCE THE VALUE of your voluntary meal plans.



Holidays & Celebrations are not only fun to host, but they also give you an excellent opportunity to show your students the value of being on a voluntary meal plan (VMP).

Typically full of delicious food and opportunities to connect, these colorful events are the perfect time to reinforce the many benefits of meal plan participation, including:

- Fun, festive events and promotions
- Trends and exciting menu specials
- Convenience
- Variety
- Connection with friends

Following are some theme ideas to cross-promote your Voluntary Meal Plans during the spring Holidays & Celebrations events.

LUNAR NEW YEAR
Celebrate good fortune during the Year of the Tiger with a meal plan!

VALENTINE'S DAY
Check out the "Sweet Deals" on meal plans!

SODEXO EMPLOYEE APPRECIATION WEEK-
Recognizing those who make a difference every day

MARDI GRAS
It's a carnival of savings on meal plans!

NATIONAL NUTRITION MONTH
Meal plans - Healthy foods & healthy savings!

ST. PATRICK'S DAY
Meal plans - Your pot of gold at the end of the rainbow!

SPRING FLING
Meal plans - Your getaway to great food & exciting benefits!

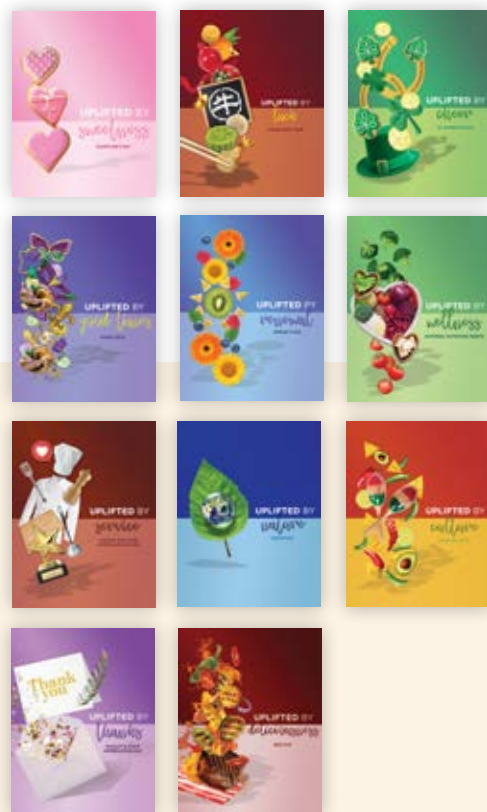
BBQ FUN
Enjoy "Sizzling Savings" when you purchase a meal plan today!

FACULTY & STAFF APPRECIATION DAY -
Make the smart choice, huge savings on meal plans!

EARTH DAY
Save our planet while saving cash on a meal plan!

CINCO DE MAYO
Join our fiesta of fabulous savings by purchasing a meal plan!

Your spring lineup includes:



Find more tips and information on when to promote these events in the 2021/2022 Marketing Planner included in your fall promotions kit.

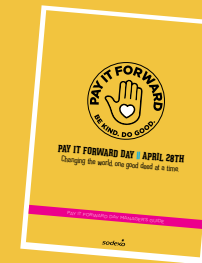
↓ For marketing templates: visit the **Universities Marketing page on Sodexo Net** to access the **Resident Dining Promotions Link** and find **Holidays & Celebrations Marketing Templates** to promote these events.



APRIL 28
CHANGING THE WORLD,
ONE GOOD DEED AT A TIME.
#SODEXOPAYSITFORWARD

Celebrate this growing international initiative that embodies the power of giving by encouraging students, faculty, staff and visitors to "pay it forward" (doing a good deed for someone, who hopefully, will do a good deed for someone else).

A **PAY IT FORWARD Implementation Guide** contains customizable digital and print resources to promote your PAY IT FORWARD activities and ideas to get your entire campus involved are available on the Marketing Operations SharePoint site. Ask your marketing manager for further assistance.

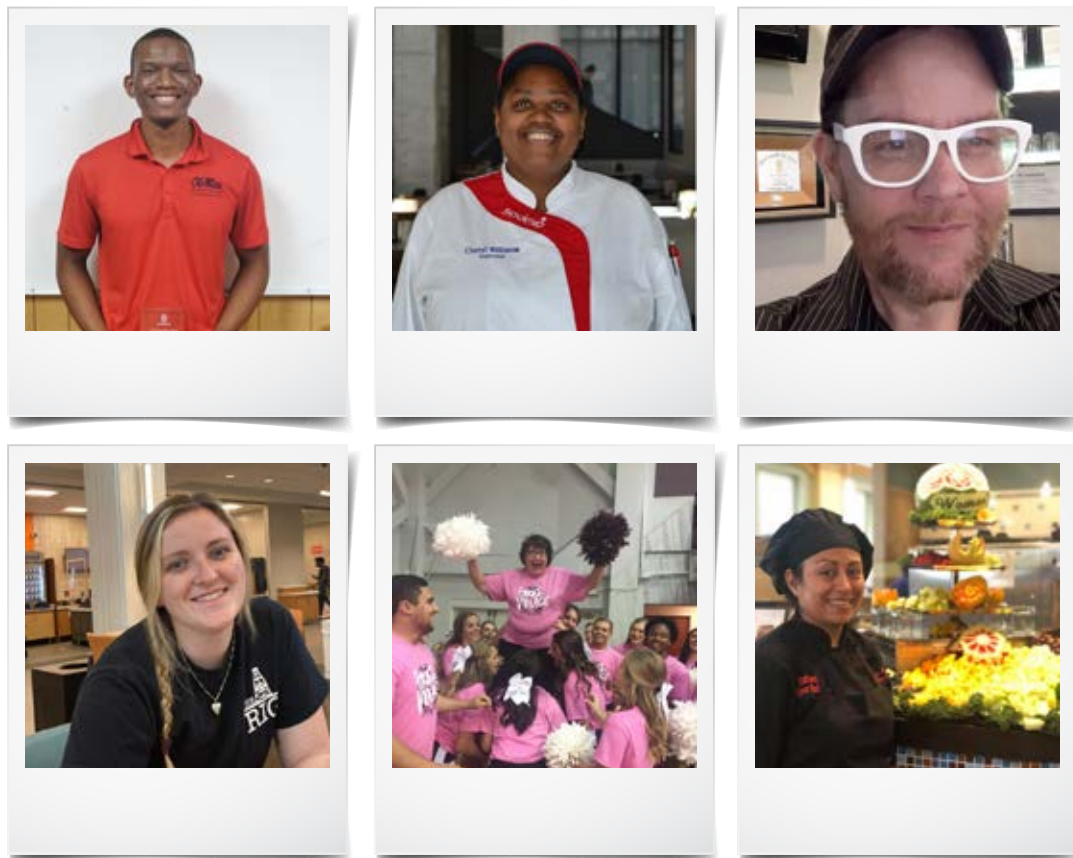


Since April is also Sodexo's annual **Servathon**, this is a great way to get your team involved in Pay It Forward by joining forces to fight hunger in your community. The following are a few examples of ways to rally your team and encourage their involvement to Pay It Forward:

- Have staff promote the purchase of pre-packaged SMILE cookies so customers can Pay It Forward by brightening someone's day with a SMILE.
- Ask your coffee shop cashiers to award any customer who makes a canned food donation in support of the school's/community's food pantry with a coupon for a FREE coffee on their next visit.
- Run a campaign that encourages students to donate any unused dining dollars to benefit the school's/community's food pantry.
- Host a canned food drive that rewards anyone who donates a canned food item with an entry into a random drawing for great prizes.
- Pay It Forward to your team members by personally handing out "Job Well Done" cards recognizing the great work they do every day to help others.



It's the little things that make the difference.



“DEPENDABILITY, EXCEPTIONAL PERFORMANCE, FLEXIBILITY.”
 “A JOY TO BE AROUND. HE TAKES TIME TO STOP AND GET TO KNOW YOU.”
 “GOES ABOVE AND BEYOND FOR OUR STUDENTS AND COMMUNITY.”
 “HER POSITIVITY IS VERY CONTAGIOUS.”

We make the little things the big things that set your program apart by being brilliant at the basics.

ASK YOUR GM OR BUSINESS DEVELOPMENT EXECUTIVE HOW WE CREATE

“Experiences That Matter”



“Give me six hours to chop down a tree and I will spend the first four sharpening the axe.”
 — Abraham Lincoln

MARKETING PLAN SHARPEN YOUR AXE WITH THE **POWER APPS MARKETING PLAN!**

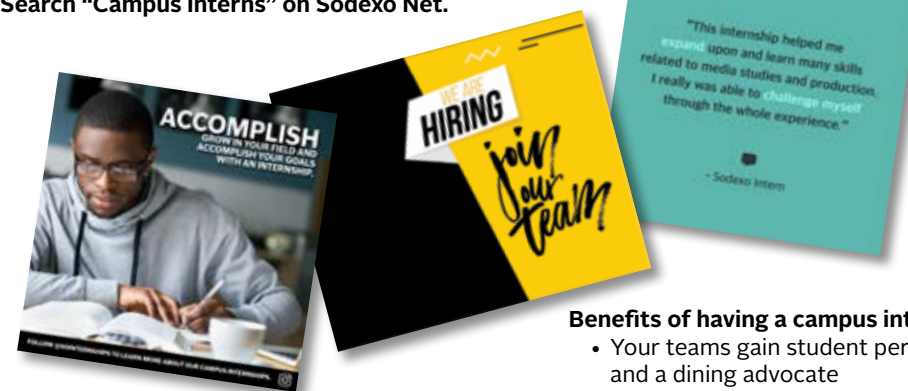
VISIT THE **UNIVERSITIES MARKETING PAGE** ON **SODEXO NET** TO ACCESS ALL RESOURCES AND TRAINING FOR THE MARKETING PLAN



Campus Interns

Help Drive Student Engagement,
 Hire a Campus Intern TODAY!

Sodexo Net has recruitment resources that can help you recruit, hire and train campus interns. Search “Campus Interns” on Sodexo Net.



- Benefits of having a campus intern**
- Your teams gain student perspective and a dining advocate
 - Interns are creative and tech savvy
 - Hiring student employees helps strengthen client partnerships



Scan the QR code to visit our campus interns website!

Already HIRED a campus intern or have a returning campus intern?

Register them TODAY!



better tomorrow 2025

Sustainability and Health & Wellness are a priority with your students and with Sodexo. Demonstrate your campus's commitment to these important initiatives by celebrating our Better Tomorrow engagement activities and promotions highlighted below. Dedicated implementation guides for all of these events are available on Sodexo Net.

New Plant-Based Icon Introduced



Students want to be better informed about their food choices, especially following a specialized diet or lifestyle preference. This need is where nutrition labels and food identification icons come in.

The Plant-Based icon featured was developed to help students and other campus customers instantly identify non-animal-based food options. This easy-to-recognize symbol will appear on menus and item identification signage to help consumers make food selections aligned with their dining needs and preferences.

WORTH NOTING: Beyond meeting your customers' needs, minimizing the consumption of animal-based foods also helps reduce the environmental impact of your dining operations which supports Sodexo's target to reduce carbon emissions by 34% by 2025.

This new icon joins the other designations in use today to identify non-animal-based foods appropriate for the following diets and lifestyles:

Vegetarian - Vegetarian is still lacto-ovo.

Vegan - Vegan items do not contain any animal products or ingredients that are processed with animal products.

Plant-Based - Plant-based aligns more with vegan but can contain sugars, processed with animal-based products, honey or other products processed with animal products.

Spring Themes to Celebrate Mindful

Beyond its primary focus of ingredient transparency, delicious food, satisfying portions and message clarity, Mindful is also committed to enhancing our customers' overall health and well-being. Following is a line-up of Mindful themes you can use this spring to inform, educate and satisfy your campus community.


January: Resolve to Live Better
(Tips to keep your resolutions and improve your quality of life.)

February: Heart Health / Rev Up Your Fitness
(Tips on how to fit fitness into your day and enjoy heart-healthy foods.)

March: National Nutrition Month / National Dietitian Day
(Ways to connect with a dietitian to learn how to eat healthier.)

April: Wake Up Your World
(Tips from the pros on getting better sleep and feeling energized during the day.)

May: Wellness on the Road
(Ideas on how to eat healthy when traveling.)

For marketing templates:  Better Tomorrow posters, local maps and the Universities Better Tomorrow Brochure are available on Sodexo Print Management. Digital designs and promotion guides are available on the "Better Tomorrow - Universities" Sodexo Net page. Select the "Better Tomorrow Resources" drop-down and click on the "Marketing Resources" link to access these materials.



CHEF TIPS

"Keep nutrition and wellness top of mind when hosting your special events. Our Resident Dietitian, Rachel Sanders, partnered with our marketing team to create an Earth Day event that was both educational and entertaining. We partnered with a local beekeepers club, the local farmer's market, and campus organizations to offer such attractions as a live observation beehive, a pollinator planting station, free coffee, and giveaways compliments of Caribou Coffee and samples of honey-inspired dishes. All enjoyed the event!"

Sarah Falls
District Chef
Liberty University



Sustainability and Health & Wellness Dates to Celebrate

March

NATIONAL NUTRITION MONTH®
INTERNATIONAL WOMEN'S DAY
(March 8th)
WATER DAY (March 22nd)
EARTH HOUR (March 27th)

April

SERVATHON
(Sodexo's annual event to eliminate food insecurity and support the Sodexo Stop Hunger Foundation.)
EARTH MONTH
EARTH DAY (April 22nd)
ARBOR DAY (April 30th)

May

WORLD FAIR TRADE DAY (May 8th)
BIKE TO WORK DAY (May 21st)
LEARN TO COMPOST DAY
(May 29th)

June

WORLD OCEANS DAY (June 8th)



SIMPLY TO GO
IS A CONVENIENT
grab-and-go
SOLUTION AVAILABLE
ANY TIME OF DAY!

Enjoy delicious meals anywhere you please with Simply to Go. Made from the best ingredients, including the freshest seasonal produce.

- BOWLS
- MEAL KITS
- BREAKFAST
- SANDWICHES & WRAPS
- SALADS
- PARFAIT CUPS
- SNACKS
- DESSERTS

simply to go
Live. Eat. Go.



WHY MINDFUL?



We are committed to creating healthy environments for our guests. Central to this effort is providing **healthy, nutritious foods**. We've listened to our customers. We've researched marketplace trends. Our executive chefs and registered dietitians work together to create an exciting collection of recipes. The result is Mindful – an approach that focuses on **transparency of ingredients, delicious food, satisfying portions** and clarity in message so that making Mindful choices becomes second nature.



mindful.sodexo.com

mindful
enjoy health

Digital Solutions to Reach Your Students

Digital-first experiences take center stage with Gen Z and are only going to grow in the coming years. While we offer numerous digital solutions (Bite U, myDtxt, etc.) to capture your students' attention, one of the best ways to achieve success is by using videos to stand out from the crowded marketing landscape.


Video marketing offers many benefits. It allows you to showcase programs and products dynamically, helps your dining program reach new audiences, gives you the chance to tell a story about your program, builds trust, and has a proven return on investment (ROI). It's for these reasons and others that videos are integral to marketing efforts aimed at Gen Z.

Consider the following:

- *The primary motivation for using social media among Gen Z is the need to be entertained.*
(Global Web Index)
- *95% of Gen Z are active on social media at least once a week.*
(The Center for Generational Kinetics, 2020)
- *97% of Gen Z are on a video streaming platform in a typical week.*
(The Center for Generational Kinetics, 2020)
- *By 2022, video will drive an estimated 82 percent of all internet traffic, and YouTube remains the most popular social networking platform among Gen Z, according to GlobalWebIndex.*





REWARD YOUR
COMMUNITY FOR
DINING ON CAMPUS.
BITE U REWARDS!











bite
UNIVERSITIES

bite.sodexo.com
The app you'll use everyday

Keep in mind that your video content doesn't need to be a Hollywood blockbuster. Often the most straightforward, authentic grassroots production works the best. To support your video outreach efforts, we have created a series of short, 30-60 second videos on a few of the services and promotions that will help you market your resident dining program while capturing the attention of your students.

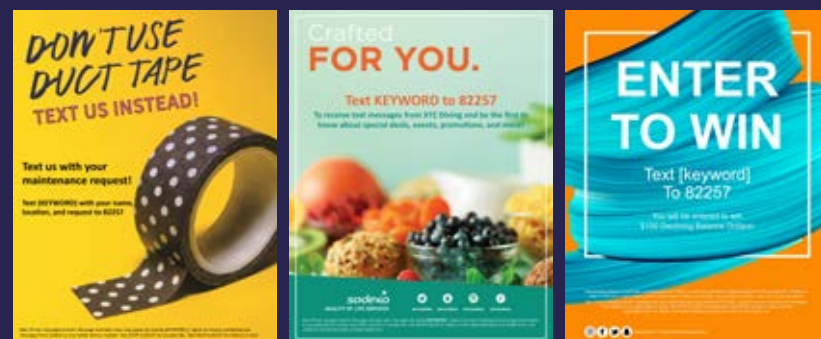
	Voluntary Meal Plan Value Promotion		Big City Bites - An Exciting Food-Centric Event
	Bite U with Wallet Video - A Loyalty-Driven Digital Experience		Harvest GrEATings - Enjoy the Flavors of Fall
	Bite U with Wallet Video #2 - The Next Generation of Meal Plans		Coffee Club - Brew Some Faculty/Staff Revenue & Loyalty
	Thx :) For Making My Day - Celebrating Our Dedicated Employees		Voluntary Meal Plan Value Promotions - Perfect Time to Add-On/Reload Points

KEEP STUDENTS ON CAMPUS IN THE KNOW

Maximize your student engagement with myDtxt. Use myDtxt to send text messages with dining event reminders, special food offers and other dining news.

Sodexo Net has resources available to help you deploy myDtxt, collect new contacts, along with resources to help you maximize your existing myDtxt program on campus.

Visit the myDtxt page on Sodexo Net to access the myDtxt recruiting materials and the step by step video knowledge base.



MyDtxt is a mobile texting program allowing you to communicate with your contacts quickly and efficiently by reaching them directly on their mobile phones.

- GETTING STARTED & CREATING AN ACCOUNT: WWW.MYDTXT.COM
- TRAINING: VISIT OUR STREAMS CHANNEL TO VIEW ALL TRAINING VIDEOS
- AVAILABLE TOOLS: VISIT THE MYDTXT PAGE ON SODEXO NET



Social distancing in the wake of COVID-19 is only driving Gen Z to use their smartphones even more to connect with their favorite retailers.



MYDTXT OPERATOR TIP

Usage of the myDtxt logo is for internal communication only. MyDtxt marketing collateral should not include any of the myDtxt logos.

RECONNECT RENEW RECHARGE!

OLD FRIENDS
NEW FRIENDS
TOGETHER AGAIN
RECONNECT WITH A MEAL PLAN!



RESOURCES TO PROMOTE MEAL PLANS CAN BE FOUND ON SODEXO NET BY SEARCHING "VMP"



TRENDS & Best Practices

Following is a look at five noteworthy trends impacting the lives of Gen Z, along with accompanying actions you can take to capitalize on each to improve your campus community outreach.

1 FEELING GROUNDED:

As suggested by a study in the American Marketing Association's Journal of Marketing, consumers need to feel grounded, defined as a feeling of emotional rootedness. Consider, for example, the growing popularity of farmer's markets, artisanal bread and the locavore movement.

ACTION:

Consumers love locally made products crafted by producers they can relate to and according to traditional methods. Showcase your use of locally-grown ingredients and the authenticity of the food you serve to leverage this consumer preference.

2 SOCIAL RESPONSIBILITY:

According to Oliver Wright, Global Lead for Consumer Goods and Services at Accenture, recent research has shown that 50 percent of Gen Z respondents support brands that put purpose before profit, doing the right thing for their customers and employees. Also, two-thirds of respondents (66 percent) believe that Covid-19 will increase societal focus on the environment.



ACTION:

Craft your social media messaging to demonstrate what you and Sodexo are doing in delivering on this demand. Promote the benefits of such initiatives as Stop Hunger, Weigh the Waste and Diversity & Inclusion.

3 SKILL BUILDING:

A recent study notes that there have been some positive side effects to being at home during the pandemic. The research found that 52 percent of Gen Z have been taking the opportunity to build their skills in various areas, including cooking and baking.

ACTION:

Emphasize hands-on activities in your promotions and programs, providing students with the opportunity to experience food differently. Skill competitions, cooking side-by-side with your chefs, and other events will capture student attention and drive participation.



5 CREATIVE UPCYCLING:

Upcycling food is a growing trend in the food industry because implementing this approach helps reduce food waste while demonstrating culinary creativity.

ACTION:

Our **Weigh the Waste** program will allow you to not only show your commitment to upcycling but also your commitment to reducing food waste on campus. While you may not think photos would be appealing for publicizing such an event at first, the contrary is true. Feature photos of student participation in the event, close-ups of your upcycled dishes, etc., as part of your social media outreach, to break through the media clutter.



4 HEARTY BREAKFASTS:

One of the food trends projected to carry over from 2021 into 2022 is the popularity of hearty breakfasts. At the same time, breakfast-on-the-go will continue to fill a need, as well as breakfasts that are more substantial in their variety and nutritional value.

ACTION:

Feature an expanded selection of breakfast dishes not typically on your menu, including new varieties of yogurt and granola smoothies and made-to-order egg creations. Use social media to spread the word about notable events like midnight breakfast and hearty breakfast meals to-go. Use hashtags (#) to reach a broader audience and to add context to your post.



I need to increase my sales,
and check averages but
I can't do it without more
staff and products...

Not
Anymore!

The build your own pack program
not only provides convenience
for our guests, but drives check
average, promotes Limited Time
Offers, and MOVES product.

SCAN HERE TO ORDER
A BYOP KIT AND GET
STARTED NOW!



What are you waiting for?

Find out more: Search for BYOP on Sodexo Net

BUILD YOUR
BY.O.P.
OWN PACK

