



# SNACKTIME

POP-UP SNACKS FOR  
WHATEVER YOU'RE CRAVING



## IMPLEMENTATION GUIDE

Gen Z loves their snacks. With their busy schedules of school and activities and, often, work, these students rely more on multiple small meals, always available for grab 'n' go, in place of larger meals in the traditional dayparts. Our new **snacktime** program includes a series of 12 simple pop-up concepts featuring snackable street food. With spots like "Wake Me Up" and "Give Me Heat," university communities are sure to find the perfect bite no matter what they're craving.

This guide provides you with an overview of the tools and resources available to capitalize on this very special event. All materials featured as part of this promotion are customizable to provide you with maximum flexibility in creating offers that best fit your individual needs.



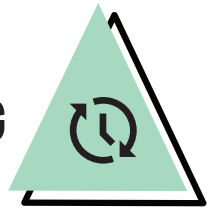
# WHY snacktiME?

**snacktiME** provides you with an opportunity to meet students and other guests where they live, by matching these special offers to their preferred foodways. These pop-up concepts feature their most popular flavors, ingredients and dishes in the right place at the right time. Specifically, **snacktiME** can help you:

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



## TIMING



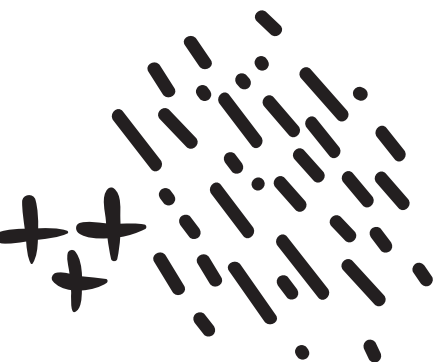
**snacktiME** can be used as a stand-alone event to augment your annual promotion schedule or to enhance one of the core promotions where appropriate.

## MENU



Food is the at the heart of your **snacktiME** promotion, and we have compiled a variety of the most popular street menu selections for your use.

To access a complete Recipe Matrix and other tools for this promotion, please visit the **Universities Marketing Page** on **Sodexo Net** to access the Residential Dining Promotions Link. You will also find Additional Promotions Marketing Templates to promote your **snacktiME** events.





# FEATURED POP-UPS

Below is the complete collection of the featured pop-ups in the **snackTIME** portfolio:



**SNACKTIME**  
POP-UP SNACKS FOR  
WHATEVER YOU'RE CRAVING

Check out all of our pop-up snack spots:

- REFRESH ME
- VEGGIE ME
- ENERGIZE ME
- STACK IT TO ME
- WAKE ME UP
- GIVE ME HEAT
- REEL ME IN
- TREAT ME
- POWER ME UP
- COMFORT ME
- FILL ME UP

**REFRESH ME**

**ENERGIZE ME**

**REEL ME IN**

**POWER ME UP**

**GIVE ME HEAT**

**COMFORT ME**

**VEGGIE ME**

**TREAT ME**

**FILL ME UP**

**STACK IT TO ME**

**GIVE ME GLOBAL**

**WAKE ME UP**

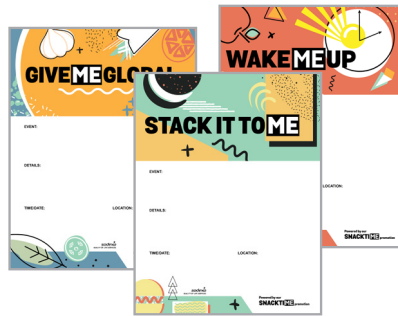


# TOOLS

All of the individual pop-ups featured in our portfolio are supported with a variety of print and customizable electronic tools you can use to create awareness and drive participation in your program. To access these tools by event, please refer to the **Universities Marketing Page** on **Sodexo Net**.



11 X 17 EVENT POSTERS  
(SET OF 12)



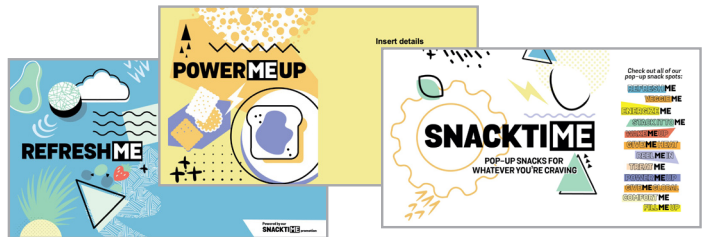
8.5 X 11 EVENT POSTERS  
(SET OF 12)



8.5 X 11 MINI POSTERS  
(SET OF 12)



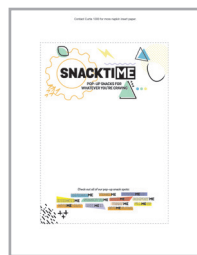
SOCIAL  
MEDIA TOOLS



DIGITAL SCREENS

NEW

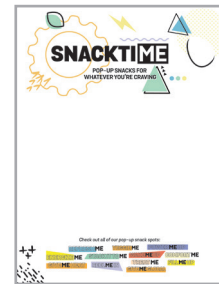
Small and large napkins are desktop printer friendly (8.5 x 11) this year. Contact Sodexo Print Management (Curtis 1000) to order.



GENERIC  
LARGE NAPKIN



GENERIC  
SMALL NAPKIN



BORDER SHEET

REFRESH ME

VEGGIE ME

ENERGIZE ME

STACK IT TO ME

WAKE ME UP

GIVE ME HEAT

REEL ME IN

TREAT ME

GIVE ME GLOBAL

POWER ME UP

COMFORT ME

FILL ME UP