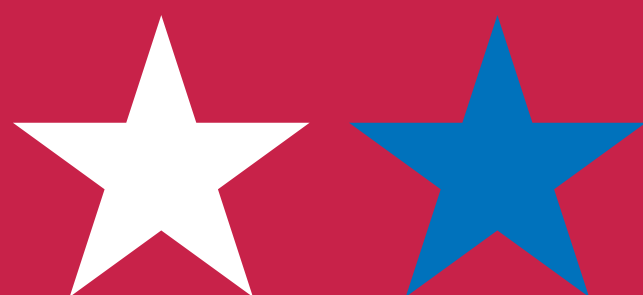


# TASTE



# A NEW

# FREEDOM

## DINING SERVICES MAKEOVER COMES TO CAMPUS

NEW PERFORMANCE STYLE • MADE-TO-ORDER DINING AREA RENOVATION • EXTENSIVE MENU CHANGE

Wake Forest University (WFU) and ARAMARK Dining Services are pleased to announce changes to the campus dining services program, designed to better serve the WFU community. ARAMARK and WFU administrators have agreed to promote hospitality on campus, create compelling destinations, support social and community action, build spirit and tradition, and promote diversity and multicultural awareness. Some of the changes were implemented on campus in time for the opening of school on August 25, and other changes and renovations will begin Fall 2005.

In Spring 2004, ARAMARK and WFU administrators solicited feedback from more than 1,100 students, faculty and staff members through MarketMATCH, ARAMARK's exclusive market research process designed for understanding and satisfying customers' needs and dining preferences. The process is a multi-year master planning system designed to create the ultimate dining experience at WFU by linking campus community members' lifestyle needs with customized dining solutions. MarketMATCH segments the campus into neighborhoods, to take into consideration the different lifestyles and needs of campus community members throughout the day. "We are continually seeking ways that we can better serve Wake students. Listening to students, understanding their needs, and then providing exciting new options that go beyond the ordinary are what we're all about," says Veronica Cruickshank, Wake University Director of Dining Services.

"MarketMATCH really showed us what matters most to students. It provided not only feedback, but solid data on what students are looking for throughout the day and every day of the week," says Cruickshank. "We hope students enjoy the changes we've recently made, because there is certainly more to come. We want the new Wake Forest University dining program to be the best ever," she adds.

### THE MARKETMATCH® RESEARCH PROCESS UNCOVERED FIVE KEY DINING TRENDS THAT HAVE LED TO SEVERAL NEW PROGRAMS FOR WAKE FOREST:

**1. STUDENTS SEEK VALUE.** As a result, value-priced combo meals are now offered at Reynolda Hall and an "All-You-Care-to-Eat" dining program is available in the Magnolia Room.

**2. ARAMARK'S RESEARCH ALSO REVEALED THAT STUDENTS ARE SEEKING OPPORTUNITIES TO DINE TOGETHER AS A COMMUNITY.**

Wake Forest students view lunch and dinner as an opportunity to unwind and they value time for leisurely dining and socializing with friends. To meet these needs, in Fall 2005 Reynolda Hall's residence dining program will be converted to The Fresh Food Company: A New Community Restaurant, which is modeled after a European marketplace and boasts made-to-order cooking directly in front of the customer. The Fresh Food Company, widely enjoyed by colleges and universities, including Boston University, Clemson University, James Madison University and the University of Florida, will offer stations such as the Mongolian Grill (noodle and rice dishes mixed with your choice of seafood, chicken, meat and vegetables), Produce Market (fresh fruits and vegetables), The Sandwich Shop (an abundant deli), Mediterranean Kitchen (variety of traditional Mediterranean, Italian and Greek dishes), Grill (American favorites like hamburgers and grilled cheese), The Bake Shop (freshly baked goodies), and Southern Kitchen (home-style cuisine including hand-carved roasted turkey and mashed potatoes).

**3. WFU STUDENTS WANT VARIETY.** In Fall 2005, the Benson Center Food Court will be remodeled and offer a mix of retail vendors, including Chick-fil-A, Burger King, Home Zone, Tortilla Fresca, and Freshens Frozen Treats. WFU students feel mid-afternoon (2:00 - 3:00 pm) snacking and late-night dining (after 11:00 pm) are more important than

ever. In response, the current Polo Area Sundry will be rescaled with essential grocery products and an enhanced variety of grab-and-go selections, including subs, salads and snack foods. The store layout will also include casual seating to create a warm environment for visiting with friends or studying.

**4. STUDENTS ARE SEEKING CONVENIENCE,** and generally don't make time for breakfast, so if it is eaten, it must be quick and easy. Lunch is often the first meal of the day for WFU students and because of short lunch breaks, portable foods are very important. To meet the busy lifestyles of the WFU community, a new campus convenience store has been opened in what was previously the Oak Room in Reynolda Hall, C<sup>3</sup>—Convenience to the Third Power. It's a quick-stop convenience outlet open during peak periods and offers quick grab-and-go assortments. In addition, following fall break, Subway will open on the Quad in the old Sunday location. This venue will be open throughout the day and into the late night. The Bodega will also be expanded to include an express grab-and-go and home meal replacement menu, new additions are slated at Shorty's, and a new Java City café is proposed for the Reynolds Library.

**5. IN ADDITION, WFU COMMUNITY MEMBERS ARE LOOKING FOR A CATERING DEPARTMENT THEY CAN DEPEND ON.** Magnolia Catering has been developed to offer customers several different catering styles to meet their needs, including Casual Catering (no-frills, budget-friendly menus), Campus Events (variety of menus to satisfy virtually any customer), Conference Dining ("Complete Meeting Package" menus with non-repeating menus of the day), and Executive Services (elegant dining).

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