

One World Café

A dining experience your students will love.



When is a cafeteria not a cafeteria? When it's a One World Café! **This unique dining solution from ARAMARK School Support Services is based on the ARAMARK Advantage - the business model we've developed that makes us the best solution for your district's food service needs.**

Food is at the heart of the ARAMARK Advantage. We have served the K-12 market for over 50 years, and food is ARAMARK's business. We focus on exceptional food quality and variety because we understand the importance of good nutrition and its impact on student performance. To promote our food program and provide a total dining experience for your students, the ARAMARK Advantage also includes a creative, comprehensive, 5-part **marketing and merchandising portfolio.**

Another component of the ARAMARK Advantage is the extensive **operational expertise** we've gained over the last 50 years, which gives us the ability to...

- Develop results-oriented training and incentive programs for your food service staff
- Provide efficient and effective systems that will enhance the productivity, accountability, and financial performance of your food service program
- Assemble a strong team, trained and educated on providing effective K-12 food service programs
- Support all ARAMARK clients with our excellent corporate resources, experienced in the design, merchandising, and operation of successful food service programs worldwide.



And it is important to note that the ARAMARK Advantage model has its roots in a strong foundation of **thorough research.** We talked directly to our customers, including students, parents, and principals, about what was important to them in their school dining experience, and then developed our business model around their needs and expectations.

We Did Our Homework

First, we conducted **one-on-one interviews with students** throughout the United States. We surveyed responses from a solid cross-section of students of all ages, in suburban and urban locales in all regions of the country. We talked to these students about what they liked and disliked in their school cafeterias, learned about their breakfast and lunch food preferences, and got their feedback on various marketing concepts for school cafeterias.

We then held **focus group discussions with principals and parents** across the country to ascertain what was important to them and what issues were critical in a food service program.

From this research, we learned a **great deal of valuable information...**

- One in every four students is dissatisfied with his or her cafeteria, due to poor food quality and lack of variety. Approximately only half of the students surveyed were satisfied with their current food service program.
- Students know what they want in a school food service program – food that looks and tastes good and menus that include a variety of offerings.
- Students are sophisticated buyers, who are highly influenced by their favorite fast food restaurants and the mall retail experience. 90% of students would be more likely to eat in



"From a personal perspective, One World Café has been one of the most positive things I've done with ARAMARK. Professionally, it was fresh and enlightening."
Rick Ward, Salazar Elementary School, Alice, TX



their cafeteria if the food quality was improved and the atmosphere provided a fast food or mall food court setting.

- Less than half of parents and principals surveyed were satisfied with their current food service program, and the aspects that they found least appealing were the nutritional value and variety of food offered.
- Fast service and a clean, friendly eating environment are important to students, parents, and principals.

Turning Research Into Results... The One World Café Dining Solution

Using the insights gained from our research, we developed a new type of cafeteria to which kids can relate - the **One World Café**. This innovative concept transforms your cafeteria into a highly appealing experience that will satisfy your students at every meal, every day. And the name reflects the diversity of the students and the food selections.

One World Café offers a fresh and varied new menu that students really enjoy. But the concept is so much more – it's a **complete food service program that redefines the entire dining experience**, from nutritious recipe development and valuable operational efficiencies, to results-oriented marketing and merchandising programs.

To maximize each school district's results with this program, One World Café incorporates the following benefits:

- Customized food offerings that address student preferences are consistently prepared, and meet or exceed nutritional guidelines. New recipes revolve around five exciting branded food concepts: The Grill, The Deli, The Works, The Pizzeria, and The Tacoria. Recipes are appropriately refined to fit the choices of younger students (K-5) and older students (grades 6-12).
- Attractive packaging allows for easy identification of food offerings.
- Simple, vibrant graphics and signage support all menu offerings. This inviting visual retail approach provides a fun, "cool", and contemporary eating environment for your students.
- Fun, promotional programs for all age levels, and the Spike mascot program for elementary school students, support nutritional awareness education, maintain excitement, and encourage dining in the school cafeteria.

- One World Café is easy to set up and flexible enough to fit almost any cafeteria environment, including multipurpose, straight-line, and food station configurations.

Our research into student, parent, and administrator preferences has given us the ability to offer creative, impactful programs that succeed. The One World Café has been implemented in schools across the country with outstanding results. In one pilot school, for example, student participation increased from 68% to 92%. And in another district, a la carte sales increased 51%, wait-time in the food line was reduced by 50%, and the employee turnover rate dropped to 5%!



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For more information about how ARAMARK and its One World Café can improve your district's food service program, please contact your ARAMARK School Support Services representative, call 1-800-ARAMARK, or visit us online at www.aramark.com.

