



# Today's high school students have changed.

In the last few months, ARAMARK dedicated resources to truly understanding our teen (ages 13-18) customers—your students. What started as a preliminary discovery of their tastes and wants resulted in landmark insights of students' cafeteria dining habits and behaviors.

They're much different —more consumer savvy than even just a generation ago.



Your students are independent, powerful consumers

- More individual; in a self-discovery stage
- Image- and body-conscious
- Optimistic; Trying to find meaning in the world and how they fit in it
- Driving age and college-focused
- Over 31.6 million
- Fastest growing segment of population
- Known as millennials/Y

## Research

ARAMARK's proprietary research was designed to:

- Identify cafeteria dining habits and behaviors
- Identify student segmentation groups
- Discover usage and non-usage drivers

We looked at the middle and high school student market at large, not just ARAMARK's clients. We wanted to understand what was taking place in the marketplace to best design the right solutions for students in these age brackets. Comprehensive research was conducted by a third-party research firm in early January 2004. More than 2,400 households in the continental US were contacted. The data collected was weighted for gender, race and grade level to accurately reflect the mindset of the total student population of the U.S. A thorough analysis of the data revealed a number of key indicators of, and trends in, student behavior. From these results, we were able to focus on the opportunities to communicate better with our student customers and closely align with their needs.

## Opportunity

It is clear that today's dining solutions, whether self-operated by the district or provided by food service contractors, do not appeal to all or even some student types. We discovered much about the fascinating dining and purchasing behavior and current satisfaction (or shall we say "dissatisfaction") levels among students. Our research suggests that today's students:

- Have more pressure to succeed in school than ever before
- Encounter a host of alternative meal "substitutes," including creating a meal from vending options, trekking to off-site options in open campus districts, skipping lunch completely or bringing food from home
- Are experiencing an ever-decreasing personal time budget, while managing multiple constraints in relation to food consumption. These constraints include:
  - limited time to actually consume lunch
  - unappealing food choices
  - overcrowded food lines
  - "lunch" periods that start as early as breakfast-time



## The Place Where High School Students Can Be Themselves

The U.B.U. Lounge is the oasis on the high school property that provides a universally appealing environment. EVERY student segment finds a place to fit in at the U.B.U Lounge. It is a comfortable setting for high school students to eat, express themselves, and re-energize with their friends.

Here they'll find their favorite the foods and variety, as they refuel both physically and emotionally to meet the challenges of the day.

The U.B.U. Lounge has been created to appeal to high school students who are just about being themselves. The U.B.U. Lounge is open all day and is designed as an urban living room, with a couch area for chilling out and an expression wall for self-expression.

The menu includes pizza, salads, burgers, sandwiches and larger portion items to share with friends, as well as bottled water, fruit drinks and smoothies. The staff is dressed in a variety of casual clothing while a mix of popular music, selected by the students, plays overhead.

Every element of this brand is focused on appealing to high school students and has been developed around their unique preferences and interests. The U.B.U. Lounge Brand is incorporated into every aspect of this new dining program. It's about:

- Colors painted on the walls
- Sophisticated lighting
- Updated and creative Merchandising materials and techniques
- New menu items and food packaging
- An opportunity for self expression on the Expression Wall
- The casual uniforms worn by the U.B.U. Lounge food service team
- Student lounge areas, complete with furniture, and music
- Colorful graphic images of teenagers being themselves

Most importantly, the U.B.U. Lounge invites students to come as they are and lets them know that in this environment, all we ask is that U.B.U!

### Culinary Considerations

New and exciting menu items were co-created by ARAMARK culinarians, seasoned ARAMARK School Food Service professionals and a diverse team of interior designers, graphic artists, food facility planners and marketing professionals. Features of our culinary creations include:

- Healthy grab and go based options
- New packaging: colors and materials
- Authenticity: including Chinese takeout packaging and torpedo sleeves for hoagies and subs
- 60% of recipes with less than 30% of calories from fat
- Protein at age-appropriate levels

### Our Brand, The U.B.U. Lounge

In an effort to connect with the preferences and behaviors of our high school student customers, we have designed a branded program that is specific to their needs. This research-based branded concept reflects the habits, choices and nutritional requirements of today's teens. Our solutions were expressly developed to be relevant, tasty, and available at the point of need, while providing a value to our students.

Branding is all about developing a retail image that piques curiosity, encourages trial and helps build a strong relationship with customers over time. We have developed complete, packaged solutions that elevate nutritious menuing and environmental considerations to the level of a powerful brand. We're confident that our brands will be popular with, and leave an imprint on, the minds of our student customers.

# Complete environment



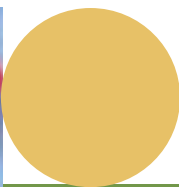


## Menu:

### Are your students Grab-&-Go or Made-to-Order?

The U.B.U. Lounge menu is about sophistication and trying new flavor combinations. The menu themes target the more developed tastes and preferences of high school students. Students can express themselves by trying different combinations with one of the numerous made-to-order items.

We surveyed high schoolers across the country to find out about their favorite foods and restaurants, and blended it with today's popular dining trends. From here, our dedicated chefs hit the kitchen developing great tasting meals especially for our students. They chopped, diced, mixed, folded, wrapped, and tested many variations until they came upon the right mix of flavors, and meal options and presentation.



## To whet your appetite, here's a sampling of recipes only found at the U.B.U. Lounge:

### Chicken Grande

Big portions of chicken, rice, beans, salsa and cheeses, wrapped and baked in a tortilla and served with a cilantro lime sauce.

### Santa Fe Turkey

Turkey, ham, bacon and cheddar cheese, baked with a tangy chili mayo in a sub roll.

### Grilled on the Greens

Sliced grilled chicken, served on a bed of greens with bacon bits and ranch dressing.

### So-Sesame Chicken

Diced chicken, cooked with sesame seeds in a teriyaki sauce and served with rice...presented in an authentic Chinese carton.

### Veggie Nice Rice

A medley of vegetables and boiled eggs, stirred into delicious fried rice.

As an added benefit, many items are "grab & go," which provides convenience for students and gives them more time to catch up with friends during lunch or prepare for their next class. And for those students who have a few extra minutes, meals can be made-to-order especially for them.

So whether your students are Grab-&-Go or Made-to-Order, at the U.B.U. Lounge they'll enjoy a nutritious meal that fits their tastes and personalities. And they'll still find time to settle in their favorite couch and enjoy the break between classes with friends.

# ent design



## The Extras

Administrators can leverage ARAMARK's proprietary brand, U.B.U. Lounge, by promoting the "soft benefits" of the new programs—the features that promote socialization and can be used indirectly as a means to build community within your district.

## Hanging Out!

The U.B.U. Lounge creates a comfortable and personable setting for students, and even faculty and parents, to gather and share conversation and ideas. We call it the "Lounge (urban living room) Factor," and create the environment with items like:

- One Couch
- Two Chairs
- Two Small Tables

## Music is Key!

The Muzak® program in the U.B.U Lounge provides the pop/variety music that your students are "in tune with" (but with appropriate sensors). Additionally, the program:

- Includes equipment and service
- Allows for Administration controls



## Uniforms for All!

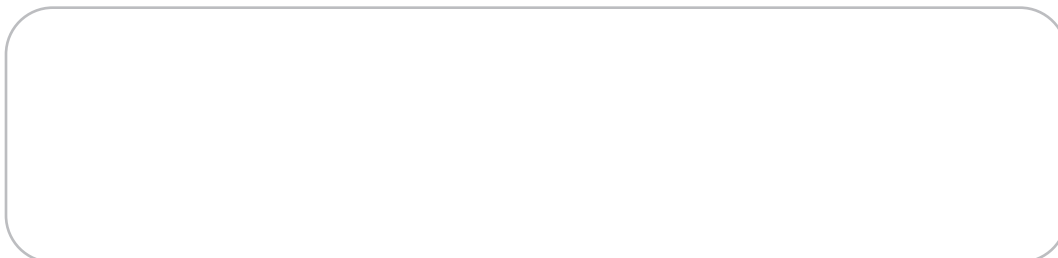
Uniforms are one more way to convey a unique brand for your food service operations:

- By using neutral colors that are non-school related, we have created a uniform that supports the brand and can be easily implemented in all schools
- The unique uniform style coincides with the creative and expressive look of the new brand, while conveying an attitude that teens understand

## Communication for Optimal Results!

The U.B.U. Lounge brand is supported by tools to invite participation and "spread the message" to the entire school community—students, parents, administrators, teachers, and influencers. These channels of communication include:

- Websites
- PA announcements
- Posters
- Student newspaper ads



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