

THE FUNDAMENTALS

EXCELLENT CUSTOMER SERVICE

In the 12 Spot, middle school students get the great customer service experience they deserve. Here they enjoy: A friendly atmosphere, efficient and timely service, customer-focused signage, value and convenience.

OPERATIONS EXCELLENCE

The 12 Spot is not just a new look for an existing dining area; it is a strategic solution to maximize financial effectiveness and operating efficiencies of your middle school cafeteria.

To drive meal participation and capitalize on the funding available through federal reimbursements, 12 Spot delivers:

- High standards of food preparation, production and delivery
- Improved service flow and better speed of service
- Product safety and integrity in supply chain management
- Comprehensive employee training



CUSTOMER-FOCUSED COMMUNICATIONS

The 12 Spot communication plan builds support and interest with students and parents, reinforces the nutritional benefits of eating at school, promotes district wellness efforts and builds excitement for healthy eating in the cafeteria. Information is shared through:

- School district food service websites and student-focused wellness websites
- Monthly menu calendars and wellness newsletters
- Announcements and signage
- And more!

As a seamless integration of student preferences, parent expectations and district needs, the 12 Spot

- Focuses on nutrition and wellness
- Increases meal participation growth
- Improves financial and operations performance
- Increases student and parent satisfaction
- Offers flexible implementation options
- Engages employees and the community

At ARAMARK Education, we recognize the importance of encouraging students to adopt **good eating and lifestyle habits** and the critical role food service plays in this effort. A commitment to innovation and continuous improvement to our dining programs is at the heart of how we help students grow and flourish.



An Innovative School Dining Program for Middle School Students!

INSPIRING STUDENTS. INSPIRING RESULTS.

You want what is best for your students and so do we. At ARAMARK Education, we focus on helping students and districts flourish by providing nutritious, student-friendly menus that promote wellness and meal participation. As a result, we've created a comprehensive dining program that your middle school students ("tweens") will love!

THE 12 SPOT...

- Is the spot **students seek out** as the middle of the school day approaches - a place to call their own
- Reflects the lifestyle of today's tweens by **focusing on friends, activities and sports**
- Provides a **cool atmosphere** for middle school students to hang out with friends, eat foods they like, and feel comfortable
- Like the students, **changes during the course of the year**, and accommodates their fast-paced lives by offering quick, easy and healthy choices

Our proven approach links nutritious food, wellness education, and an exciting dining environment to increase middle student meal participation and satisfaction.

Welcome to 12 Spot... the lunchtime spot for tweens!



WE LISTENED

RESEARCH METHODOLOGY

The **12 Spot** was developed by combining over 55 years of experience in school districts across the country with extensive consumer research. We contacted 2400 households and conducted focus groups with middle school students across the country. 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.

INSIGHTS

We learned a great deal about the fascinating dining and purchasing behaviors of middle school students and their current satisfaction levels. Today's middle school students:

- Have **high aspirations** and are **becoming more health conscious**
- Want to **spend time with friends** during lunch
- Respond to active, **engaging messages** and graphics
- **Must manage busy schedules and multiple constraints in relation to food consumption**, such as short or very early lunch periods, overcrowded food lines and unappealing food choices
- Encounter a **host of alternative meal "substitutes,"** including vending options, food from home, or skipping lunch completely
- Are savvy customers, who **expect a retail-like dining environment** with flavorful menu choices and speedy service



SOLUTION

Using our research and insights, ARAMARK's experts in culinary and nutrition, marketing, operations, and facility design collaborated to develop the unique **12 Spot**, which was recognized with a **Menu Masters Award** from *Nation's Restaurant News* for **Best On-site Operator Menu**. The 12 Spot delivers proven results:

- High ratings from students for menu taste and variety
- Average meal participation growth of 10-15%
- Improved customer satisfaction due to increased speed of service

Before



After



THE POWER OF THE BRAND

THE ENGAGING DINING ENVIRONMENT

The 12 Spot is a place that appeals to the energy level, life style, and preferences of middle school students. It features:

- High energy graphics - integrating sports, seasonal activities, food, and groups of friends - that change with the seasons, while maintaining a relevant and trendy atmosphere
- Bright colors and sophisticated lighting
- Creative, contemporary and retail-like food packaging and merchandising

FOCUS ON HEALTH AND WELLNESS

We know that healthy students demonstrate improved academic success and quality of life. So the **12 Spot menu** strategy reflects middle students' preferences and current retail dining trends, while encouraging well-balanced choices. The 12 Spot menu:



- Focuses on healthy and fresh ingredients
- Is about wild colors, extreme flavors and wacky names, with creative and nutritious items that target the tastes of middle school students
- Changes to reflect traditional seasonal favorites

ARAMARK's menu approach for tweens is supported by the **Treat Yourself Right™ (TYR) Program**, which provides:

- A selection of "better for you" menu offerings to encourage good choices in the cafeteria
- Wellness education materials to promote positive, healthy habits, both in and outside of school
- Bimonthly TYR Newsletters that share nutrition, healthy lifestyle and socially-relevant, topical information

Weekly-changing promotions also add interest and excitement for students, while reinforcing that healthy meals are essential for students to do well and be well.

