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## When Satisfaction is Made-To-Order

*Its hard not to like something when you choose the ingredients*

Successful dining services can be identified with one word - trendy. Let's face it, our industry is similar to fashion in the fact we franchise in fad. People hear about the latest flavors and cooking techniques and they immediately want to try it. Residential dining is not immune to the demand for trendy flavors, despite the obvious limitations.

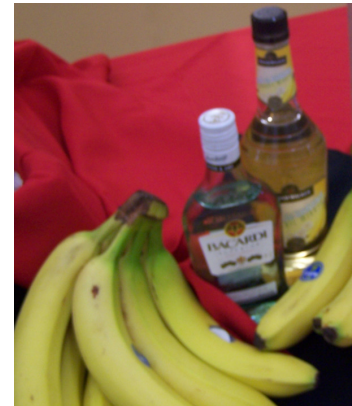
One of the more recent trends is the growing popularity of fresh, made-to-order meals. The challenge lies in feeding 1,000 students made-to-order items in 2.5 hours.

How we accomplished this goal is to provide one special dishes focusing on

fresh, easily assembled components that can quickly be cooked or prepared for a mass amount of people. Students choose the ingredients or components and the item is cooked right in front of them.

We do not limit to this style of preparation to just entrees. The items range from the simple to the elaborate an desserts seem to be just as popular as regular entrees.

Made-to-order dishes we have served this semester include bananas foster, build your own stir fry, blue cheese and steak salad, build your own cup cakes and of course the extremely popular Buffalo chicken club wrap.



## Chartwells By The Numbers

Increase in  
residents  
since 2001  
**3,800%**

Number of  
Buffalo  
chicken  
club wraps  
served  
**400**

Pounds of  
food not  
washed on  
trays  
days  
**140**

Number of  
sushi pieces  
provided to  
students  
during Visiting  
Chef  
**1000**

Number of  
surveys  
received  
online  
**300**

Number of  
visitors to the  
Chartwells  
website since  
August 1st.  
**2100**

Number of  
new  
enteries  
proposed  
**51**

Promos and  
special  
provided in  
September  
**9**



# Nutrition Tours

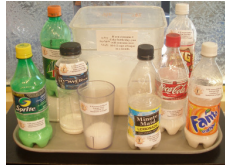
*Avoiding the Freshman 15...and the Sophomore 30...and the...*

The dreaded freshman 15. And that's just the beginning. As our society has grown more comfortable with a sedentary lifestyle and the dining selections of an all-you-care-to-eat facility increased in flavor and quality, the freshman 15 has now almost become an accepted inevitability instead of an avoidable health risk.

Education is the key component to help students understand the importance of proper nutrition, but more importantly how to apply

those lessons in the ever busy and chaotic lifestyle of your average college student.

To help address these concerns, Chartwells Registered Dietitian Candice Duncan, RD, LD, provides nutrition tours at Towers Café to teach students how to make healthier dining choices. This program is available free of charge for all students. We are extremely appreciative of the Southeast athletic teams who have been particularly supportive of this program.



## *Who doesn't love Redbucks?*

Who doesn't love Redbucks...Simple answer, nobody. Our aggressive marketing approach to this program has provided us with increased commissionable sales along with increased customer satisfaction.

Since the start of 2001-2002 academic year, Redbuck sales have increased by 3,800%. This year alone, we already surpassed the Fall 2008 amount by 2% with 3 months remaining on the semester calendar.

The secret to the success of this program has been simple. We provide high quality meals which entice voluntary sales. Also, through the Redbucks program, our customers are rewarded for their dining frequency.

## Surveys Now Online...

Although technically not implemented as a green initiative, Chartwells has introduced paperless online surveys as a way of gaining valuable student feedback. These surveys became available at the beginning of the month and will be available until October 24th.

To help get students involved, information was posted on the student portal and our staff set up tables with wireless laptops on loan from the Southeast IT department. Early results have been positive and it appears we will have the highest Chartwells survey participation.

## Visiting Chef Theme Meal



Southeast Students were provided a number of exciting promotions recently including Visiting Chef Sushi Night and Mediterranean Theme Meal.

