

# DIGESTIBLE INSIGHTS: TRENDS IN HIGHER ED DINING

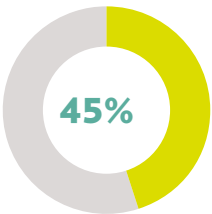


At Aramark, our approach to campus dining focuses on powerful insights that fuel innovation to elevate the student experience.

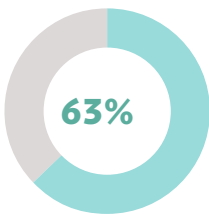
At the center of all we do is a total hospitality experience customized for your unique student population and campus environment. We help over 600 colleges and universities differentiate their institutions by focusing on student satisfaction and loyalty.

## SPENDING HABITS OF MILLENNIALS

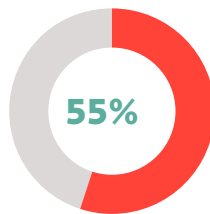
### CONVENIENCE & VALUE ARE TOP ATTRIBUTES WHEN SHOPPING



SHOP AT STORES WITH REWARDS PROGRAMS



PURCHASE PRODUCTS FROM NON-PREFERRED BRANDS TO GET A DEAL



SEEK THE CHEAPEST OPTIONS

\$174/MONTH: AVERAGE SPENT EATING OUT<sup>2</sup>

MAJORITY OF SPENDING:

Fast food restaurants



Coffee/Beverage chains

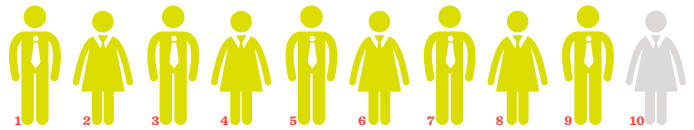


Convenience stores



## ENGAGED STUDENTS ADD VALUE TO DINING

### 90% OF MILLENNIALS ENGAGE WITH BRANDS EVERY WEEK<sup>3</sup>



### SOCIAL MEDIA FANS ARE MORE ENGAGED, SPEND MORE<sup>4</sup>

Spend 41% more on campus than non-fans

46% rate program value high vs. 27% for non-fans

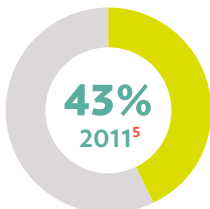
41% will recommend dining program vs. 29% for non-fans

16% will purchase a meal plan even though it's not required vs. 8% for non-fans

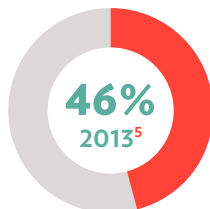
## DINING INFLUENCES ENROLLMENT

### FOOD SERVICE IS INCREASINGLY A DECIDING FACTOR IN PROSPECTIVE STUDENTS' ENROLLMENT

IMPORTANCE OF DINING IN DECISION TO ATTEND A SPECIFIC SCHOOL



VS.



### COMFORT & FLEXIBILITY ESSENTIAL TO CAMPUS DINING

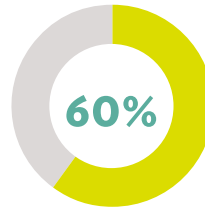
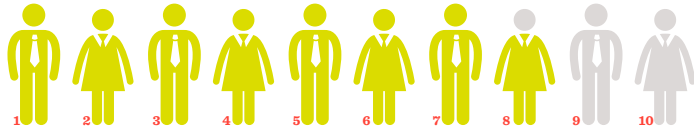
Campus "living rooms" build community

Lounge area for meeting new friends, relaxation, and fun

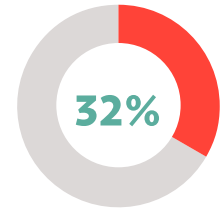
Premium theme meals and events

# HEALTH & WELLNESS IS AN IMPORTANT TOPIC FOR STUDENTS

78% OF STUDENTS ALWAYS WATCH WHAT THEY EAT OR ARE CAREFUL ABOUT IT



OF STUDENTS WOULD EAT MORE OFTEN ON CAMPUS IF HEALTHIER OPTIONS WERE AVAILABLE<sup>4</sup>



OF STUDENTS DETERMINE MEAL HEALTHINESS FROM NUTRITION CONTENT<sup>4</sup>

## MILLENNIALS STRIVE FOR A HEALTHIER LIFESTYLE

CONSUMERS AGED 18-24 EXPECT AVAILABILITY OF NUTRITION INFORMATION<sup>6</sup>



WITH ICON IDENTIFIERS



SERVED IN A SEPARATE SECTION



UPON REQUEST



ON MENU BOARDS

SHIFTING PERCEPTIONS ARE INCREASING AWARENESS & CONSUMPTION OF<sup>7</sup>



LOCAL VS. 47% IN 2010



ORGANIC VS. 28% IN 2010



NATURAL VS. 44% IN 2010



SUSTAINABLE VS. 27% IN 2010

WELLNESS CONCERNS DRIVE ON-SITE OPERATIONS

Increasing regulatory demands for nutrition information

Increasing number of students with allergies

Discover all that Aramark can help you do – from delivering valuable insights that can differentiate your campus to delivering the resources, talent and expertise for industry-leading innovation – we transform the total hospitality experience for your students. Please visit [aramarkhighered.com](http://aramarkhighered.com), email us at [highered@aramark.com](mailto:highered@aramark.com), or call 866-428-1094 for more information.

### SOURCES

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