



AN INNOVATIVE APPROACH TO GRAB AND GO DINING

By Fred Wencel

Our customers' dining habits continue to evolve. Today, our customer may consume three meals and a combination of two to three snacks throughout the day.

The **Simply To Go** offering is our newly positioned grab and go brand that combines healthy meal options with beverage and snack offers. We have worked with our Director of Wellness, Roxanne Moore, and many valued vendor partners to develop these nutritionally balanced offers for today's campus customers.

Simply To Go is a series of offerings that will be introduced on your campus this fall. Following is a snapshot look at each of our **Simply To Go** modules.

simply to go impulse

Our snack offering, located at the cash register or checker station, features fifteen snack items and fresh fruit. Of these fifteen snack items, over 30% meet the guidelines for our Balance program criteria, and four are great offers for breakfast on the go. The intent of this impulse service is to provide our students' with great tasting between-class or study break snacks. Currently, we have over 1000 impulse displays in use across the country.



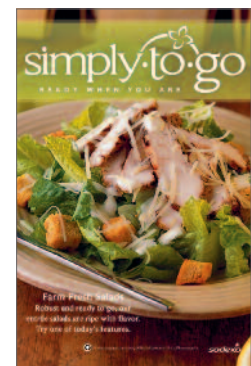
simply to go blendable yogurt



We have worked with Yoplait® to develop eight blendable yogurt parfaits. These parfaits include non-fat vanilla yogurt, Nature Valley Granola®, fresh and frozen fruits and berries. We have changed the size of this offer to a nine ounce cup to make the offer better fit the nutritional needs of a healthier snack offering. These parfaits are also a great way to get the calcium, fiber and fruit our customers need each day with an eye-catching layered parfait.

simply to go fresh food

Our fresh food offering will bring back popular convenience store products and blend in new items for your students' added enjoyment. As part of this module, we are also going to brand the cooler area to generate more customer interest. We are also currently looking at options for more sustainable packaging materials and will begin testing some reusable containers in the near future.





simply to go organic and natural

Featuring a mix of organic, natural and other special dietary products, this offering will include a variety of items that can be consumed on premise or taken to go. Currently in development, the product offering will include soy and rice milk for our lacto-intolerance customers, organic and natural snack mixes and cookies, fruit bars and fruit fiber strips, a selection of organic cereals and gluten-free snacks.



simply to go energy

The energy beverage category has grown tremendously over the last two years. We are working with Coke®, Pepsi® and Red Bull® to develop a better energy offering for our customers.



simply to go side items

These popular items will be used to bundle with sandwich and grill offers to make full meals and drive the value proposition to our guests. The items will include chips (baked and regular varieties) and other side items that fit the needs of your students while enhancing the value of their meal combinations.

simply to go cold beverage

We are currently working with our primary beverage partners to develop a new offering of cold carbonated beverages, waters, juice, isotonic beverages, teas and non-carbonated drinks. All will be targeted at addressing the current consumer trends in this important dining category.

Simply To Go is a retail strategy that will blend nutrition, sustainability and popular, on-trend items in our retail operations and resident dining facilities.

Our goal is to make the Simply To Go brand the retail offering you recognize as Sodexo when you walk into your campus dining locations.



Fred Wencil is Director of the Retail Brand for Sodexo Campus Services.

