



Food Service Review

Geneva School District 304

April 24, 2023



Agenda

Welcome and Introductions



Our People Make the Difference



Premier Operations



On The Horizon



Open Discussion



GENEVA MANAGEMENT TEAM

— INTRODUCTIONS —



Jada Lutterbach
District Manager



Jamie Knapp
Client Retention Director



Kurt Kurlek
General Manager



Deb Naughton
Senior Vice President, Client Retention



Kendal Turpen
Senior Marketing Manager



CELEBRATION

MOMENT

OUR STAFF MAKES THE DIFFERENCE 458 years of combined service!

- Dedicated team members that care!
- Delivering exceptional service with a smile!
- Providing a positive environment for our students!
- With knowledge and expertise, they are the key to our success!





PREMIER OPERATIONS

Initiative Implementation

- Future Chefs 2023
- Exhibition Cooking
- Community Partnerships
- Introduction of SoHappy App



Future Chefs 2023!



So Happy



FUTURE CHEFS

— 2023 —





EXHIBITION

COOKING

- Exhibition Cooking to continue to be innovative!
- Using local product to support community (Reams Meat Market)

Featured Entrees:

- Penne Pasta with Fresh Italian Sausage
- Chicken Caesar Salad with Homemade Croutons
- Thai Chicken Stir Fry with Coconut Chile Sauce





COMMUNITY PARTNERSHIPS

- Geneva Lions Club Involvement
- Lazarus Home Donations
- Fundraiser events to include:
 - Soup a Bowl
 - Shrimpfest
 - Lions Club Pancake Breakfast
 - Lions Club Swedish Days





Growing a Healthier Future Together

YOUR FIVE-YEAR INNOVATION ROAD MAP

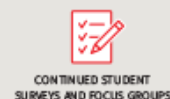


Branding Options for Younger Students



Food Options for Emerging Tastes

STUDENT SUCCESS



CONTINUED STUDENT SURVEYS AND FOCUS GROUPS



CLUBHOUSE TIER 2



NEW MIDDLE SCHOOL EXPERIENCE



EVOLUTION OF TASTE 4.0

simply to go
SIMPLY TO GO FUEL PACKS AND PERFORMANCE MEALS

Capture
STUDENT INSIGHT DRIVES CUSTOMISED MENUS



UPSHOW DIGITAL MENU BOARD SOLUTIONS



STUDENT PROMOTION INFLUENCER



LUNCH LOCKERS



POP-UP RESTAURANT CONCEPTS



TEACHING AND LEARNING ENVIRONMENT



Farm to Market



TOWER GARDEN
BY JUICE PLUS



DESK EXPRESS



STUDENT Well-Being
Nutrition Education Curriculum Support



A to Z
Sodexo



Exhibition COOKING



Our Journey Toward An Accelerated And Energized Nutrition And Wellness Experience Starts Here

FINANCE AND OPERATIONS



COMMITTED TO TRANSPARENT FINANCIAL REPORTING



FULL UTILIZATION OF COMMODITIES



COLLECT AND ANALYZE BENCHMARK DATA



GRANT WRITING SUPPORT



SUPPORTING AND PREPARING CLAIMS FOR SFA APPROVAL AND SUBMISSION



SNP, CACFP AND SUMMER MEAL INTEGRITY PLAN COMPLIANCE



COMMUNICATION AND C



CONTINUED STUDENT SURVEYS AND FOCUS GROUPS



INGREDIENT, NUTRITION AND ALLERGEN INFORMATION



MY DTXT



So 2.0



perform



Wellness Fairs



THE clubhouse



“What could be
more fun than
having your own
clubhouse!”



THE clubhouse



Even at a young age,
elementary students
are savvy consumers,
and The clubhouse is a
Brand that appeals to
these Discerning students
and their families.





FoodiE Café is built on what matters to your students:

- Enjoying a variety of flavors that can be customized to their liking
- Engaging with friends and technology because this is how students navigate the world
- Exploring the world around them through fun, educational opportunities and events

by *sodexo**

tastes good
feels good
does good

Foodie supersedes the norm by offering students fresh, quality, on-trend foods in a convenient environment quite akin to their experiences at retail establishments.





Students enjoy, engage and explore all the ingredients needed to live their healthiest lives.

by *sodexo**

enjoy
(FOOD)

Energizing the dining environment and supporting the learning agenda while maximizing freshness, variety and student well-being; prioritizing customization; and using culturally inspired ingredients and techniques that introduce a world of flavors

explorê
(COMMUNITY)

Expanding social engagement through community and education provides fun with relatable roadmaps and opportunities to immersive experiences.

engage
(TECHNOLOGY)

Creating trend-forward environments gives students a place to recharge with friends and engage on a whole new level. Technology delivers convenience and seamlessly connects nutrition to social and emotional well-being education. Aligning students' digital preferences to multiple points of engagement generates excitement and increases participation.



A young woman with long dark hair, wearing a light grey button-down shirt over a pink and white striped top, is smiling and holding a purple tray. On the tray is a sandwich on a bun with green fillings and a brown paper coffee cup with a white lid and a lime wedge. The background is a bright, out-of-focus cafe interior with other people seated at tables.

TASTE⁴

by *sodexo*^{*}

Re-energized to compete with the most popular street brands on the market today, Taste4 is engineered to showcase variety, convenience, authenticity and global cuisines.



TASTE⁴
by *sodexo*

Taste4 allows our students to enjoy the lunchtime experience from the moment they step into the cafeteria until they head back to class.



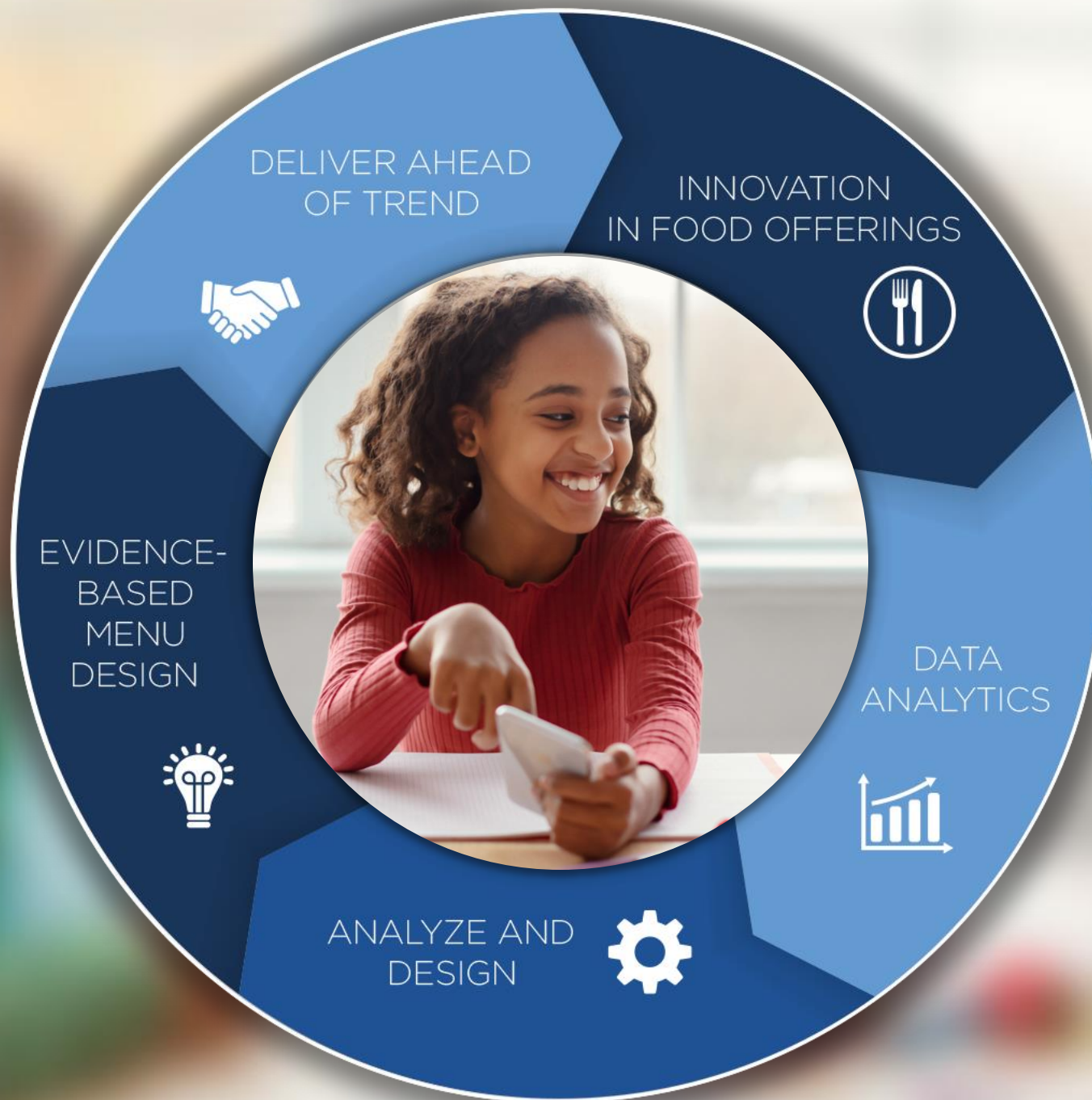
Caribou  COFFEE®

LIFE IS SHORT. STAY AWAKE FOR IT.®



DESK EXPRESS





— BORN TO BE —
DIGITAL

TARGET AND CREATE NEW
DINING EXPERIENCES
THROUGH INNOVATION

Today's students are inseparable from technology. They expect tech-friendly services that offer speed, convenience and on-demand customization for every dining experience within and outside of the cafeteria.



BORN TO BE
DIGITAL
INNOVATION IS NOT ABOUT "NEW" ITS ABOUT
"CHANGE" – GOOD TO GREAT!

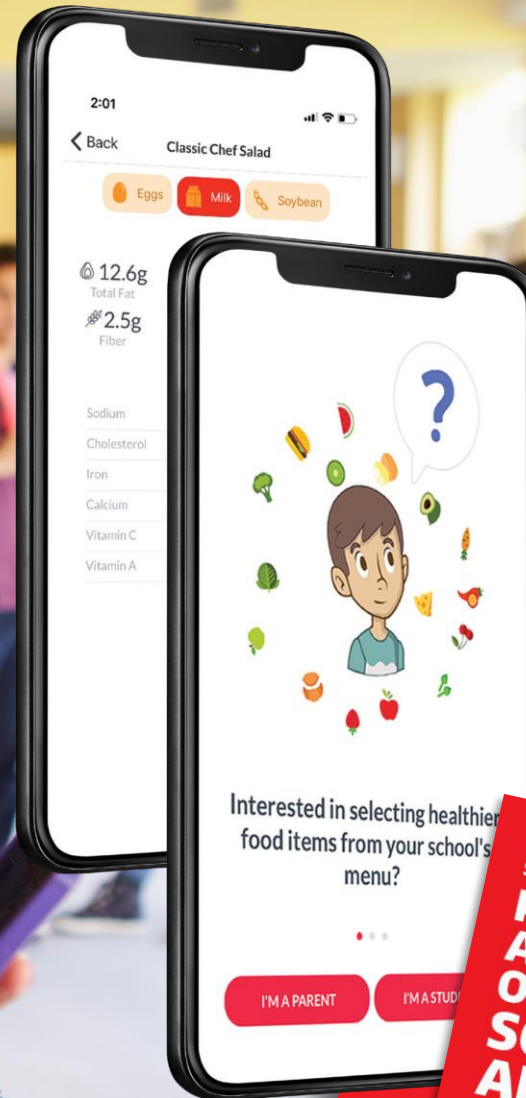


— STUDENT — ENGAGEMENT

STUDENT PROMOTION INFLUENCER

- Awareness – Students need to be aware that a promotion is going to take place well before it happens.
- Inspire – Students want to feel connected to the messaging.
- Simple – Students enjoy promotions that are fun and fast.
- Fun – What makes a promotion memorable is that it was fun and gave students a break from their everyday routines.
- Value – Students want the promotions to contain value, whether it's in the form of giveaways, prizes, food or fun.
- Peer Influence – Students are more likely to get involved in a promotion if they see other students getting involved.
- Student Driven – Get students involved in promotions run by other students.





So Happy

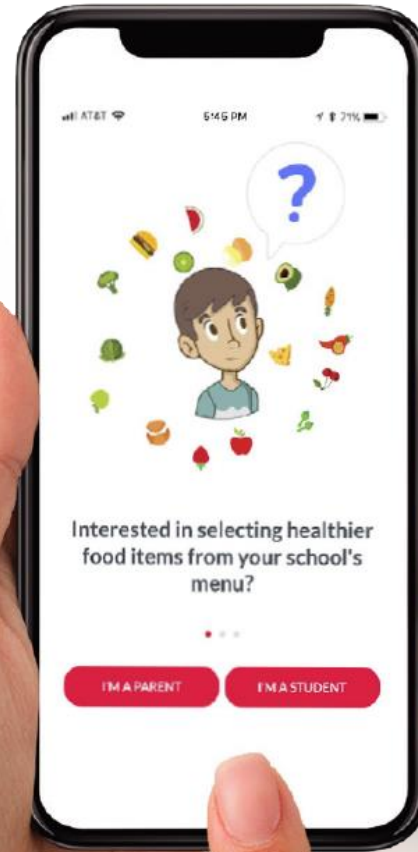
Use So Happy to access
your school's menus. Find
nutrition, allergy
information
and more!

The app that makes it **so easy** to see
what's on the menu



KEY FEATURES AND BENEFITS

- Identifies allergens with pertinent alerts
- Connects parent/guardian and child apps for a daily recap of calories in and
- Provides a forum to offer feedback
- Includes an option to preorder meals up to one week in advance
- Enables the user to reorder a favorite, previously ordered meal combination
- Provides multilingual capabilities
- Encourages students to earn points for making healthy choices, which can be used to build animated characters within the app
- Includes a step counter/activity component



So Happy

“Alexa, ask
So Happy what’s
for lunch today”

and you’ll hear what’s
being served.



What's Next?

- SoHappy App-Full District Implementation
- 5-year Roadmap to success
- Innovation-Student led Menu design
- Marketing Refresh-Clubhouse, FoodiE, Taste4
- Pop-up Restaurant Concept
- Caribou Coffee Shop
- Desk Express



— ON THE
HORIZON —



So Happy



POP-UP CONCEPTS



ENGAGEMENT

— FY24 GOALS —

- Innovative solutions to increase student participation by creating excitement with new concepts.
- Student engagement;
Establish Student Advisory Committees and Student Promotion Influencer.
- Nurturing learning opportunities with culinary programs throughout district
- Digital Innovation; Sodexo SoHappy App and MyDTX.





— OPEN — DISCUSSION



Are there any other priorities that we should be focused on?



Did we hear you?



Are there any other strategies to support the priorities that we should align?

