

MARRIOTT

CAMPUS DINING SERVICES

VIVA LA FIESTA

CROSSROADS  
CAFE AND FOOD COURT



## MARRIOTT CAMPUS DINING SERVICES

Today's students have more dining options than ever before—and that means more competition than ever before for campus dining service operations.

When students purchase food off campus, they are fulfilling a need—for a particular type of food, price point or experience—that is not being met on campus. Working with you, Marriott Education Services can create an environment that offers students the quality, value, convenience and excitement of mall-style dining, pizza delivery, branded catering and other off-campus revenue-robbers, giving students what they desire right on campus.

In our partnerships with more than 450 colleges and universities around the country, Marriott Education Services has found that creating this exciting and familiar environment not only boosts dining service revenues, but also helps create a better foundation for student life and activities. And, with the recognized importance of a strong food service in recruitment and retention efforts, it can also have a significant impact on an institution's longer term goals as well.

## CUSTOMERS DESIGN THE PROGRAM

To find out what students want, we don't guess, we ask. Working with the administration, we design and implement a customized customer driven process on campus. This extensive program of focus groups, surveys, interviews and other qualitative research tools brings in feedback from every possible campus constituency, and provides a base of information for fact-based decisionmaking. In addition, ongoing feedback mechanisms help keep dining services fine-tuned to customer specifications.



## AFTER WE ASK, WE DELIVER

Students tell us what they want to eat, and, within weeks, they can see their top food choices ready and waiting for

them right on campus. With the largest and most diverse group of partners in the industry, Marriott can cost-effectively deliver national brands including Taco Bell, Burger King, Pizza Hut, TCBY, Sbarro's, Chik-fil-A and dozens more. We can also meet student needs with a diverse selection of popular signature brands including "Strutters" rotisserie-style chicken, "Bamboodles" Asian specialties and "Sub Connection" sandwich shop, proven concepts with all the color and personality of their national counterparts.



We also ask students when they want to eat, and use feedback to set service hours, as well as strategically providing convenient "grab and go" options, early breakfast stations, even "midnight meals" as demand dictates. And, we give students a diverse choice of purchase options, including a wide variety of meal plans (many with built-in "Munch Money" debit cards and cash service. Working with you, Marriott can deliver a customized combination that meets everybody's needs.

## EXHIBITION COOKING A SPECIALTY

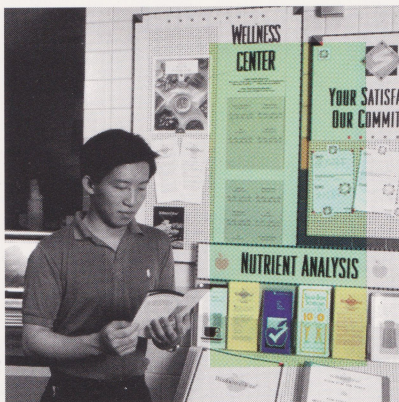
Marriott pioneered, and continues to lead the field in exhibition cooking, currently the hottest food concept at campuses around the country. And no wonder—no one can resist fresh food prepared to order right before their eyes! Students can select from the largest array of "Theme Cuisine" concepts available today, including Sizzling Salads, Fresh-Tossed Pasta, Authentic Wok Cuisine and dozens more popular stations.





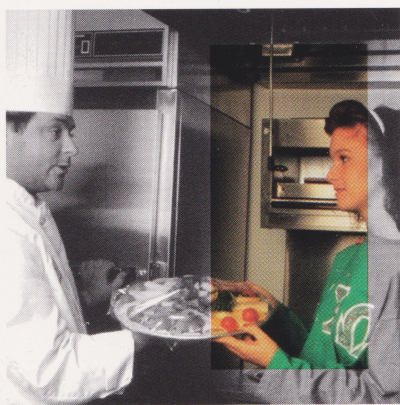
## HEALTHY LIFESTYLES SUPPORTED AND ENCOURAGED

Marriott's Wellness & You program, ensures that students opting for vegetarian lifestyles or simply watching calories, fat or salt always have delicious options from which to choose. Wellness & You selections are always clearly marked, with colorful signage providing accurate nutritional information. This effort is supported by a wide variety of literature, as well as complete ingredient lists and analysis—often on computer—so that all interested diners can find out more about eating healthy for life.



## CATERING THAT SUPPORTS A CAMPUS'S DIVERSE ACTIVITIES

The Marriott name is synonymous with fine dining, and our highly-trained Executive Chefs and their staffs are experienced at raising Presidential receptions, Development banquets, Board dinners and other important functions to a new level of gracious elegance. Their on-site expertise is supported by the Chefs' Guild, a worldwide network of Marriott chefs, as well as by the resources of nearby Marriott hotels, which can provide access to special equipment and expertise.



Marriott also emphasizes the importance of fast, high quality and cost-effective informal catering, vital in supporting student activities and an important building block of a quality campus

lifestyle. We are expert at providing excellent food and service in every format from barbecue to pizza parties to picnics, and also at working with student organization representatives in related areas—from scheduling to decorations—to help make sure that every event is an outstanding success.

## STADIUM CONCESSIONS EXPERTISE



Marriott helps put a professional polish on collegiate concessions programs, applying proven standards to everything from food handling to financial reporting, and helping create an efficient program that is a true profit center for the campus. Current Marriott concessions partners include public and private schools ranging in size from the Big 10 to Division III participants.

## YOU RETAIN CONTROL

A Marriott partnership helps to enhance your control, with a program of ongoing measurements and data reporting that gives you more accurate and timely decisionmaking information than ever before. Marriott can partner with campus administrators in Housing, Business, Auxiliary Services, Student Activities and other vital areas to set dining



service-related goals and ensure they are being met or exceeded year after year.



## LOCAL DECISIONMAKING, A WORLD OF RESOURCES

In a Marriott partnership, your day-to-day partner is the on-site Marriott manager, empowered to work with you to make instant decisions on nearly any matter vital to your food service success. Your manager is supported on-site by a team of hand-picked, highly-trained managers and staff associates, as well as by all the resources of the Marriott organization. By tapping into Marriott's district, regional, national and international organizations, your on-site manager can bring in world-class assistance in specific areas including facilities design and development, volume purchasing, debit card/information systems implementation and much more.



## ASSOCIATES WHO EMBODY MARRIOTT'S FAMOUS HOSPITALITY

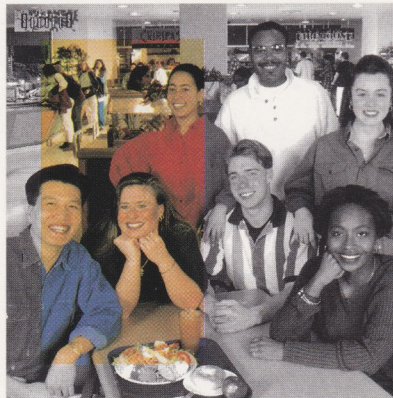
The Marriott name and reputation attracts the best candidates at every level, and all associates are provided with a working environment in which they can enjoy their work and excel. Training is a top priority, with associates



continually drilled in relevant areas ranging from safety to skill-building to time management. Marriott's management style encourages associate empowerment and initiative, as well as a fierce commitment to the integrity of every

individual. It's a combination of factors that lead to results the customers can see, as they are cheerfully served by personable associates who are truly glad to see them.

## A MARRIOTT PARTNERSHIP CAN HELP YOU KEEP 'EM ON CAMPUS



With more than 40 years of experience exclusively serving colleges and universities, Marriott Education Services can offer your students a dining service they'll find truly exciting—with the variety and quality that will make them want to return again and again. That means maximum revenues for your dining services operation today, and an enticing environment that can help attract and retain the campus residents of tomorrow.

TOGETHER, WE CAN CREATE THE  
OPTIMUM DINING SERVICE ENVIRONMENT.

CALL MARRIOTT TODAY,  
AND LET'S DISCUSS THE POSSIBILITIES.

  
EDUCATION SERVICES

283 N. North Lake Blvd., Suite 260

Altamonte Springs, FL 32701

(407) 339-3230

(800) 852-0743