

Food Management

Ideas for Onsite Foodservice

August 2011

2011 BEST CONCEPT Awards

Nine innovative ideas that helped our winners build business, grow participation, enhance customer loyalty and establish signature services.

Best Renovation Award
Winner Atrium at Eickhoff at
The College of New Jersey

Catering Goes Green 30 A New \$200 Million Contract Company 8 What is Bio Soap? 38



BEST RENOVATION

PROJECT TEAM MEMBERS:
COLLEGE OF NEW JERSEY

Jim Norfleet
Vice President of Student Affairs

Lloyd Ricketts
Treasurer

Sean Stallings
Executive Director of Residential Education & Housing

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Director of Planning/Campus Architect

Karen Roth
Director of Dining Services

Bill Rudeau
Director of Campus Construction

David Jurkin
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SODEXO, TCNJ DINING SERVICES

John Higgins
General Manager

Lee Brandolini
Director of Operations

Erik Zwillinger
Executive Chef

Ray Encarnacion
District Manager

Joanna Brunell
Marketing Manager

Mark Connor
Architect
Connor Architecture

Big, Bold and Beautiful

WINNER: THE COLLEGE OF NEW JERSEY

ENTRY: ATRIUM AT EICKHOFF

THE BIG IDEA: Recognized for its spectacular, colorful design and its variety of vibrant serving stations, the Atrium at Eickhoff is the product of a \$5.8 million two-phase project that updated a 1992 dining hall to better serve today's students.

The renovated structure has increased transactions by 29% (over 170,000) and sales nearly 22% (over \$1 million) since its opening in Spring 2011. It has also been instrumental in boosting voluntary meal plan purchases by over 17%.

Meanwhile, customer satisfaction as measured by survey scores are through the roof. Most dramatically, the percentage of students saying they would likely continue purchasing future meals at Eickhoff had risen from 10 percent in Fall 2010 (before the renovated facility opened) to

over 90 percent in the spring.

The stations, each with a brand unique to the school, range from deli, grill, wok and Mexican concepts to a meat-free zone (Ceva) for vegetarian diners, and My Zone, for students with gluten allergies.

