Welcome to Award-Winning Dining

Dining is an integral part of campus life, and here at UB, we have created a living and learning atmosphere where experiences will last a lifetime.
Supporting the UB Community

As an auxiliary operation, Campus Dining & Shops is committed to providing quality products and services at competitive prices while maintaining a solid financial footing.

Partnerships, collaborations, and an entrepreneurial approach yield a portfolio of programs and services which are rated top in their respective fields.
Welcome to Award Winning Dining

Crossroads Culinary Center (C3), which opened in October 2012 and is UB’s newest residential dining center, symbolizes the latest trends in dining to exceed student expectations.

The nearly $13 million, 650-seat C3 is an expansion and renovation of a 1970s era dining center in UB’s largest residential complex.

LOYAL E. HORTON DINING AWARDS
Goodyear Dining Center

Six action cooking stations along with touch-screen ordering and an inviting entrance way highlight the almost $300,000 renovation that took place this past year.
Governors Dining Center

Positive comments from both students and staff regarding the complete redesign and menu changes.
Building a First-Class Dining Program

UB has the #1 ranked Dining Services of all SUNY University Centers
Six Years Gross Sales

Before and after Investment Analysis

<table>
<thead>
<tr>
<th>Year Ending</th>
<th>Sales</th>
<th>$ Increase</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/31/2009</td>
<td>$21,734,276.00</td>
<td>$1,369,470.00</td>
<td>6.30%</td>
</tr>
<tr>
<td>5/31/2010</td>
<td>$23,103,746.00</td>
<td>$1,875,775.00</td>
<td>8.12%</td>
</tr>
<tr>
<td>5/31/2011</td>
<td>$24,979,521.00</td>
<td>$2,207,449.00</td>
<td>8.84%</td>
</tr>
<tr>
<td>5/31/2012</td>
<td>$27,186,970.00</td>
<td>$1,866,058.00</td>
<td>6.86%</td>
</tr>
<tr>
<td>5/31/2013</td>
<td>$29,053,028.00</td>
<td>$3,345,193.00</td>
<td>11.51%</td>
</tr>
<tr>
<td>5/31/2014</td>
<td>$35,660,100.00</td>
<td>$3,261,879.00</td>
<td>10.07%</td>
</tr>
<tr>
<td>5/31/2015 (*)</td>
<td>$35,660,100.00</td>
<td>$3,261,879.00</td>
<td>10.07%</td>
</tr>
</tbody>
</table>

(*) Estimate

CDS Six Years Gross Sales

Legend:
- Blue: Sales
- Red: $ Increase
- Green: % Increase
Our dining program stays at the leading edge of national trends.

Over the past five years, Meal Plan participation has increased by 20% along with a 65% increase in overall revenue.
## National Benchmark Results

### 2014 National Association of College and University Food Services Survey

<table>
<thead>
<tr>
<th>Category</th>
<th>UB</th>
<th>National</th>
<th>Category</th>
<th>UB</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food: Overall</td>
<td>4.05</td>
<td>3.88</td>
<td>Service: Overall</td>
<td>4.19</td>
<td>4.18</td>
</tr>
<tr>
<td>Taste</td>
<td>4.06</td>
<td>3.84</td>
<td>Hours</td>
<td>3.89</td>
<td>3.84</td>
</tr>
<tr>
<td>Eye Appeal</td>
<td>4.01</td>
<td>3.81</td>
<td>Helpful Staff</td>
<td>4.22</td>
<td>4.21</td>
</tr>
<tr>
<td>Freshness</td>
<td>3.97</td>
<td>3.73</td>
<td>Friendly Staff</td>
<td>4.27</td>
<td>4.25</td>
</tr>
<tr>
<td>Nutritional Content</td>
<td>3.76</td>
<td>3.53</td>
<td>Cleanliness</td>
<td>4.24</td>
<td>4.21</td>
</tr>
<tr>
<td>Value</td>
<td>3.62</td>
<td>3.48</td>
<td>Seating</td>
<td>4.06</td>
<td>3.96</td>
</tr>
<tr>
<td>Menu Availability</td>
<td>4.16</td>
<td>3.99</td>
<td>Enviro. Friendly Food</td>
<td>4.10</td>
<td>4.03</td>
</tr>
<tr>
<td>Menu Variety</td>
<td>3.92</td>
<td>3.66</td>
<td>Social/Ethical Food</td>
<td>4.10</td>
<td>4.04</td>
</tr>
</tbody>
</table>
# Mystery Shopper Program

<table>
<thead>
<tr>
<th>Question</th>
<th>Response</th>
<th>Score (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>OVERALL</td>
<td></td>
<td>96.2%</td>
</tr>
<tr>
<td>Overall, how enjoyable was your experience?</td>
<td>Good</td>
<td>90%</td>
</tr>
<tr>
<td>When did you visit the dining hall?</td>
<td>2014-12-04 20:00:00</td>
<td></td>
</tr>
<tr>
<td>Please provide details</td>
<td>Specialty food selection (having the PB&amp;J theme) was good.</td>
<td></td>
</tr>
<tr>
<td>SERVICE</td>
<td></td>
<td>97.5%</td>
</tr>
<tr>
<td>Rate the overall customer service in the Dining Hall</td>
<td>Good</td>
<td>90% (45/50)</td>
</tr>
<tr>
<td>Rate the Staff on neat and clean appearance</td>
<td>Excellent</td>
<td>100% (50/50)</td>
</tr>
<tr>
<td>Was the staff friendly &amp; smiling during your visit?</td>
<td>Yes</td>
<td>100% (50/50)</td>
</tr>
<tr>
<td>Rate the Staff on professionalism and courteousness</td>
<td>Good</td>
<td>50% (45/50)</td>
</tr>
<tr>
<td>Was the staff helpful in pointing out all the food options offered at the station?</td>
<td>Yes</td>
<td>100% (20/20)</td>
</tr>
<tr>
<td>Rate the Staff’s response to your request</td>
<td>Excellent</td>
<td>100% (50/50)</td>
</tr>
</tbody>
</table>

Mystery Shopper Program details for Crossroads Culinary Center (CB).
CAMPUS DINING AND SHOPS

Fast Facts

Business Operations

• 35 retail operations across 3 Campuses
• 3 Residential Dining Centers
• 3 Convenient Stores
• 1 Retail Apparel Store
• 22,000 meals served per day
CAMPUS DINING AND SHOPS

Dining Operations

- C3 Culinary Center
- Guac & Roll
- Farber Café
- The WithRoom
- Stampa Sushi
- Stackers
- Greens & Beans
- Fine Arts Café
- Mrs. Ricci's Corner Café
- The Cellar
- Main Street Market
- BERT's
- Capen Café
- Harriman Café
- NV Deli & Diner
- Putnam's
- Baldy Walkway Cafe
- Sizzles
CAMPUS DINING AND SHOPS

Additional Services

- Jamba Juice
- Moe's Southwest Grill
- Tim Hortons
- Bull on the Run
- IncredIBull Pizza
- UB Concessions
- Snackin'
- Au Bon Pain Café Bakery

University at Buffalo The State University of New York
Largest Single Employer On Campus

1,426 Employees
- over 1,000 Students

Total Payroll - $12,484,113
# Contributions to UB

<table>
<thead>
<tr>
<th>Campus Dining &amp; Shops</th>
<th>2012-13</th>
<th>2013-14</th>
<th>2014-15</th>
<th>2015-16</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Campus Support Payments</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rent + Utilities</td>
<td>$531,612</td>
<td>$531,612</td>
<td>$531,612</td>
<td>$531,612</td>
</tr>
<tr>
<td>UB Adm. Labor Reimbursement</td>
<td>$12,000</td>
<td>$12,000</td>
<td>$12,000</td>
<td>$12,000</td>
</tr>
<tr>
<td>UB Environmental Health Support</td>
<td>$12,000</td>
<td>$12,000</td>
<td>$12,000</td>
<td>$12,000</td>
</tr>
<tr>
<td>UB General Support</td>
<td>$1,786,752</td>
<td>$1,981,127</td>
<td>$2,151,245</td>
<td>$2,213,913</td>
</tr>
<tr>
<td>Student Affairs General Support</td>
<td>$403,000</td>
<td>$378,000</td>
<td>$378,000</td>
<td>$378,000</td>
</tr>
<tr>
<td>Student Affairs Staff Support</td>
<td>$113,000</td>
<td>$113,000</td>
<td>$113,000</td>
<td>$113,000</td>
</tr>
<tr>
<td>Additional Sustainability Support</td>
<td>$25,000</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Beverage Marketing Funds</td>
<td>$300,000</td>
<td>$300,000</td>
<td>$300,000</td>
<td>$300,000</td>
</tr>
<tr>
<td>RA Meal Plans</td>
<td>$99,150</td>
<td>$114,400</td>
<td>$120,000</td>
<td>$125,000</td>
</tr>
<tr>
<td>Residence Hall programming</td>
<td>$9,950</td>
<td>$10,000</td>
<td>$10,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Commissions to Athletics</td>
<td>$80,541</td>
<td>$95,652</td>
<td>$100,000</td>
<td>$105,000</td>
</tr>
<tr>
<td>Sub Board programming</td>
<td>$52,502</td>
<td>$56,746</td>
<td>$50,000</td>
<td>$50,000</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>$3,425,506</td>
<td>$3,604,537</td>
<td>$3,777,857</td>
<td>$3,850,525</td>
</tr>
</tbody>
</table>
Staff Training & Resources

- Training incorporated in new-hire process; increased awareness at all units
- New Food Service Suite - Website Nutrition
- Show/Display Cooking - very little back-of-house cooking
- Grab & Go product offerings ever expanding
An Outstanding Culinary Team
Customer Contributions

- Focus Groups
- Taste Panels
- Student Advisory Board
- Faculty Student Association Board
- Surveys
Faculty & Staff - FlexiBull Bucks

- Accessible only with your UB Card
- Purchase food, supplies, and gifts at numerous locations both on and off campus
- Use your account at any UB Campus Dining & Shops location for food and/or beverage purchases - receive a discount – it’s like getting your meal tax-free!
Big Blue - UB’s Acclaimed Food Truck

Herd at the Curb

Big Blue offers unique culinary creations not found anywhere else on campus.
Big Blue - UB’s Acclaimed Food Truck

Herd at the Curb

Big Blue offers unique culinary creations not found anywhere else on campus.
UB Snackin’ - Self-op Vending

- Expanded product mix
- Mobile ID
- Exploring International offerings
Composting Food Waste

From Garbage to Gardens

We produce a soil amendment from all composted kitchen and post-consumer food scraps that is used in landscaping across UB and in community gardens throughout Western New York.
Over $3.9 million in local food purchases

- Building relationships with growers, food artisans, and food manufacturers right here in New York State
- Outreach and education on the importance of buying local
- Award winning program
Driving Smart
Driving Green

Locally emission-free, Watts of Deliveries is our next generation of food delivery vehicles.
Perk’s Renovation - Starbucks
Capen Library Cafe - Starbucks

- Expanded product offerings to include:
  Starbucks Coffee (hot & iced)
  Starbucks Espresso (hot & iced)
  Frappuccino
Perk’s Renovation - Starbucks
International Market Place
Food For Thought

"One cannot think well, love well, sleep well, if one has not dined well." - Virginia Woolf