

UVA Dine *hoosletter*

RESIDENTIAL

Events like World Vegetarian Day & Oktoberfest bring students a taste of something new

RETAIL

Grubhub expansion makes contactless dining a breeze at the Castle

165

VOC SUBMISSIONS IN
THE FIRST 2 WEEKS OF
OCTOBER

Students often visit one of our retail locations like Starbucks at Newcomb Hall before spending time on the Lawn with their snacks.

RESIDENTIAL: WORLD VEGETARIAN DAY



Celebrating plant-based dining at every meal

UVADine celebrated World Vegetarian Day by centering meatless meal options across all three dining rooms on October 1.

Each dining room focused on making one meal period of the day a unique, primarily-vegetarian experience, which encouraged interested diners to visit all of our residential locations in a single day. Runk (pictured left) served up “crabby-less” heart of palm crab cakes with spicy Lexington slaw for breakfast, while O’Hill and Fresh Food Company focused on vegetarian-friendly comfort food like eggplant parmesan (top left) and a harvest bounty pizza (top right) for lunch and dinner respectively. The event showcased our chefs’ talent and creativity and proved that eating more vegetables is delicious *and* doable.

OKTOBERFEST



On September 28, our three dining rooms pulled out all the stops for this year's Oktoberfest celebration! While cultural culinary classics like bratwurst (pictured top left) and potato pancakes served as familiar flavors to introduce students to German cuisine, our diners' taste palettes were also introduced to dishes like sauerbraten (German pot roast; pictured top and bottom right) and rotkohl (sweet and sour red cabbage). We cannot wait to see what our amazing residential team serves up during our annual Thanksgiving Feast next month!

TASTE TESTERS

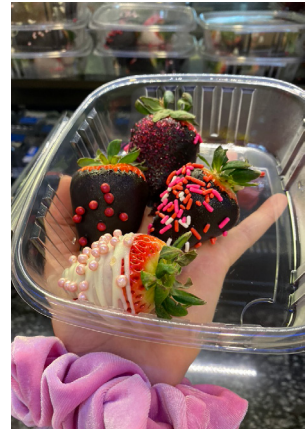
This event was great for Runk to show off their skills before Germany was featured at the international station for the week of October 5-9!

RETAIL: THE CASTLE



The pandemic may have created cause for concern about the state of on-Grounds dining this semester, but the Castle is showing no signs of slowing down. Despite removing all interior seating at the location and limiting in-store pick-up to one customer at a time to prioritize the safety of both our students and dining workers, Meal Exchange numbers have remained steady, actually rising by 7.1 percent to 3,241 average weekly swipes this month as compared to 3,025 to mid-October 2019. Promotions like Harvest of the Month (October's being butternut squash sourced from two local farms) continue to be student favorites from a wide variety of fresh item add-ons.





Expanding our Grubhub operations (of which the Castle, currently an online order-only location, is included) has maintained volume at our retail locations. Quick-service options like West Range Café and Rising Roll that already promoted grab-and-go dining pivoted easily into implementing the new on-Grounds safety measures, with one satisfied customer noting that they “loved the kiosk... thanks for keeping us [students] safe” in their 10/10 VOC review.



GRUBHUB EXPANSION

"Newcomb dining is my favorite. Best food and nicest people!"

"Gnocchi was awesome tonight. Love the parmesan cheese on top."

"Sorry we came upstairs all at once — thanks for making us social distance."

"Khadijah is always so nice and friendly when I come in to eat!"

"The staff at JPJ are the best & the food is always a good option for dinner BECAUSE of all the options!!!"

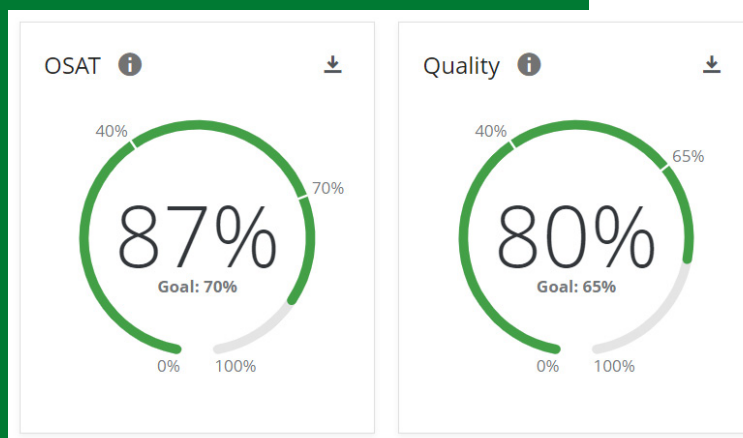
"UVA athletic dining is my favourite! They've adapted to COVID so well and even though we only get to see them for 10 minutes a day, they make those 10 minutes so lovely! The food is so yummy and they make really fun dishes that are exciting to see and eat! Thank you guys!"

"We love the salad bar."

"Remember the blue cheese mashed potatoes the other night? They were amazing."

"Avery was very helpful!"

VOICE of the CONSUMER



165

VOC SUBMISSIONS IN
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STUDENT EXPERIENCE



COVID-19 MEALS

UVADine's COVID-19 quarantine meal program has been serving between 200 to 250 students per meal period. The program, which provides three balanced meals and several between-meal snacks every day, has evolved from its start in early September in no small part due to participant response. Our digital quarantine meal survey has been an ongoing way for students to rate the quality, healthiness, and variety of their meals.

The latest changes include:

- rotating juice flavors (between orange, cranberry, and apple)
- added from-scratch pastries for variety (e.g. scones, flavored biscuits, and donuts; see top photo)
- fresh fruit cups added to lunch/weekend brunch
- new side salads and entrée items added into rotation
- reheatable Good Uncle meals added to weekend meal rotation

We have also worked with the university's Student COVID Coalition to help deliver 100 meals out to the surrounding community every week. This partnership, which will continue through the end of the semester, has delivered 800 meals to refugee families in need to date.



MEET TAYLOR HAWKINS

Having joined our team at the start of her first year, fourth-year ambassador Taylor Hawkins is entering her seventh semester as a Peer-to-Peer Ambassador. After graduating UVA in December 2020 with a degree in Government and Foreign Affairs, Taylor plans to continue her studies in law school next fall. She says that her time as a student worker has equipped her with professional skills like adaptability, problem solving, and on-the-spot critical thinking that will benefit her in her future career.



Our Peer-to-Peer Ambassador team is staying hard at work this semester as they return to Grounds and seek to safely engage other students with the dining program. The Fall 2020 team is composed of five fourth-year students with a variety of majors including Biology, Youth and Social Innovation, and Government. Each student brings their own perspective, interests and expertise to the team, which in turn gives us a broad range

of insight from the UVA student body.

Taking advantage of this semester's major restructuring, we have decided to pilot the Area Specialist program with the Peer-to-Peer Ambassadors. Our team's mid-semester survey indicated that our ambassadors desired personalization of tasks based on their current proficiencies and areas in which they desire growth. By assigning each student worker to a specific marketing segment like social

media/digital assets or residential dining, we are hoping to develop the skillsets of our ambassadors, empower them to take ownership over specific projects, and encourage engagement within our team before it is distributed to the university.

Tablings continue to be a way for our team to foster engagement with new and returning students. Added safety precautions, including using a stacked table format to provide a minimum of six feet of distance between our team and their fellow



students, ensures that guidelines are maintained and the health of all students is prioritized. Contactless tabling (see right box), which utilizes QR codes to link to pertinent information about dining programs, locations, or promotions, enables us to connect with students across multiple mealtimes without an ambassador present. While the execution of our events and engagement strategies look different this year, the nature of our engagement and our dedication to providing students a seamless dining experience remains unchanged.

CONTACTLESS TABLING



The above design was created by UVADine Digital Marketing Associate **Christine Mountain** at the beginning of the academic year as a way to continue to provide information in high-traffic areas without compromising the health of a Peer-to-Peer Ambassador or their fellow students. Instead of using a tabling design that, while providing adequate distance, still requires student workers to be close by to answer questions or restock collateral, the **contactless table** design directs visitors to scan the QR codes with their phone camera and be automatically taken to browse our website or contact us via social media about areas of interest that may not be covered online.

Since its successful implementation this semester, it has been shared as a student worker and engagement best practice for Aramark higher education accounts **nationwide**.

When Ambassadors have to be present at an otherwise-contactless table to maintain giveaway or sample items or set up and take down the display, plexiglass is also available to further protect them.

117
UNIQUE QR CODE
SCANS ACROSS ALL
DIGITAL CAMPAIGNS



Liked by **taylorl.hawkins** and 178 others

uvadining Congratulations to @chimonandslam and @evemiller_ (aka @uvaeats) for guessing the exact amount of pumpkin candy corn pieces in the jar! 298 was the lucky



Liked by **jillianhughes_** and 192 others



Liked by **caroline.anderson16** and 201 others

uvadining Did you know your waste from the dining halls he...
y the food at the Student Garden outside of O'Hill? Blac...
r Compost picks up organic waste, like food scraps... m...
ys ago



Liked by **k8_schneider** and 103 others

uvadining



Liked by **rachelcdelaney** and 367 others

uvadining CONTEST TIME! 1. Follow @uvadining 2. Tag 2 friends in the comment section & guess how many pumpkin candy corn pieces are in the jar for a chance to win this... more
View all 440 comments

STAYING SOCIAL
OUR MOST-LIKED CONTENT THIS MONTH



Liked by **jillianhughes_** and 103 others

green dining



Aramark's Green Thread platform focuses on responsible sourcing, waste minimization, operational efficiency and transportation management.

CAROLINE BALOGA

Caroline joined the UVADine team in July as our new Sustainability Coordinator after graduating this past spring from the University of Michigan with a degree in both Environmental and International Studies.

Beyond upholding the Aramark Green Thread platform (see left) and working in tandem with UVA's Office of Sustainability initiatives, Caroline's primary goal this semester has been to adapt our pre-existing programs to work within the new safety regulations with a special focus on compostable to-go materials.

Visiting Morven Kitchen Garden

Supporting our local producers

On October 8, the Green Dining team visited Morven Kitchen Garden (located 9 miles from Grounds) to tour the area and meet with the student staff and faculty farm manager. UVADine has worked with MKG since their GAP certification in 2018.

Items from that week's MKG harvest went on to be sectioned out and used at Fresh Food Company (where they are frequently used for the Sustainable Taste Cart) and Runk Dining Room.



UPCOMING EVENTS

10/19 — GREEN DINING
“STOCK THE PANTRY”
SWIPE DRIVE

10/26 — NATIONAL
PUMPKIN DAY

10/27 — FARM-TO-FORK
DINNER @ RUNK

11/2-6 — BISTRO BISCUIT
LTO @ ALL DINING ROOMS