

UVA Dine *hoosletter*



RETAIL

Charlottesville favorites and
Cram Carts go mobile

DIGITAL

Top Spring 2021 social
posts put the 'you' in UVA

RESIDENTIAL



Our goal of building strong Charlottesville community partnerships is most evident in our C-Ville Restaurant Pop-Up event series, which was held exclusively at Fresh Food Company at Newcomb Hall for the spring semester.

Four vendors — Pearl Island, Angelic's Kitchen (above), Poke Sushi Bowl, and Little Manila — took over the Delicious Destinations station with a mouthwatering selection of menu items including curry chicken, lumpia (Filipino spring rolls), baked macaroni and cheese, and classic tuna bowls with edamame and shoyu sauce.



C-VILLE restaurant POP-UP

TIC DINING ROOM • CROSSROADS CONVENIENCE STORE • C3 AT LAMBETH • EINSTEIN BROS. BAGELS AT RICE
 • SIDLEY AUSTIN CAFE • STARBUCKS AT NEWCOMB HALL • STREET EATS • WEST RANGE CAFE • 1819 SUPPLY
 DS • SOCIETY PIES AT CROSSROADS • CHICK-FIL-A AT PAVILION XI • WAHOO NORI AT 1819 SUPPLY NEWCOMB
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CHEF EXPOS



While every meal we serve at our dining locations has a personal touch, that touch is even more noticeable at our Chef Expo events. This semester, UVADine highlighted Chefs Dee Dee and Xaviera at Fresh Food Co.'s Copper Hood and Observatory Hill Dining Room's Pacific Dish stations respectively.

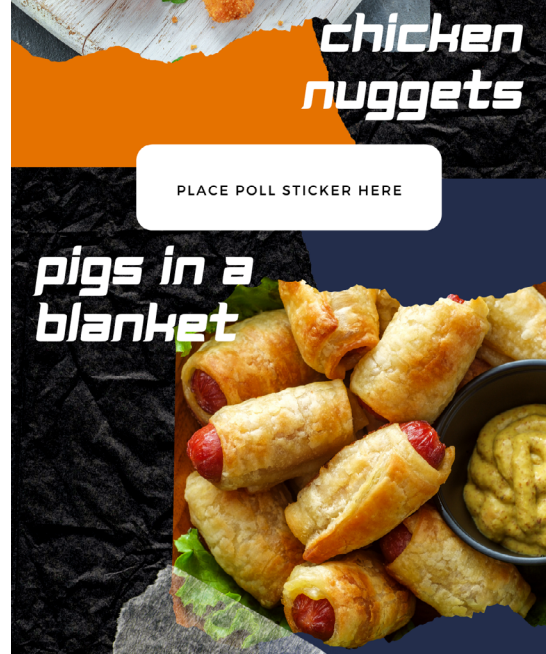
Dee Dee served up her favorite plate to make: Mediterranean pot roast with roasted red potatoes, fresh green beans, and balsamic vegetables. For the 19-year UVADine veteran, it was an easy choice to make as it introduced more variety to the station's menu rotation.

Later in the semester, Xaviera featured made-to-order chicken, shrimp, and vegetarian stir fry for her spotlight event. She told us that some students would be happy to have chicken stir fry every day, and we can understand why if Xaviera is behind the line!



Just because students couldn't attend this year's basketball games doesn't mean that they couldn't take part in one of the best parts of the celebration: game-day food!

Our Instagram followers voted on our story (right) to fill out their Munch Madness brackets until we had our Final Four concession faves and a dessert to feature at Fresh Food Company on March 25. For those students whose culinary choices didn't make the cut, they still had an opportunity to chow down: the other options from the Instagram polls were instead dished up at O'Hill so everyone could get a taste of the action.



MUNCH

madness



HAPPY HOO-LIDAYS

A close-up photograph of a bowl of bento sushi. The bowl is filled with white rice, topped with a variety of ingredients including sliced carrots, green onions, and pieces of sushi. A dark sauce is drizzled over the top. In the background, a menu board is visible with the text "Taste of Dining" and "NEW! FALL 2021". The board also features a logo for "bento SUSHI" and a list of menu items.



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OUR PARTNERSHIP WITH UVA RESIDENTIAL COLLEGES



Part of the residential college experience that UVA students get are communal dinners with their Brown, Hereford, or International peers to encourage college camaraderie over delicious food. While the COVID-19 pandemic changed the face of the dinners, it didn't change the spirit: instead of one big table, UVADine brought in food trucks from our Street Eats fleet to serve students food at the colleges' request. Students were given vouchers ahead of time and lined up outside the truck to get their food and eat together, just six feet apart.

CRAM CART

The end of the semester has everyone on the go, and UVADine is no exception. This year, our finals-favorite Cram Cart was parked outside of O'Hill and Clark Hall in the afternoons to let students pick prepackaged snacks and cold beverages to take with them as they wrapped up one of the most challenging semesters in recent years.



green dining



INTRODUCING
**REUSABLE
TO-GO**





SAY HELLO
TO
**REUSABLE
TO-GO**



HOW TO REDEEM:

EVERYONE WILL GET ONE (1) BONUS SWIPE ADDED TO THEIR MEAL PLAN FOR THE R2GO PROGRAM. TELL THE DINING ROOM CASHIER YOU WOULD LIKE TO REDEEM YOUR REUSABLE TO-GO CONTAINER. GET YOUR BOX AND ENJOY!



HOW TO EXCHANGE:

BRING THE DIRTY CONTAINER NEXT TIME YOU COME TO THE DINING ROOM. TELL THE CASHIER YOU ARE RETURNING YOUR BOX AND DROP IT INTO THE RETURN BIN TO EXCHANGE FOR A CLEAN BOX. YOU MUST ALWAYS RETURN A CONTAINER TO RECEIVE A CLEAN ONE.





WE'RE ALL CONNECTED

LET'S KEEP IT THAT WAY. FOLLOW US AT:

 /UVA/DINE

 @UVA/DINE

 @UVA/DINE

 VIRGINIA.EDU/DINE

 DINE@VIRGINIA.EDU

 (434) 924-5140

Green Dining, in partnership with UVADine, restarted its Reusable To-Go (R2Go) program this semester to great success. Students were able to use one pre-added meal swipe to get the reusable container upon entering a residential dining room and return the empty container on their next visit for a new, clean box and maintain the cycle.

Over 600 students participated in the program this semester and we anticipate that that number will grow as more students join us again on Grounds and seek out sustainable dining options that align with their in-person class schedules.

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At this semester's two Farm to Fork dinners, every station served dishes that were specifically created with sustainable, locally-sourced ingredients. Some plates were more familiar to the everyday palate, like rotisserie chicken quarters with mashed potatoes and rainbow carrots (right), but others like blueberry orange cornbread cobbler encouraged students to experiment with new flavor profiles from the comfort of their favorite dining hall.



TASTE CART



The Sustainable Taste Cart program continued this semester at Fresh Food Company with a focus on providing a diverse selection of local features, including specific plant-based weeks and both student and UVADine employee family recipe recreations from across the globe!

STUDENT ENGAGEMENT

Green Dining interns explored a variety of topics at their tablings across Grounds this semester, including Fair Trade items and a continuation of the Farmers' Market in a Bag program that took off last fall.

For Valentine's Day, the team gave away certified Fair Trade coffee and chocolate bark made in-house at UVADine's Fontana Bakeshop. Paired with these delicious offerings were handouts on the importance and impact of using Fair Trade products.

Two more rounds of our limited-contact farmers' market program in March and April brought our total unique participant number to nearly 150. Those who responded to the program survey after receiving their bag full of dorm-friendly snacks unanimously felt the sign- and pick-up process was efficient and convenient and 91 percent would recommend the program to others and/or revisit the program, which is run in partnership with local food hub 4P Foods, in the future.





“MY EXPERIENCE WAS GREAT — I COULD ALWAYS FIND SOMETHING THAT I LIKED TO EAT”



OSAT



“

Staff is very nice & constantly cleaning tables.

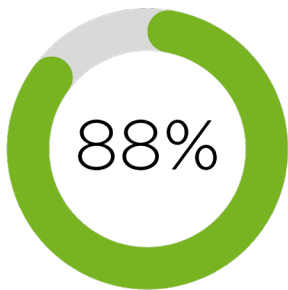
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The Vegan Kung Pao Chicken & Kale was amazing!

”

QUALITY



“

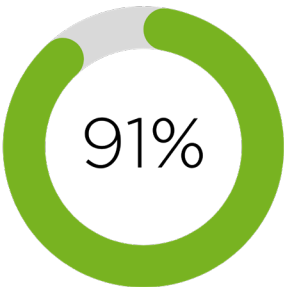
Jeff is such a joy to be around, he always has me laughing!

”

YOUR
VOICE
COUNTS

Three concentric red curved lines of increasing size, positioned to the right of the text 'YOUR VOICE COUNTS', suggesting sound waves or a microphone.

SERVICE



CLEANLINESS



“

I just wanted to say how much I appreciate both Linda and Mandy. We that are here [at the law school] just adore both ladies, and I just wanted to say thanks for a strange but wonderful year filled with cheer.

”

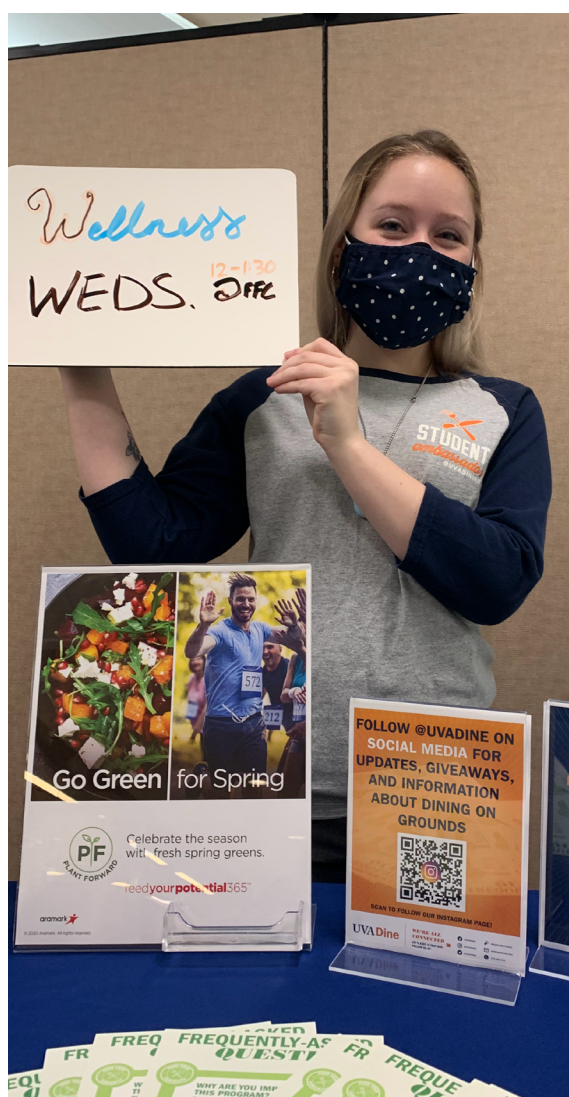
“

I love going to JPJ Athletic Dining! They always have healthy food options that we as athletes need to fuel for performance and create well-balanced meals. Most especially, the people who work at JPJ are the most kind, helpful, compassionate people in the world. They care about each of us and make sure we are well-fed, satisfied, and happy.

”

OBSERVATORY HILL DINING ROOM • FRESH FOOD COMPANY AT NEWCOMB HALL • GOOD UNCLE • JPJ ATHLETIC HALL • THE CASTLE • MING DYNASTY DELIVERY • PAPA JOHN'S DELIVERY • PAVILION XI • THE JUICE LAUNDRY AT MED ED • 1819 SUPPLY AT NEWCOMB • BURRITO THEORY AT CROSSROADS • GRILLE WORKS AT CROSSROADS • SUBWAY AT PAVILION XI • OBSERVATORY HILL DINING ROOM • FRESH FOOD COMPANY AT NEWCOMB HALL • STEIN BROS. BAGELS AT RICE HALL • THE CASTLE • MING DYNASTY DELIVERY • PAPA JOHN'S DELIVERY • PAVILION XI • RANGE CAFE • 1819 SUPPLY AT MED ED • 1819 SUPPLY AT NEWCOMB • BURRITO THEORY AT CROSSROADS • C3 AT 1819 SUPPLY NEWCOMB • SUBWAY AT PAVILION XI • OBSERVATORY HILL DINING ROOM • FRESH FOOD COMPANY AT NEWCOMB HALL • C3 AT LAMBETH • EINSTEIN BROS. BAGELS AT RICE HALL • THE CASTLE • MING DYNASTY DELIVERY • PAPA JOHN'S DELIVERY

PEER-TO-PEER AMBASSADOR PROGRAM



Our team of student workers grew by five undergraduates this semester to accommodate the increased need for peer to peer assistance as dining locations saw more foot traffic and we prepared for a unique spring sales season.

Peer-to-Peer Ambassador responsibilities also increased during the spring semester to include intrateam mentoring, new Health & Wellness tablings, and program evaluation as we plan to add 10 more Ambassadors by next spring and restart our Aramark Step Up to Leadership (S2L) talent development program.



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EARLY MEAL PLAN SIGN-UPS



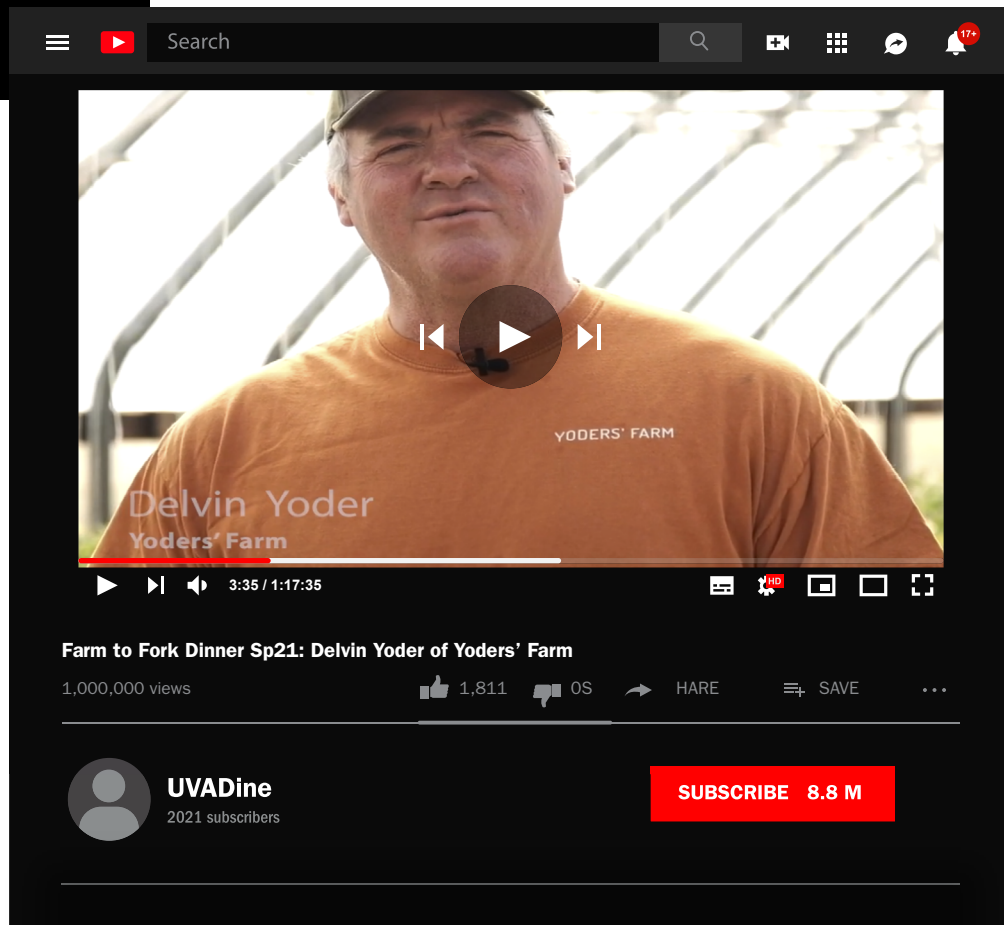
To help bridge the gap between academic years, UVADine offers students the opportunity to sign up for the next year's meal plan in the spring before summer recess. The drive to get students signed up early for the Fall 2021-Spring 2022 academic year was redoubled with the expectation that even more students would be returning to Grounds in the fall as the world starts to recover from the COVID-19 pandemic.

The entire month of April was filled with events for on- and off-Grounds students alike, including meal plan purchase sweepstakes for UVA swag, sampling events of local products including GoodPhyte and Blue Ridge Bucha, and elevated menu events like Cavalier Classics, which turned O'Hill's plates navy, orange, and full of Hoo pride on the 29th.



UVADine social media followers get exclusive behind-the-scenes looks at dining operations like Fontana Bakeshop, updates on new menu options and hours of operations, and beautiful shots of on-Grounds dining options like this Starbucks oat milk latte on the Lawn!

Delvin Yoder of Yoders' Farm in Rustburg, VA participated in our Farm to Fork local producer highlight reel in March and spoke about what it's like to be a Virginian tomato farmer like his father before him.



DIGITAL

With such a large segment of the student body living off-Grounds or at home for the 2020-21 school year, there couldn't have been a better time for us to step up our digital engagement and meet students wherever they were on their own (virtual) terms.

This semester, we took the opportunity to utilize our video-sharing platforms to share the stories of local producers featured in our Farm to Fork dinners including Yoders' Farm (see left) of Rustburg, Papa Weaver's Pork in Orange, and NoBull Burger right here in Charlottesville. Diners were already able to see how close the food they were eating at those dinners were to Grounds, but now they were able to put a face to the name on the sign showcasing their agricultural contributions to the meal.

Website analytics also came into play this semester when we started looking at ways to reach out to students more effectively and streamline our online information hubs. We were pleased to see that nearly a quarter of all of our website hits were return visitors (Fig. 2) and that out of the more than 500 thousand pageviews we got in the spring semester, the majority of them were from mobile devices (Fig. 1). Data like that let us know that continuing to make our website more mobile-friendly was the right way to go in order to best serve the majority of the UVA student body.

Fig. 1 — Website visitors' access platforms

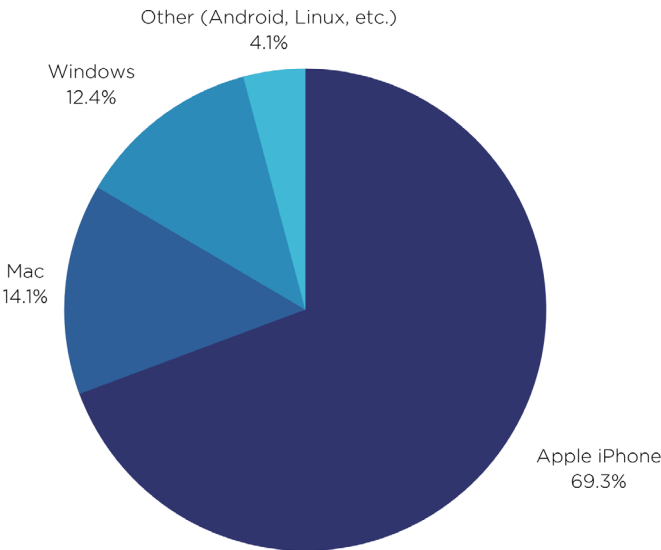
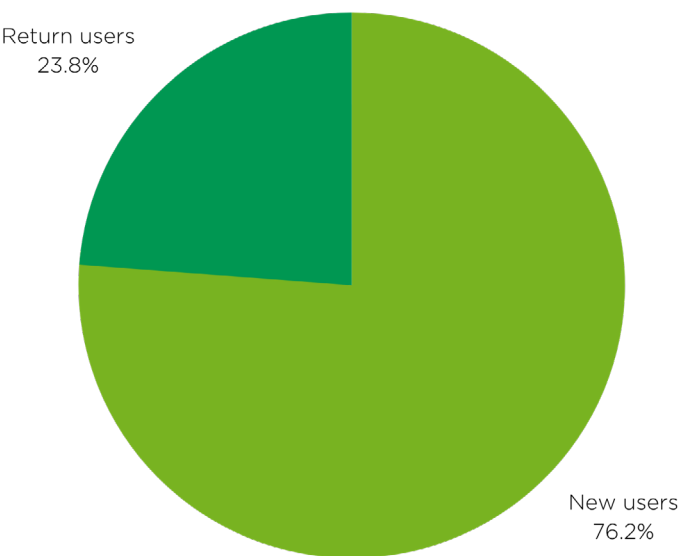


Fig. 2 — Visitors' previous website usage





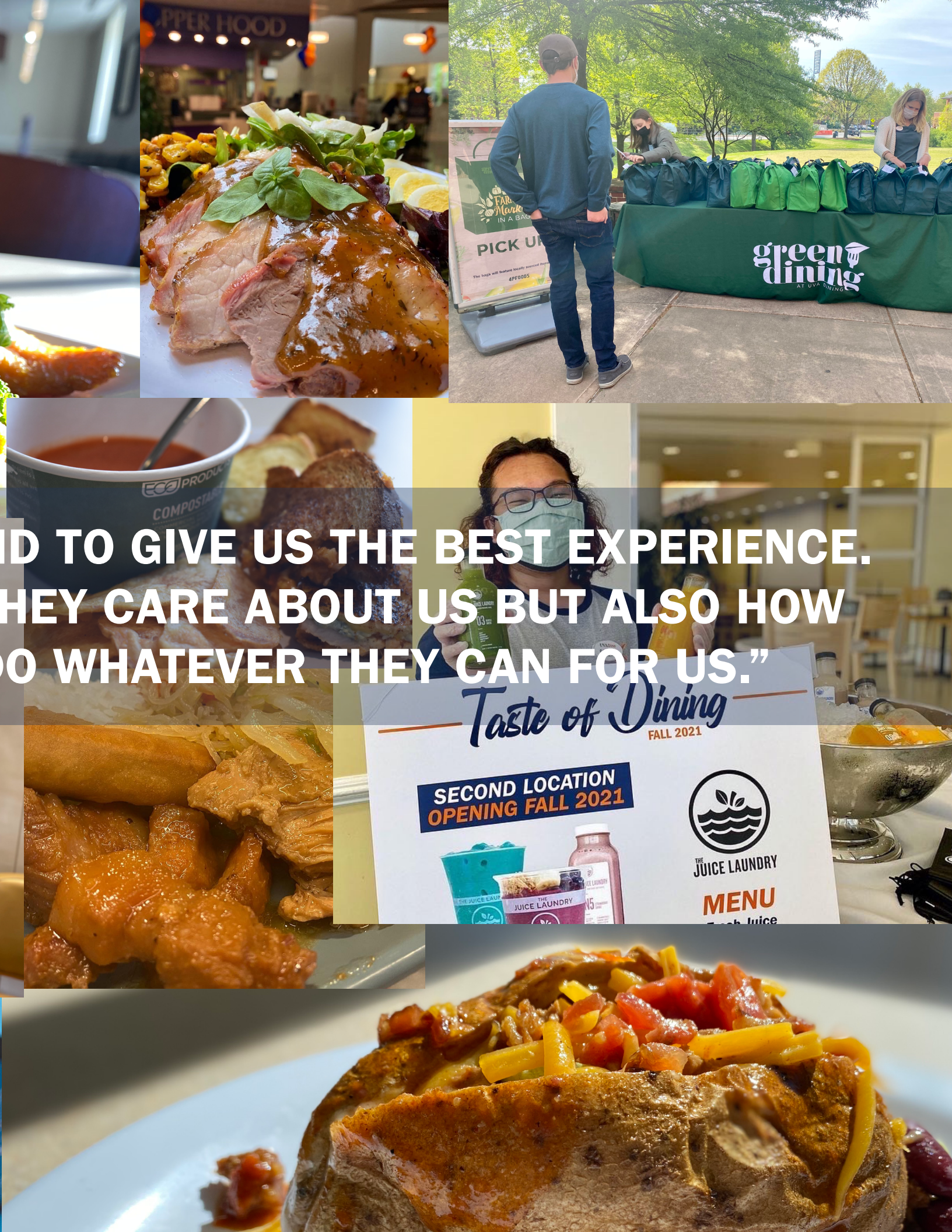
Sustainable
TASTE CART

ASIAN-INSPIRED LETTUCE WRAP
W/ SOY & BEET REDUCTION

DISTANCE FROM
FARMERS
50-230 miles

"THEY ALWAYS GO ABOVE AND BEYOND
IT IS SO APPRECIATED HOW MUCH THEY
THEY GO OUT OF THEIR WAY TO D





TO GIVE US THE BEST EXPERIENCE.
THEY CARE ABOUT US BUT ALSO HOW
DO WHATEVER THEY CAN FOR US."

Taste of Dining
FALL 2021

**SECOND LOCATION
OPENING FALL 2021**



THE JUICE LAUNDRY

MENU
Fresh Juice

***SEE YOU THIS
FALL!***