

Chartwells

MAGAZINE

News Release

Chartwells Higher Education Dining Services Launches New Website to Support and Attract Business, Parents, and Students

New website to enhance sales efforts, promote current partnerships, and educate parents and students about everything Chartwells has to offer.

RYE BROOK, N.Y., Dec. 10, 2013 /PRNewswire/ -- Chartwells Higher Education Dining Services is proud to announce the launch of a new corporate website named www.ChartwellsMagazine.com. Based on the company's award winning public facing newsletter by the same name, Chartwells developed the website to provide useful information quickly and easily to the public, students, parents, current and potential college and university business partners, as well as the media.

Chartwells' President and CEO, Steve Sweeney, said, "Researching a company to learn about its business practices usually starts with an Internet search. We created this website to educate diverse audiences about our campus dining services and to help grow our business. The information provided on the Chartwells Magazine website and within the newsletter also helps to endorse our corporate strengths that drive real business. By providing public access to content and real stories about what's taking place on campuses, readers will understand Chartwells' commitment to meeting the needs of the clients, students and communities that our associates and teams proudly serve."

Chartwells' Director of Communications, Kristine Andrews, added, "Chartwells Higher Education Dining Services is pleased to extend a warm welcome, especially to parents and students, to explore the new www.ChartwellsMagazine.com website. Intended as a resource meant to engage various stakeholders, the website and digital newsletter formats are portals for visitors interested in learning about everything Chartwells has to offer. By visiting the website, anyone can sign up to receive the award winning Chartwells Magazine monthly e-publication or view the current or past publications."

What's on the site?

Chartwells has tailored its content and pages so visitors can effortlessly connect with the right information to learn about Chartwells' foodservice operations on college campuses. The latest company news as well as dining programs and services that have far reaching impact on college campuses are published in a monthly newsletter posted to the site. Whether visitors want to learn about nutrition support resources, sustainability, diversity initiatives, client case studies or testimonials, current information is available. Associate resource links, such as Human Resources for career development information, are also provided on the site for their convenience. From student, parent, or media inquiries, to Requests for Foodservice Proposals from potential clients, visitors can connect with Chartwells on www.ChartwellsMagazine.com knowing that departments are reachable and responsive.

Technology

Chartwells created its new website based on the changes and improvements in technology that affect the many ways in which companies do business. [ChartwellsMagazine.com](http://www.ChartwellsMagazine.com) was created with dynamic functionality to improve the viewer's online experience with a user-friendly nature that provides more efficient access to company informational resources including social media. The new website was built with responsive design technology so pages configure to virtually any mobile device, tablet, or computer monitor. Chartwells expects to add a series of enhancements to its website and make changes to meet diverse business needs that also meet industry demands.

Chartwells' Vice President of Marketing and Support Services, Patti Girardi, said, "The www.ChartwellsMagazine.com website represents Chartwells' ongoing efforts to publicize the availability of information about the Chartwells brand. Chartwells' intention is to promote its services effectively to ensure that potential partners and guests can find essential, specialized information they need quickly."

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About Chartwells Higher Education Dining Services

Chartwells is the recognized leader in foodservice management, hospitality and award winning YouFirst guest service within college and university dining environments throughout academic institutions across the United States. We take tremendous pride in our high standards and dedicated service culture while providing nutritious cuisine that satisfies the unique appetites, lifestyles and dietary needs of every guest dining on campus.

Chartwells is committed to practices that honor ethical values, embrace diversity and inclusion, support the environment and value communities through demonstrated leadership, professionalism and new innovations.

Chartwells provides opportunities for personal growth and development while offering rewarding and promising careers in support of the clients, students and campus communities served.

For more information, visit Chartwells' websites at www.EatLearnLive.com, www.ChartwellsMagazine.com, www.DineonCampus.com, social media pages at [www.Facebook.com/ChartwellsHigherEd](https://www.facebook.com/ChartwellsHigherEd), [www.Twitter.com/ChartwellsHE](https://twitter.com/ChartwellsHE) and [www.YouTube.com/ChartwellsHigherEd](https://www.youtube.com/ChartwellsHigherEd). Network with Chartwells at <http://www.linkedin.com/company/chartwells-higher-education-division->.

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