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News Release

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Chartwells YouFirst Program Receives Goldies Award from FoodService Director Magazine and Culinary Institute of America

The YouFirst guest service platform wins "Focusing on the Guest" category.

Rye Brook, NY (March 9, 2012) - Chartwells Higher Education Dining Services, the leading U.S. college and university foodservice provider, is proud to announce that its YouFirst guest service platform received a coveted Goldies Award in the Focusing on the Guest category from FoodService Director Magazine and the Culinary Institute of America.

Goldies Awards

The Goldies Awards are designed to give food service operators and their teams the opportunity to showcase the many ways in which they achieve "gold standard" quality in their establishments and the various ways the industry interfaces with the people it serves.

Judges from FoodService Director Magazine and the Culinary Institute of America chose the category winner based on criteria which included: evidence of the organization's ability to perpetuate a program concept consistently over time; providing examples of ways the business facilitates the activity and training surrounding the program concept; and giving examples of how the program concept benefited the business and guests. Goldies Awards winners truly signify that gold standard practices have been achieved.

Paul King, Editor for FoodService Director Magazine said, "Every entry we receive is a winner, because just by entering, these companies and institutions are acknowledging that they have achieved the gold standard, at least in one particular area. So, really, what The Goldies signifies to us is the best of the best. Our winners should be especially proud of what they have accomplished. It's also heartening to see that, for so many operators, excellence does matter."

YouFirst Winning Submission

Chartwells was recognized for YouFirst because it was the most encompassing program that met all of the judging criteria that focused on the guest. The Chartwells submission identified and explained the numerous training components; many of which provide associates with the insight to quickly identify and successfully remedy various types of service related issues that can arise in campus dining operations. In addition, the submission also contained evidence of customer loyalty survey score increases across the board by four to five percentage points.

Chartwells understands that becoming an employer of choice and providing outstanding guest service for diverse student populations within unique campus dining environments is critical to successful foodservice operations. YouFirst was piloted and launched in 2010 throughout 230 college and university dining operations managed by Chartwells. Its mission was to boost employee and guest satisfaction through increased associate interaction with students and increase customer loyalty. Training techniques were designed to empower associates with the values, confidence and skills needed to evaluate students' needs and improve the dining experience. Awards are given to recognize associates for reaching desired service goals, contributing to a positive work environment.

Steve Sweeney, President and CEO of Chartwells, said, "Winning this award is an achievement for every Chartwells associate. It would not have been possible without the dedication of each team member who embraced the program and successfully implemented YouFirst nationwide. In just over the course of two years, YouFirst has been on a steadfast course that continues to evolve with our industry. Chartwells is proud to receive the Goldies Awards Focusing on the Guest category which recognizes our YouFirst service culture."

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About Chartwells Higher Education Dining Services

Chartwells, a division of Compass Group North America, provides dining services for over 230 colleges and universities nationwide. For more information about Chartwells, visit www.EatLearnLive.com or www.DineonCampus.com.

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