Keeping Ahead of the Trends

Predicting the next biggest trends that will take the foodservice industry by storm is truly an art. At Chartwells, it is our business to keep ahead of the many food trends that come to market which can influence our menus, dining concepts and retail brand development.

From exotic ingredients to complex flavor and textures coupled with unique preparation techniques, Chartwells focuses on how we can easily and most cost effectively implement new recipes, products or practices into our operations.

With the expertise of Chartwells Culinary Network, our culinarians are dedicated to ensuring that the latest and most popular trends find their way onto college campuses where we manage foodservice operations.

One trend that has truly caught on is the introduction of the mobile food truck. Mobile dining provides the ultimate meal plan service solution to students with busy schedules. Mobile menus are created to satisfy the diverse tastes of students and incorporate the latest recipes, food items or products trending throughout the year. Trucking is here to stay and will continue to grow on Chartwells campuses nationwide.

Best regards,
Steve Sweeney
President and CEO, Chartwells
Students line up at Northeastern University’s 30’ long mobile food truck to sample some cuisine. The H³ has a full kitchen, averages 60 transactions per hour based on the menu mix and has seen increased sales by 25% when the temperature hits 45°.

Seven students won a naming contest and “Hungry Hungry Husky” or “H³” became the official name. Winners were awarded a party catered by the food truck and also collaborated with Chartwells Higher Education Dining Services to design menus. The newly named mobile venue was painted in school colors and reintroduced to students in February. The word “hungry” was written in multiple languages including Japanese, Italian, Russian, and German just to name a few.

Guests can order international eats including Thai basil rice bowls with chicken to falafel sandwiches with sweet potatoes in a pretzel hoagie roll with tzatziki sauce. The late night menu offers American classics including chicken tenders, wings, burgers and loaded fries with smoked gouda cheese and crispy bacon.

Students can track H³’s stops on Facebook and Twitter or by clicking on these links to the lunch or late night menus. H³ accepts Husky dining dollars, cash, and credit cards.

According to Tim Cooney, Chartwells’ Resident District Manager, “You can’t miss the truck on campus. The H³ is its own moving advertisement and is parked in strategic places depending on student traffic flow. Diverse menus are evolving for each day-part and change frequently so that different types of regional and international cuisines are offered.” Tim added, “The students line up between classes especially on cold days for a hot meal or quick bite to eat. They’re excited about this versatile mobile concept and the special service that is being brought directly to them. The H³ will also be used as a summer dining option for students on the go.”
Congratulations to our Star 1 winners!

One of the most important ways we put our associates and teams first is by recognizing their hard work and commitment to providing superior guest service and quality cuisine to students. I would like to congratulate all of our Star 1 winners on this achievement and thank you for your contributions toward developing new innovations and practices that help improve our business and strengthen client partnerships.

Thank you for going above and beyond the call of duty. I look forward to recognizing and congratulating our future winners throughout the program.

—Regards, Steve Sweeney, President and CEO

YouFirst Star Associate: Brian Vietts
Chartwells at the University of North Florida

Why Brian Won – Brian, UNF’s Quiznos Supervisor, goes above and beyond the call of duty on a daily basis. In addition to being a hard working associate, he has created a unified team that works efficiently throughout the day. Since Brian has become the supervisor he has reduced the food cost by 1.92% over a 6 month period, worth over $6,000. Congratulations!

YouFirst Star Associate: Lindsay Torres
Chartwells at Oakland University

Why Lindsay Won – With the help of an iPad, giveaways and a smile, Lindsay set up a promotion and information table to educate resident and commuter students about meal plan options and benefits. She was able to sign up a record number of students on-the-spot surpassing the intended goal. Lindsay also used this idea to promote www.DineonCampus.com (Chartwells’ portal for dining information and online meal plan purchases) to over 1,000 high school seniors and parents that visited Oakland University. Great job!
**Star I Winners!**

**NORTHEAST REGION**
Southern Connecticut State University
State University of New York - Purchase College
Fitchburg State University
State University of New York - Plattsburgh
Northeastern University
University of Massachusetts - Dartmouth

**YouFirst Star Associate: Jan Williams**
Chartwells at Green Mountain College

Why Jan Won – Jan has a huge interest in supporting students. When Green Mountain College held a food preservation class, Jan offered to share her knowledge of making zucchini relish. There was such great interest from students that a workshop was arranged. Jan traditionally makes her relish recipe around Thanksgiving and shares it with family and friends. Now, it will be graciously shared with the entire Green Mountain College community.

**YouFirst Star Associate: Brian Kemp**
Chartwells at Green River Community College

Why Brian Won – Brian always provides a great YouFirst dining experience for all of his customers. Increased night time sales are attributed to his willingness to give diners exactly what they want. Brian is well liked by guests and receives numerous compliments about the great service and creativity he offers each night. Brian is truly “YouFirst” focused!

**YouFirst Star Associate: Nina Greiman**
Chartwells at York College of Pennsylvania

Why Nina Won – Nina has proudly served students and faculty for over 20 years ensuring that every guest truly feels welcome on campus. She takes on different challenges and finds solutions evident by her dedication and “YouFirst” customer focused mindset. Nina organizes charitable events to support Olivia’s House, a grief and loss center for children and inspires everyone around her to take on admirable causes. Nina is truly considered our YouFirst Star Associate!

**WEST REGION**
University of Nevada at Reno
Maricopa Community College - Mesa
Maricopa Community College - Scottsdale
Embry Riddle Aeronautical University
California Maritime Academy
Idaho State University / S. Utah University

**MID-ATLANTIC REGION**
Northern Kentucky University ★ Double Award Winner ★
Towson University
Shippensburg University
Buffalo State University
Radford University

Chartwells at York College of Pennsylvania
The Chartwells Promise:
Nourishing students is not only our business; it is our commitment to the communities in which we serve. Chartwells is a diverse family of dedicated food and nutrition specialists serving the academic community. We deliver customized solutions that benefit our partners through innovative programs.

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