

College and University Foodservice - US - February 2013

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"Successful university dining services of tomorrow will keep abreast of students' opinions in terms of foods/flavors as well as their interest in issues like health and sustainability. They will engage students with the use of events and technology and use every opportunity to prove to students that their opinions matter."

– Julia M. Gallo-Torres, Foodservice Category Manager

In this report we answer the key questions:

- What are the most prevalent items on campus dining menus?
- How are colleges and universities using technology and social media in dining services?
- How are colleges and universities keeping the dining experience interesting for students?
- What ethnic or regional cuisine types do students enjoy most?
- What factors would influence students to dine more often on campus?

Colleges and universities find their customers are a captive audience. School is home. Dining services, whether provided by a contract management company or self-operated, can successfully build their bottom line if they develop plans and programs that address the needs of their audience, which is largely Millennials.

Mintel uncovers what those needs are in this report and addresses successful programs and methods some colleges and universities are using in areas related to food, flavors, marketing, events, and more. The exclusive survey conducted for this report gets to the bottom of students' dining habits and attitudes, uncovers what could persuade them to dine more frequently on campus, and what food options they would like to see more of.

The industry is thriving. This report uncovers what is behind the growth, which has not stalled during the economic downturn. The future of the industry is bright, especially for those who take note of the prevailing opinions, attitudes, methods, and trends outlined in the pages that follow.

This report covers both self-managed foodservice operations within colleges and universities as well as those run by an outside vendor contracted for dining service management.

This report draws from such resources as:

- Mintel Oxygen, which offers foodservice analyst expertise and a dedicated report series
- Mintel Inspire, a unique tool that reveals daily influences on brands and people, and helps generate trend-direction ideas
- Mintel Menu Insights, which provides flavor, ingredient, preparation, and price trend analysis, drawing from the largest 350 chain restaurants, as well as 150 independent restaurants, 50 restaurants run by top chefs, and 25 beverage-focused restaurants. Its separate noncommercial channel includes 25 on-site hotel restaurants, 50 college and university settings, 50 retirement/assisted living centers, and 25 convenience stores.
- Custom consumer research on consumer attitudes and habits relevant to topics analyzed in the report.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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How are colleges and universities using technology and social media in dining services?

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