

Marketing Update



Events

Harry Potter Halloween

- Free Butter Beer
- All you can eat Buffet
- Trivia
- Book Giveaway
- Free Photo booth
- Harry Potter Music in the Dining Hall



Harry Potter Halloween



Harry Potter Hallow

Deathly Hallows Dinner

Unleash your inner Sorcerer



UNIVERSITY OF ALBERTA
DINING SERVICES

Lister Centre, 2016

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Events



Nutrition 101

- Free samples of our Get The Good Stuff Items
- Answered any questions students had regarding nutrition
- Explained the Canadian Food Guide and how to eat healthy on campus

LivePlus Events around campus

- Students can win instant prizes
- Tips on how to have a healthier life

Sustainability Awareness Week

- Free BBQ
- Free reusable mugs
- Tabling event educating students about sustainable operations on campus



Action Plan

New products

- Food Ambassadors will sample first the new products

Voice of the Consumer

- Encourage your friends to give us feedback through your voice counts

Dietary Restrictions Labels

- New icons now available in the sneezegards
- Icons will be incorporated in screens & labels

November Pop Up

- Smokes Pop up on November 15
- Menu is being finalized and will be promoted on screens & social media



Action Plan

Booster Juice

- Retraining/training new staff at the Booster Juice

Bento

- Meeting with Bento District Manager around service issues & quality of food

Value Meals in December

- Will provide value meals during finals season

Campus Dish

- Met with team to discuss issues
- Updating menus and new contact information submitted

Social Media - @UalbertaDining

- Encourage students to follow/like us to stay tuned with all the new promos and deals
- Spin the Wheel in December with study treats for students to enjoy while they study



Survey Feedback



The Mar:

“Clean, tidy, quick”

“Organized & friendly staff”

“Hangry is great at the Mar”

“Big breakfast at the Mar is great value for a good portion of food”

“Liking the Milk rewards promotion”

Lister Market:

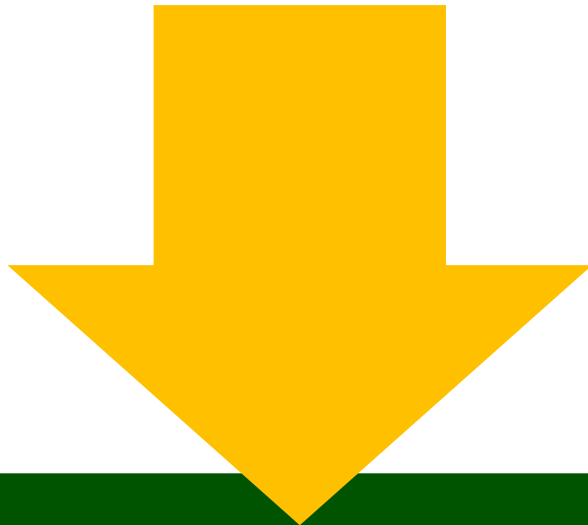
“Pleasantly surprised by the quality of pies”

“Consistent customer service and excellent quality”

“Sultans is fast, healthy and tasty”

“I really like the new fresh produce addition to the Mar”

“The variety of food has really improved at the Mar”



The Mar:

“Confusing to order in Bento”

“No staff in Bento, when they are behind the station they ignore customers”

“No staff in Booster Juice”

“Cleanliness of the Orange juice machine was not up to par”

“Stock of bread gets low after 2pm”

“Booster Juice Smoothie was very thick”

Lister Market:

“Staff were unclear with the different between mains and sides, need to revise the recipe for the tricolor bean ragout (it was too salty)”

“The food was too salty”



Student Feedback

