



# Food Service Review Geneva School District 304

April 24, 2023





# Agenda

Welcome and Introductions



Our People Make the Difference



Premier Operations



On The Horizon



Open Discussion



# GENEVA MANAGEMENT TEAM

## — INTRODUCTIONS —



Jada Lutterbach  
District Manager



Jamie Knapp  
Client Retention Director



Kurt Kurlek  
General Manager



Deb Naughton  
Senior Vice President, Client Retention



Kendal Turpen  
Senior Marketing Manager







## CELEBRATION

### MOMENT

## OUR STAFF MAKES THE DIFFERENCE 458 years of combined service!

- Dedicated team members that care!
- Delivering exceptional service with a smile!
- Providing a positive environment for our students!
- With knowledge and expertise, they are the key to our success!







PREMIER

OPERATIONS

## Initiative Implementation

- Future Chefs 2023
- Exhibition Cooking
- Community Partnerships
- Introduction of SoHappy App



**Future Chefs 2023!**



So Happy





# FUTURE CHEFS

— 2023 —







## EXHIBITION

### COOKING

- Exhibition Cooking to continue to be innovative!
- Using local product to support community (Reams Meat Market)

#### Featured Entrees:

- Penne Pasta with Fresh Italian Sausage
- Chicken Caesar Salad with Homemade Croutons
- Thai Chicken Stir Fry with Coconut Chile Sauce







## COMMUNITY PARTNERSHIPS

- Geneva Lions Club Involvement
- Lazarus Home Donations
- Fundraiser events to include:
  - Soup a Bowl
  - Shrimpfest
  - Lions Club Pancake Breakfast
  - Lions Club Swedish Days







# Growing a Healthier Future Together

YOUR FIVE-YEAR INNOVATION ROAD MAP



Branding Options for Younger Students



Food Options for Emerging Tastes

## STUDENT SUCCESS

- CONTINUED STUDENT SURVEYS AND FOCUS GROUPS
- Future Chefs National Challenge
- THE CLUBHOUSE CLUBHOUSE TIER 2
- foodie NEW MIDDLE SCHOOL EXPERIENCE
- TASTE<sup>4</sup> EVOLUTION OF TASTE 4 2.0
- simply to go SIMPLY TO GO FUEL PACKS AND PERFORMANCE MEALS
- Capture STUDENT INSIGHT DRIVES CUSTOMISED MENUS
- UPSHOW UPSHOW DIGITAL MENU BOARD SOLUTIONS
- STUDENT PROMOTION INFLUENCER
- LUNCH LOCKERS
- STREET TALK POP-UP RESTAURANT CONCEPTS

## TEACHING AND LEARNING ENVIRONMENT

- FarmtoMarket
- TOWER GARDEN BY JUICE PLUS
- DESK EXPRESS
- STUDENT Well-Being
- NUTRITION EDUCATION CURRICULUM SUPPORT
- A to Z
- Exhibition COOKING

## FINANCE AND OPERATIONS

- COMMITTED TO TRANSPARENT FINANCIAL REPORTING
- FULL UTILIZATION OF COMMODITIES
- COLLECT AND ANALYZE BENCHMARK DATA
- GRANT WRITING SUPPORT
- SUPPORTING AND PREPARING CLAIMS FOR SFA APPROVAL AND SUBMISSION
- SNP, CACFP AND SUMMER MEAL INTEGRITY PLAN COMPLIANCE

*Our Journey Toward An Accelerated And Energized Nutrition And Wellness Experience Starts Here*

## COMMUNICATION AND COLLABORATION

- IDology
- SO 2.0 SoHappy
- CONTINUED STUDENT SURVEYS AND FOCUS GROUPS
- performan
- INGREDIENT, NUTRITION AND ALLERGEN INFORMATION
- MY DTXT
- WellnessFairs





# THE CLUBHOUSE



“What could be more fun than having your own clubhouse!”





# THE clubhouse



Even at a young age, elementary students are savvy consumers, and The clubhouse is a Brand that appeals to these Discerning students and their families.







## FoodiE Café is built on what matters to your students:

- Enjoying a variety of flavors that can be customized to their liking
- Engaging with friends and technology because this is how students navigate the world
- Exploring the world around them through fun, educational opportunities and events

by *sodexo*\*

tastes good  
feels good  
does good

Foodie supersedes the norm by offering students fresh, quality, on-trend foods in a convenient environment quite akin to their experiences at retail establishments.







Students enjoy, engage and explore all the ingredients needed to live their healthiest lives.

by *sodexo*\*

**enjoy**  
(FOOD)

Energizing the dining environment and supporting the learning agenda while maximizing freshness, variety and student well-being; prioritizing customization; and using culturally inspired ingredients and techniques that introduce a world of flavors

**explorê**  
(COMMUNITY)

Expanding social engagement through community and education provides fun with relatable roadmaps and opportunities to immersive experiences.

**engage**  
(TECHNOLOGY)

Creating trend-forward environments gives students a place to recharge with friends and engage on a whole new level. Technology delivers convenience and seamlessly connects nutrition to social and emotional well-being education. Aligning students' digital preferences to multiple points of engagement generates excitement and increases participation.





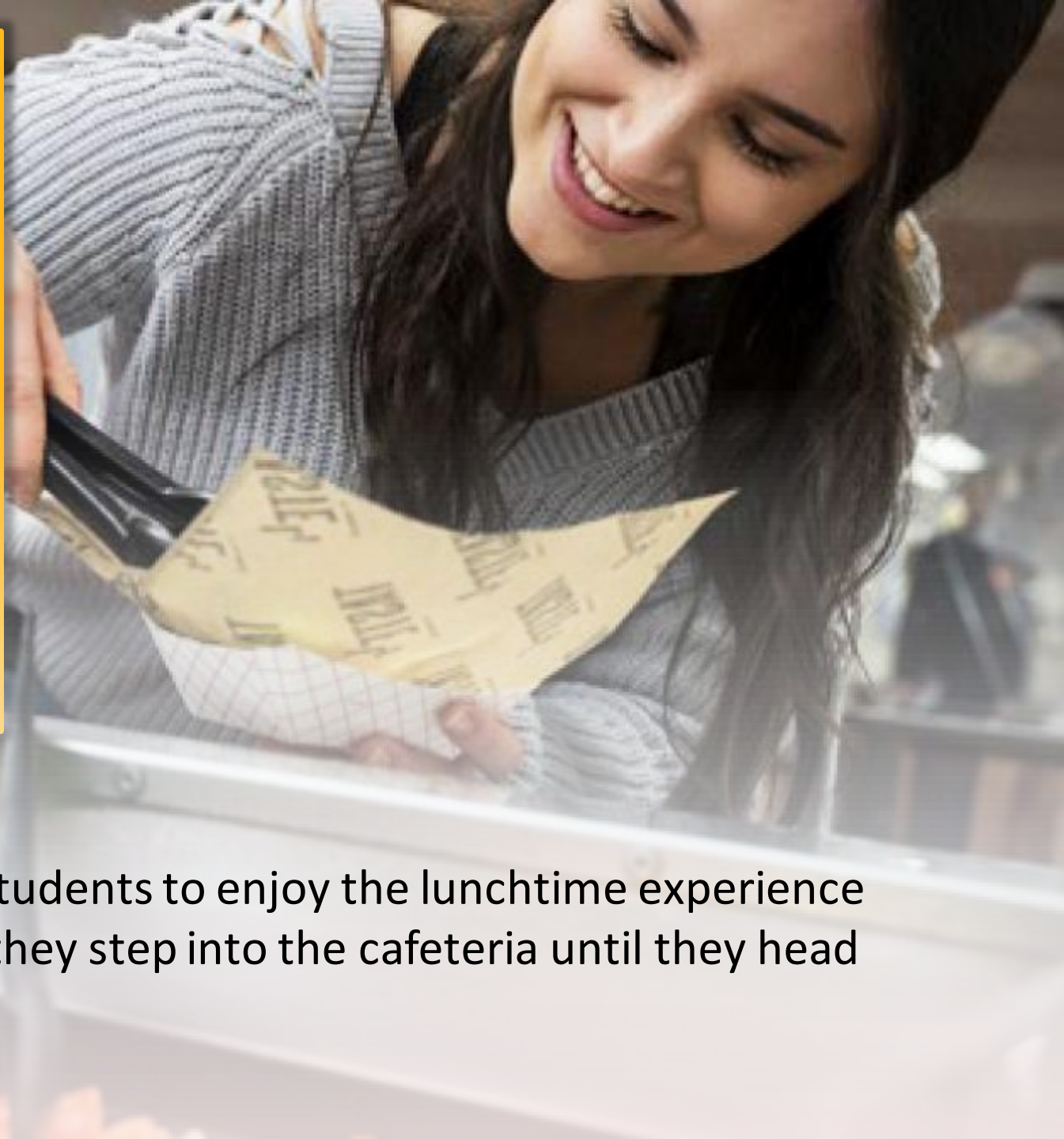


# TASTE<sup>4</sup>

by *sodexo*\*

**Re-energized to compete with the most popular street brands on the market today, Taste4 is engineered to showcase variety, convenience, authenticity and global cuisines.**





**TASTE4**  
by *sodexo*

Taste4 allows our students to enjoy the lunchtime experience from the moment they step into the cafeteria until they head back to class.





COFFEE



COFFEE  
Tea & More

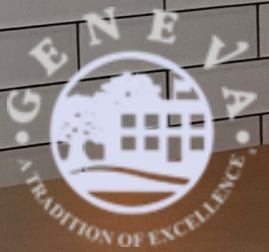


Caribou



COFFEE®

LIFE IS SHORT. STAY AWAKE FOR IT.®







# DESK EXPRESS







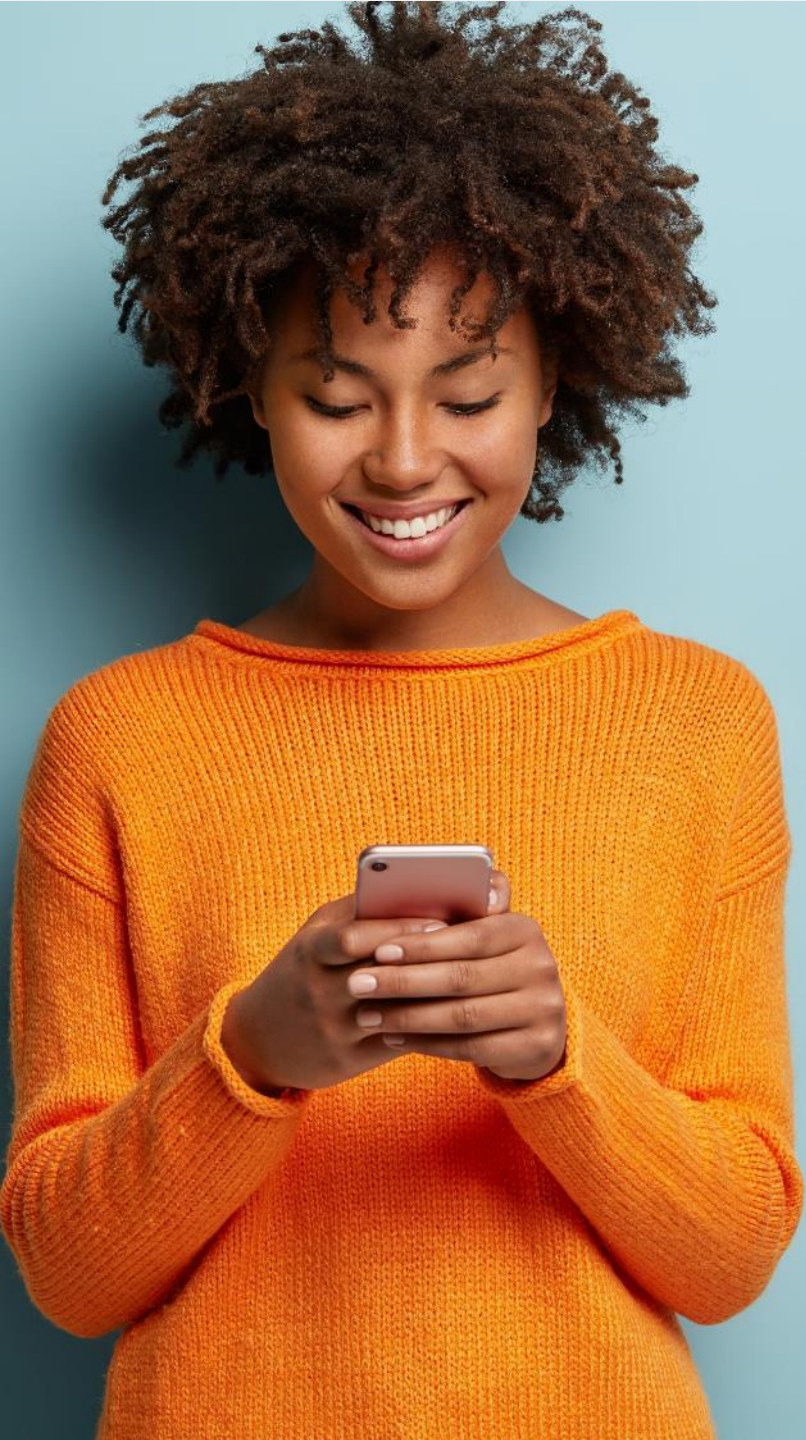
BORN TO BE

# DIGITAL

TARGET AND CREATE NEW DINING EXPERIENCES THROUGH INNOVATION

Today's students are inseparable from technology. They expect tech-friendly services that offer speed, convenience and on-demand customization for every dining experience within and outside of the cafeteria.





BORN TO BE  
**DIGITAL**

INNOVATION IS NOT ABOUT "NEW" ITS ABOUT  
"CHANGE" – GOOD TO GREAT!





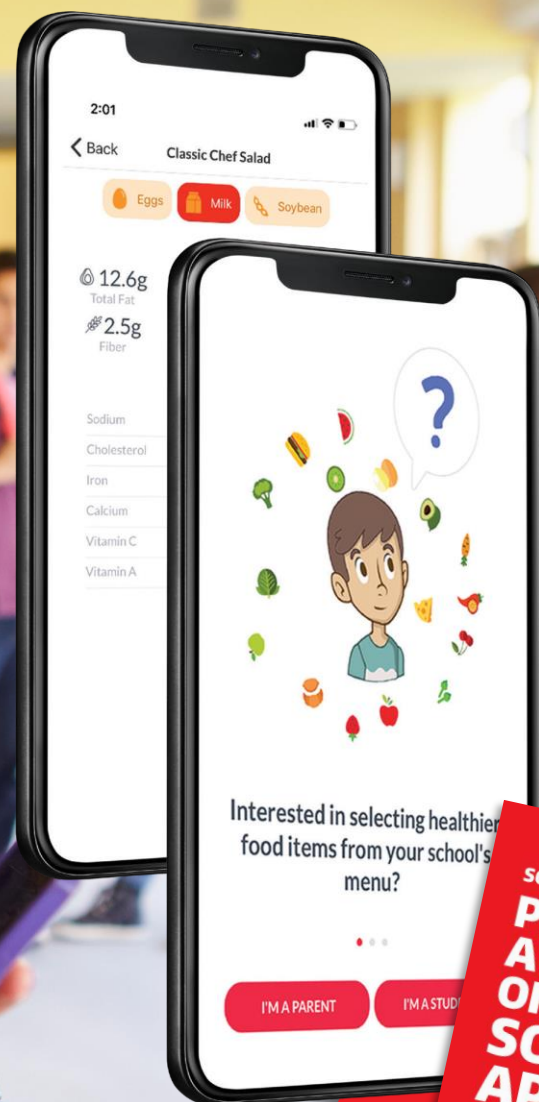
## STUDENT ENGAGEMENT

### STUDENT PROMOTION INFLUENCER

- Awareness – Students need to be aware that a promotion is going to take place well before it happens.
- Inspire – Students want to feel connected to the messaging.
- Simple – Students enjoy promotions that are fun and fast.
- Fun – What makes a promotion memorable is that it was fun and gave students a break from their everyday routines.
- Value – Students want the promotions to contain value, whether it's in the form of giveaways, prizes, food or fun.
- Peer Influence – Students are more likely to get involved in a promotion if they see other students getting involved.
- Student Driven – Get students involved in promotions run by other students.







So Happy

Use So Happy to access your school's menus. Find nutrition, allergy information and more!

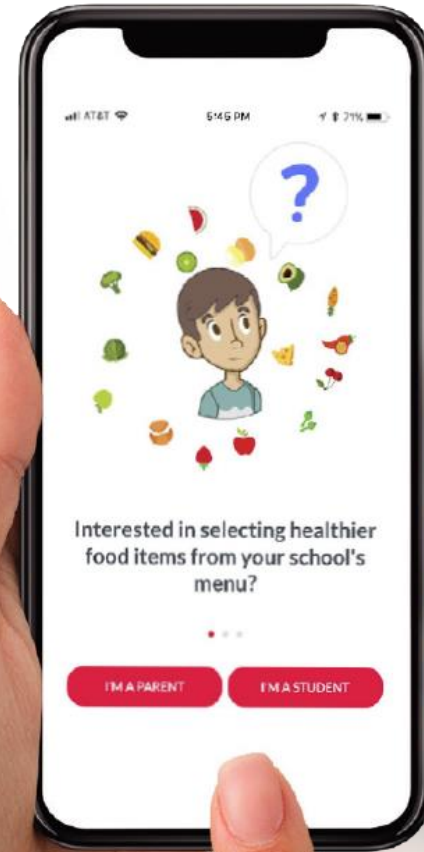
The app that makes it **so easy** to see what's on the menu





## KEY FEATURES AND BENEFITS

- Identifies allergens with pertinent alerts
- Connects parent/guardian and child apps for a daily recap of calories in and
- Provides a forum to offer feedback
- Includes an option to preorder meals up to one week in advance
- Enables the user to reorder a favorite, previously ordered meal combination
- Provides multilingual capabilities
- Encourages students to earn points for making healthy choices, which can be used to build animated characters within the app
- Includes a step counter/activity component



So Happy

“Alexa, ask  
So Happy what’s  
for lunch today”

and you’ll hear what’s  
being served.





## What's Next?

- SoHappy App-Full District Implementation
- 5-year Roadmap to success
- Innovation-Student led Menu design
- Marketing Refresh-Clubhouse, FoodiE, Taste4
- Pop-up Restaurant Concept
- Caribou Coffee Shop
- Desk Express



— ON THE  
HORIZON —



So Happy



POP-UP CONCEPTS





## ENGAGEMENT

### — FY24 GOALS —

- Innovative solutions to increase student participation by creating excitement with new concepts.
- Student engagement; Establish Student Advisory Committees and Student Promotion Influencer.
- Nurturing learning opportunities with culinary programs throughout district
- Digital Innovation; Sodexo SoHappy App and MyDTX.







— OPEN —  
DISCUSSION



Are there any other priorities that we should be focused on?



Did we hear you?



Are there any other strategies to support the priorities that we should align?



