

INCREASE VOLUNTARY MEAL PLANS SALES

Want more voluntary meal plan sales? Our research shows what off-campus students want from on-campus dining and how your institution can shift menus and programs to solidify more sales.

THEN...



Late-night



Coffee Cafés



Healthier Options



Ethnic Flavors

AND NOW...



Restaurant Access/Formats



Authenticity

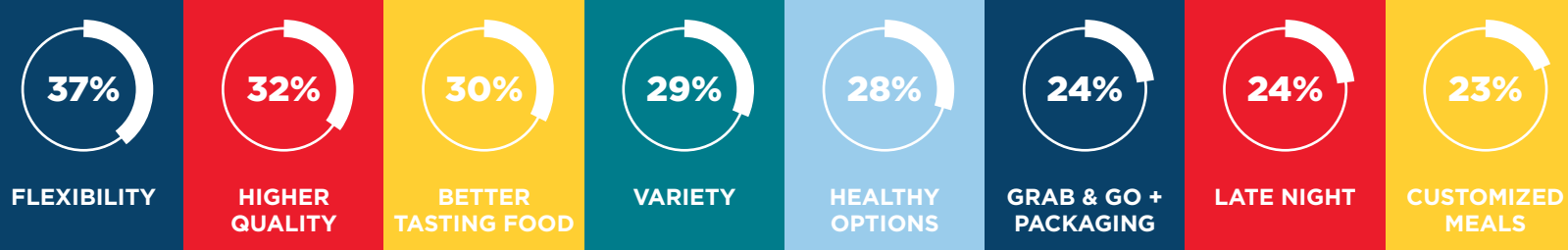


Technology Implied

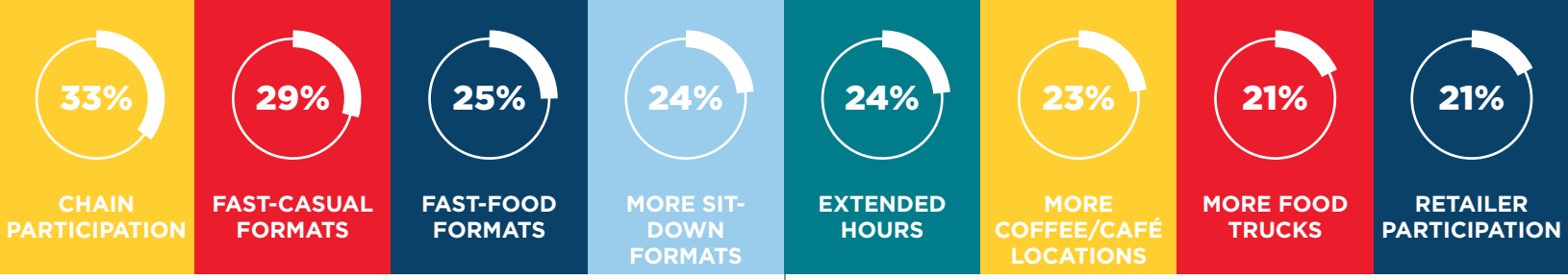


Social Responsibility

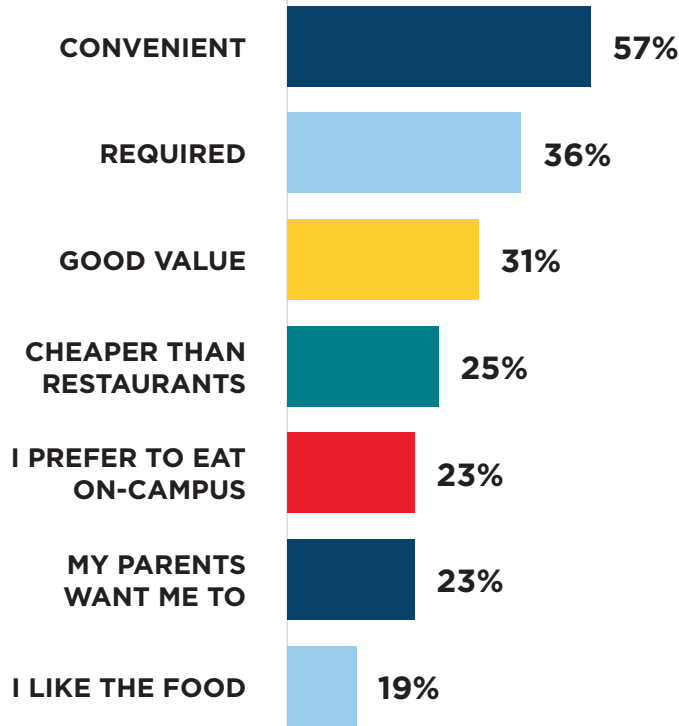
MENU ATTRIBUTES TO ENCOURAGE MEAL PLAN PURCHASES



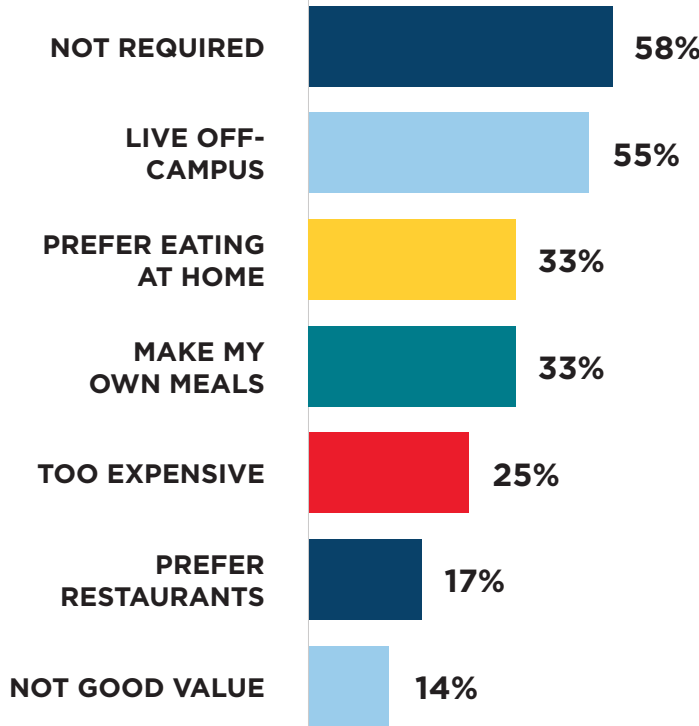
CONCEPT ATTRIBUTES TO ENCOURAGE MEAL PLAN PURCHASES



TOP REASONS FOR PARTICIPATION



TOP DETERRENTS FOR PARTICIPATION



SNACKING

Students want food flexibility at all times of the day, with an increased importance on the snacking options



24% OF STUDENTS WOULD BE ENCOURAGED TO PURCHASE A MEAL PLAN IF THERE WERE MORE LATE-NIGHT/SNACK OPTIONS

ON-DEMAND

Food Trucks, Delivery & Grab n Go Packaging + New Age Vending all increased in importance to students



25% OF STUDENTS WOULD LIKE FOOD TRUCKS ON CAMPUS BUT THEY AREN'T AVAILABLE

STUDENTS WANT MORE VARIETY

MEXICAN CUISINE CHAIN RESTAURANTS VEGETARIAN OPTIONS
COFFEE BEVERAGES AFFORDABLE OPTIONS **ASIAN CUISINE**
INDIAN CUISINE CHINESE CUISINE VEGAN OPTIONS MORE VEGETABLES
ETHNIC CUISINE CHICKEN OPTIONS
FRUIT OTHER HISPANIC CUISINE **PIZZA** SALADS
SMOOTHIES HEALTHY ITEMS **SUSHI**
MORE VARIETY

STUDENTS WANT MORE EVENTS/INITIATIVES

CELEBRATING INTL HOLIDAYS REDUCING FOOD WASTE ORGANIC OR NATURAL FOODS
PROMO DISCOUNTS/REWARDS
CHARITY EVENTS ENVIRONMENTAL SUSTAINABILITY FREE FOOD
CULTURAL/INTL FOOD EVENTS
THEMED FOOD EVENTS HEALTHY EATING INITIATIVES
FOOD TRUCKS RECYCLING OR COMPOSTING
KARAOKE/MUSIC/GAME NIGHT DONATING LEFTOVERS LOCAL FOODS
CELEBRATING AMERICAN HOLIDAYS

DISCOVER HOW UNIVERSITIES BOOSTED THEIR CAMPUS MEAL PLAN SALES BY 20 PERCENT IN THIS FREE GUIDE.



[CLICK HERE TO GET THE GUIDE](#)