

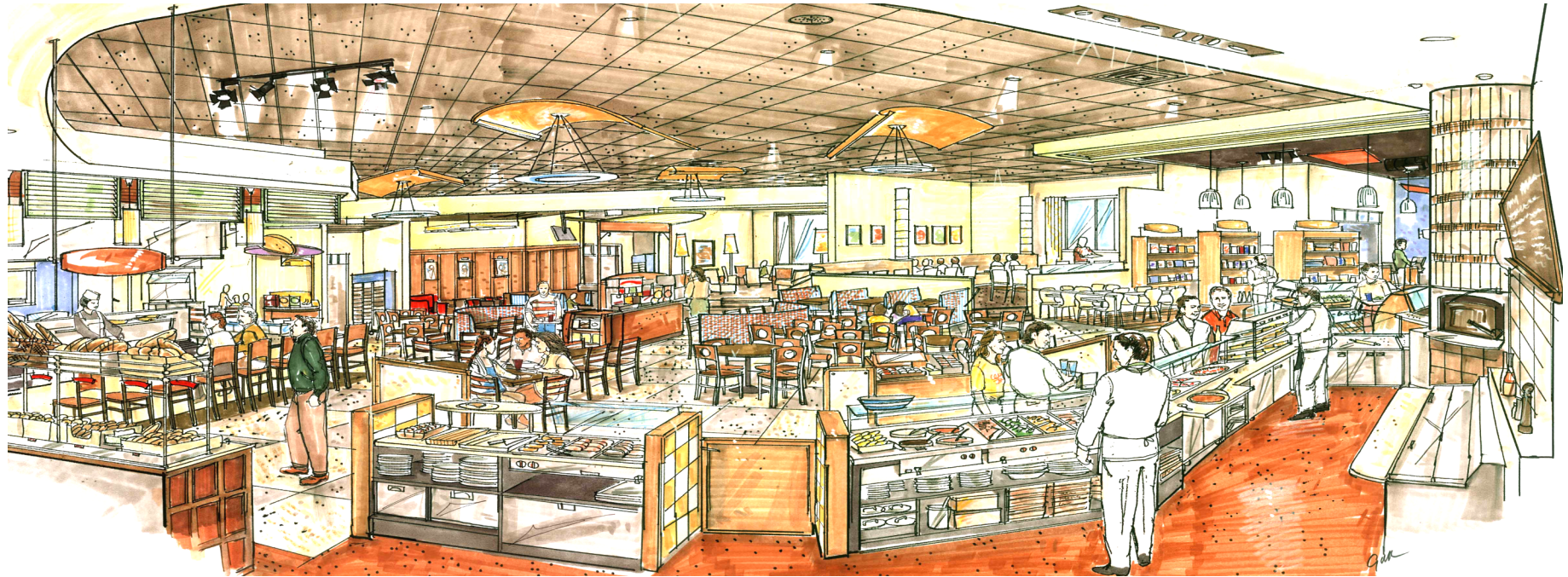


So exciting. So different. So unique.

SoCuisine

Designed by Students for Students

SoCuisine



Sodexo is revolutionizing the way we do business and how we meet expectations. Those of our clients. And those of your clients' clients: The students.

To be successful today and tomorrow, we understand those expectations. That is why Sodexo is building a brand for life.
SoCuisine

SoCuisine™

Delivering Excellent Customer Service

How do we deliver a single, powerful Sodexho brand to the client or student in all our colleges across the country.

How do you meet *all* of their expectations? Through **Exceptional Customer Service**. One that is SO excellent, so to speak.

Through the “**Circle of Customer Excellence**”, Sodexho’s new training program, we equip front line employees with the ammunition to deliver this new brand of residential dining.

It starts with cultivating employees who **suggestive sell** our menu, who **understand recipe** ingredients, who enhance the customer experience in our resident dining restaurants as we become the leader in Campus Dining Services.

How does it work?

Customer Service Excellence Program

- Hospitality Basics
- Interaction Points
- Suggestive Selling of the Menu.

Training and implementation is Critical

Supported by Campus Services Marketing Website on the Marketing Resource Center on SodexoNet and the brands on... www.SoCuisine

Our mission statement

“To improve our students everyday lives.”

Creation of an innovative resident dining restaurant concept
“designed by students for students.”

Sodexo Understands Student Expectations-

- Gives students a new appreciation of resident dining
- Creates more loyalty...stay on meal plans and use services
- Supports Retention efforts for on campus services

Objectives:

Customer retention and Improve customer loyalty

Retain Strong Client Relationships

Build Sodexho's Brand at your college.

It's about the food & our customer

Start with the Food.

Students told us they wanted a dining experience that was better, tastier and more fun.

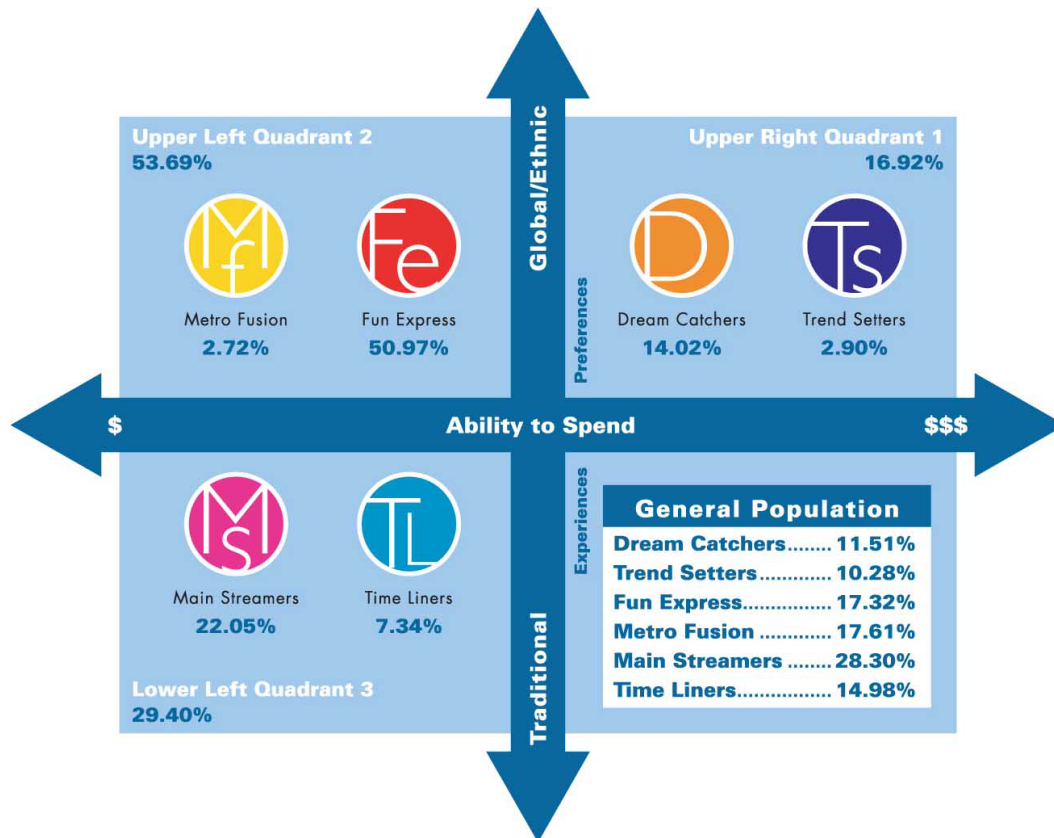
SoCuisine.. .a simple name that connects Sodexo with cuisine

Value proposition through leverage of the expenses



SoCuisine rooted in LifeSTYLING™.

*LifeSTYLING is our process that uses internal and external research.
Map a customer's food preference and behavioral patterns*



ASK....LISTEN

We talked to students in focus groups to see what would change their perception of resident dining.

What would be the perfect dining experience?

Lighting...Music...Seating...Windows...Comfort...Space

What the students told us

Seven Key Values...

Authenticity

Community

Entertainment

Ownership

Comfort

Flexibility

Trust

It's not a lot to ask.

But look at what students have to say about Sodexho's plans, and what gets them excited about our new branded residential dining program.

"I think it is great that you are willing to devote time and money into looking into what students really want in order to create the best dining experience possible."

Erin Gaynor
Chapman University, California

"My favorite example is a little café where the furniture was a collection of old couches and chairs. The place to be after class to relax and catch up with friends."

Jamie Walsh
University of Massachusetts Dartmouth

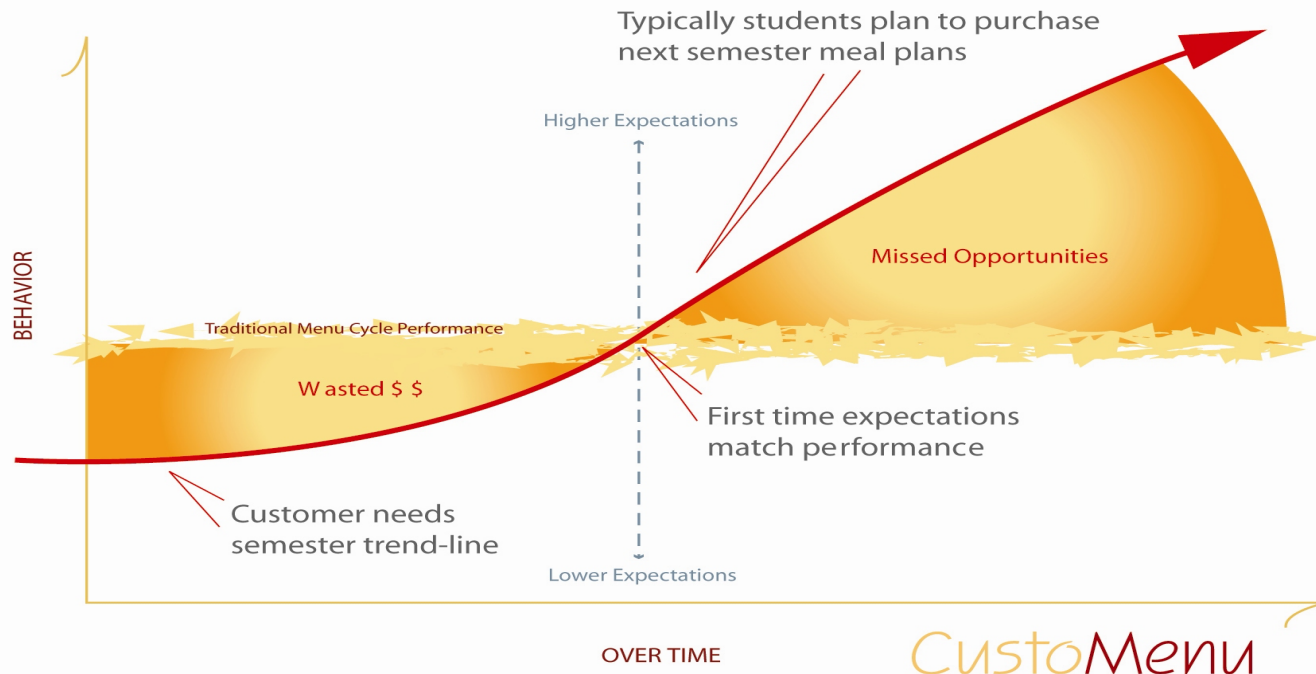
So what is first ?... Understanding

CustoMenu

So, we've asked, we've listened. How does Sodexho make good on our promise? Once again, we start with the food. And the new CustoMenu.

It features new graphics based on student expectations

RESIDENT DINING: CUSTOMER'S EXPECTATIONS



“It is a menu created by chefs, for chefs and especially for our students”

- Division Core Menu
- Regional customization
- Local adjustment and implementation.

Fresh...

Seasonal ingredients...

Skilled chefs...

Student participate in developing new recipes from different provinces.

Branding Resident Dining Concepts

Introduction of three new dining looks and feel as concepts that merge LifeSTYLING research, Student Life-Cycling and Focus group research. This is where our students' imaginations meet reality.

Casavida - So Relaxing



Casavida is a relaxing home away from home.

Soothing Colors and Textures

Sense and Feeling of Community

Mainstreamers and Time Liners.

Main Streamers are interested in having food prepared in front of them. They are budget and price conscious in that they look for good "value". They subscribe to traditional family values and pursue "the good life."

Time Liners enjoy quick serve meals and comfort foods they grew up with. Convenience is important. They don't miss many meals; yet strive to have a quality traditional lifestyle.



Cust. Service



Culinarian



Utility

**Premier
\$325 SF**

**Moderate
\$250 SF**

**Base
\$175 SF**



Average Uniform Cost

Customer Service	\$45.21
Culinarian	\$85.30
Utility	\$49.95

INTERNATIONAL

Signage

Station Id (9)
Counter Top (1)
Menu Id's (1)

Customer Feedback
\$250.00 (Additional)

Average Station
Signage Cost
Level 1
\$8190

Average Station
Signage Cost
Level 2
\$3690

SoCuisine SM

Square foot prices are estimated
SF prices based on non-union Class B cities
Class A Cities (NY, SF, Chicago, etc.) will be higher
Ceiling treatment prices TBD



Multifunctional spaces - PODS

- Seating and Service Global Marketplace
- Bistro... Brain Cafe'... My Kitchen... The Living Room
- Student Ownership of the experience – Personal and Educational

Not only can students choose the foods they want, they can cook the recipes and meals themselves, with or without the help of a chef.

The Trend Setters. They strive to be different and lead the way in food, fashion, and even personal appearance. They invite new dining experiences without price sensitivity. As information seekers, they utilize a wide range of media sources. They expect ethnic authenticity in menus and in the total experience, especially when it comes to food preparation.

Dream Catchers like nice things and have the resources to obtain them. Variety of food choices is important since this is the segment that is notably outgoing and social in all areas, including dining.



Cust. Service



Culinarian

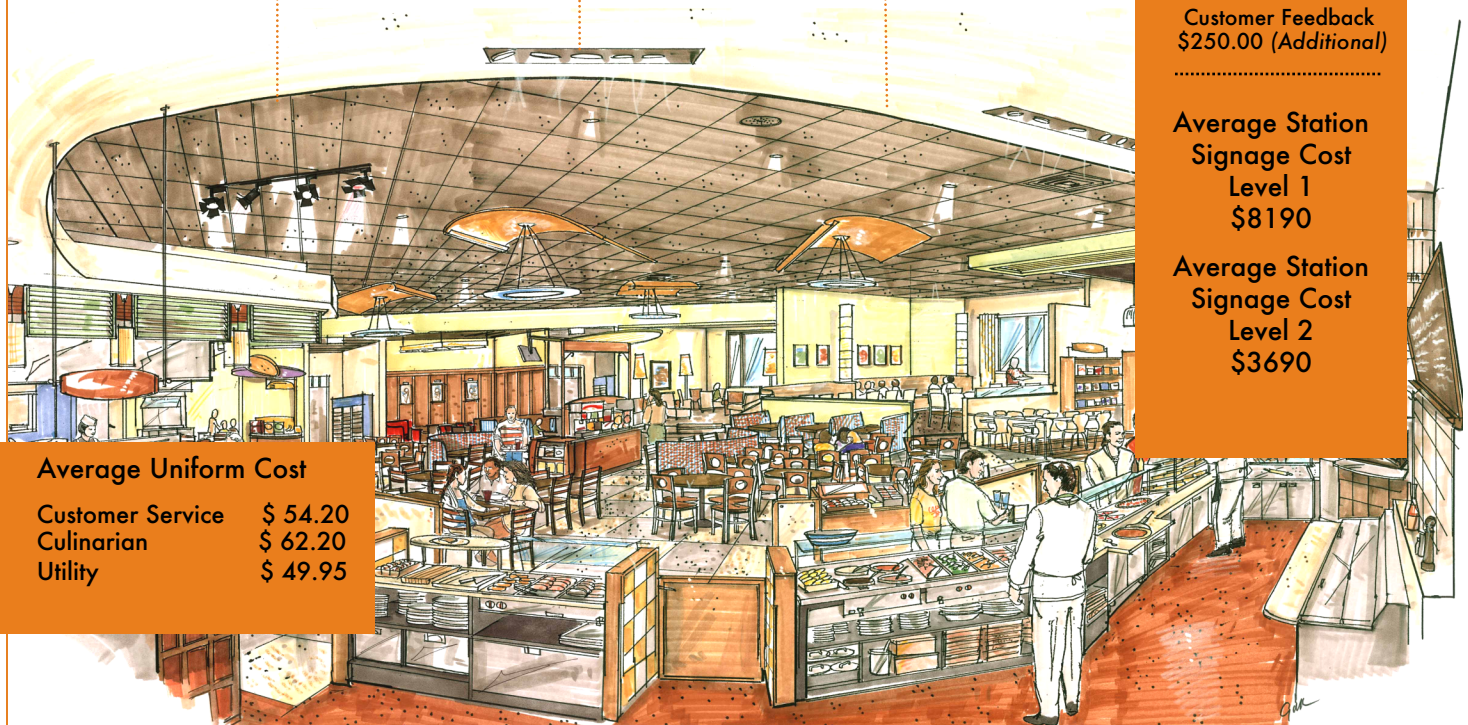


Utility

**Premier
\$325 SF**

**Moderate
\$250 SF**

**Base
\$175 SF**



Average Uniform Cost

Customer Service	\$ 54.20
Culinarian	\$ 62.20
Utility	\$ 49.95

PASTA

Signage

Station Id (9)
Counter Top (1)
Menu Id's (1)

Customer Feedback
\$250.00 (Additional)

**Average Station
Signage Cost
Level 1
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**Average Station
Signage Cost
Level 2
\$3690**

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Diversions - So Exciting

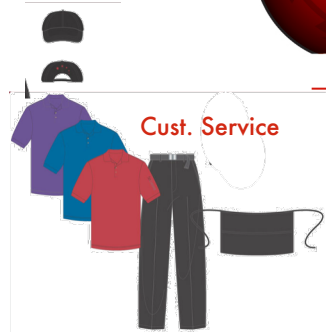


Vibrant, intense and colorful, Diversions is a place that's **fun and flexible** enough where students can meet friends, be entertained and relish mealtimes. Diversions is a **place to see and be seen**. Airy and open, students can simply enjoy their meals, play a game, or just be a part of the lively atmosphere.

Diversions is for these LifeSTYLERS:

The Fun Express students. They are fun oriented and value their leisure time, but not at the expense of social responsibility. They like a mix of traditional and unique foods and are inclined to put a familiar spin on new culinary experiences. This segment will pay for something special and fun.

The Metro Fusion segment wants unique, exciting foods and dining experiences that are in contrast with their thrifty nature. They thrive on convenience, and at the same time, an international palate for taste.



Cust. Service



Culinarian

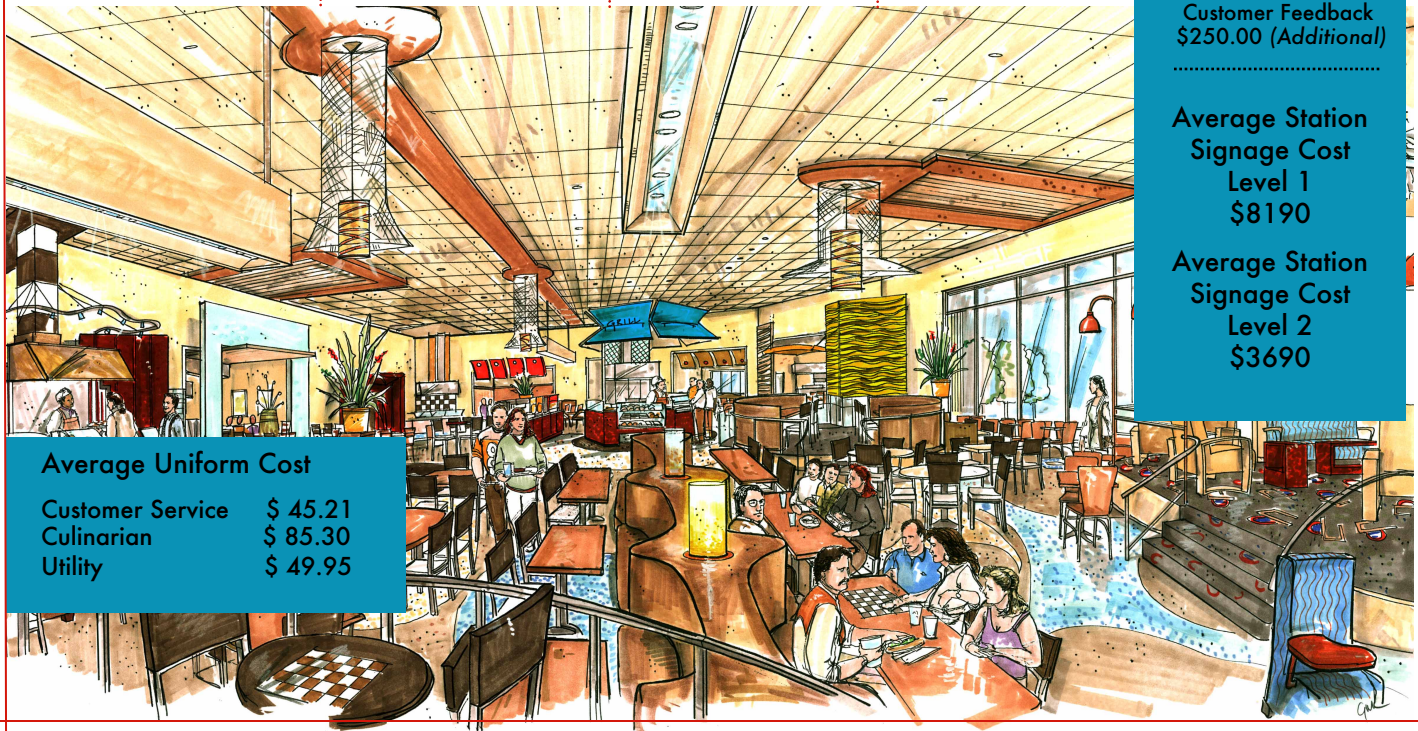


Utility

Premier
\$325 SF

Moderate
\$250 SF

Base
\$175 SF



Average Uniform Cost

Customer Service	\$ 45.21
Culinarian	\$ 85.30
Utility	\$ 49.95

INTERNATIONAL

Signage

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Menu Id's (1)

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\$250.00 (Additional)

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The Business Model

THE IMPLEMENTATION- HOMEWORK

So what's next... SoCuisine...

Specific Matrix for all elements by Concept will be coming to you in August for review with clients and customers.

Timelines for implementation and deadlines for each step in the program are ready to review with your clients.

Account Selection with your SVP



Uniforms

