


# Food Management

Ideas for Colleges, Healthcare, Schools and Business Dining

September 2007

## Persistence Pays Off

After years in the wings, onsite dining now plays a key role in Humana's efforts to strengthen its corporate culture.



Patty Gulist, Director of Associate Programs and Services, Humana, Inc.

Boston Culinary Group manages concessions, merchandise sales and upscale catering and luxury suite service. Clients include 19 arenas, nine stadiums and several dozen convention centers, skiing facilities, performing arts centers and other venues. It also owns and/or operates movie theaters and commercial restaurants.

BCG recently opened three new arenas in Colorado, New Mexico and Arizona. It also landed new contracts with the University of Central Florida and Holiday Valley Ski Resort. The company also achieved a record "per-cap" of \$78.50 at Super Bowl XLII in Dolphins Stadium last January.

New initiatives include new private club a la carte service, special event suite menus, in-seat service at university arenas and new sustainable products. BCG is also moving toward zero-trans-fat menus.

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**Xanterra Parks & Resorts**

GREENWOOD VILLAGE, CO  
www.xanterra.com

**SALES VOL.** 2006: \$250(e)  
2005: n/a

**CONTRACTS** 2006: 25(e)  
2005: n/a

**MAJOR SEGMENTS SERVED:**  
Parks/Recreation (100%)

Xanterra manages operations in national parks like Yellowstone, the Grand Canyon and Mount Rushmore National Memorial. It also operates at several resorts and eight Ohio state parks. The operations include managing foodservice (both full-service restaurants and quick-serve cafés) and operating a variety of guest services and amenities.

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**All Seasons Services, Inc.**

BROCKTON, MA  
www.allseasonsservices.com

**SALES VOL.** 2006: \$185(e)  
2005: \$184

**CONTRACTS** 2006: 100(e)  
2005: 101

**MAJOR SEGMENTS SERVED(e):**  
B&I (75%), K-12 (15%)

All Seasons is primarily a vending company but also has a substantial manual foodservice business (about \$35 million). The company serves more than 10,000 clients in offices, education, manufacturing and government sites. Manual foodservice sites include Atlantic Cape (NJ) Community College, Cumberland County (NJ) College and Herkimer County (NY) Community College.

The bulk of the business is concentrated in the Northeast and Mid-Atlantic. However, All Seasons has branched out into the Southeast, Midwest and Texas with sales offices in Florida, Georgia, Indiana, Wisconsin and Dallas.

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**Gourmet Services, Inc.**

ATLANTA  
www.gourmetsvcs.com

**SALES VOL.** 2006: \$171  
2005: n/a

**CONTRACTS** 2006: 23  
2005: n/a

**MAJOR SEGMENTS SERVED:**  
College/University (45%), B&I (35%)

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**Valley Services, Inc.**

JACKSON, MS  
www.valleyservicesi.com

**SALES VOL.** 2006: \$170  
2005: \$180

**CONTRACTS** 2006: 300  
2005: 300

**MAJOR SEGMENTS SERVED:**  
Senior Nutrition/Home Delivery (43%), Hospitals (24%), B&I (16%)

Valley has put more emphasis on health and wellness for students as part of its K-12 program. It also introduced a software/POS system that allows parents to view their children's

**CONTRACTS** 2007: 101  
2006: 98

**MAJOR SEGMENTS SERVED:**  
B&I (55%), College/University (23%), K-12 (10%)

Following the March 2006 deal for P&A Food Systems, CulinArt has been busy building its business on the West Coast. It signed deals with clients like the Los Angeles Times as well as SAIC and Intuit in San Diego.

CulinArt also continues to press its culinary expertise and commitment to sustainability. Recent initiatives include Farm2Table4Fifty (featuring locally produced ingredients), Sustainable Marketplace (an upscale salad bar concept) and Totally Juiced (a signature juice concept).

The Leisure division rolled out several new concepts at the Top of the Hill food court at its Mann Center operation in Philadelphia. They include the Cook-out barbecue station Fraterie (hand-cut fries with various upscale toppings) and Wrapsody (freshly grilled fillings inside lavish bread wrappers). A partnership with the George School in Newtown, PA, reopened a local 17th century farm to supply the school's kitchen with fresh ingredients this fall.

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**Ovations Food Services**

TAMPA, FL  
www.ovationsfoodservices.com

**SALES VOL.** 2006: \$112  
2005: \$86

**CONTRACTS** 2006: 70  
2005: 42

**MAJOR SEGMENTS SERVED(e):**  
Arenas/Stadiums (68%)

Ovations is part of the Comcast-Spectacor entertainment conglomerate. The parent company also owns several major and minor-league sports teams and arenas, a 24-hour sports programming network and a facility management firm. Ovations operates in convention and exposition centers, fairgrounds, parks, amphitheaters and almost 40 sports stadiums and arenas. These include Alltel Stadium, home of the NFL's Jacksonville Jaguars.

Recently, Ovations has focused on developing proprietary brands. It already boasts over a dozen. Themes range from Southwestern and Barbecue to Mediterranean and California Cuisine. It is also implementing its Everything's Fresh fresh foods concessions concept company-wide. Other initiatives include making a new market thrust into casino foodservice and expanding its full-service design capacity.

**Top 50 Percentage Growth Leaders**

Many regional contract companies have demonstrated very significant sales volume growth in the past few years. Here are the top 10 volume gain leaders, by percentage growth, since the 2004 Top 50.



Gourmet Services recently named a new president, Raymond McClendon. It also is moving into the hotel segment while exiting K-12. This summer, the company signed a five-year lease agreement to operate and manage the historic St. James Hotel in Selma, AL. It is the company's first hotel operation and will open at the end of September.

Gourmet Services is also initiating a relationship with Universal Vending Services to open all its accounts to vending services. A deal with Focus Brands will put franchise units both on the street and in its managed units. Recent new accounts include CNN, UPS and Wachovia sites. These augment the company's traditional client base among prominent black colleges like Hampton University, Bethune-Cookman University, the Morehouse School of Medicine and Alabama State University.

Valley continues to emphasize its signature Choice Matters healthy dining concept and has launched a program to eliminate trans fats from all its operations.

On the personnel front, a new training program enrolls FSDs in week-long culinary experiences outside their own operations. Meanwhile, a new comprehensive, competency-based management training program was developed. The Traditions food processing division created and implemented a line of military shelf-stable travel meals that will be marketed to all service branches.

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**CulinArt, Inc.**

PLAINVIEW, NY  
www.culinartinc.com

**SALES VOL.** 2007: \$124  
2006: \$105