

CURATING CONSUMER-FOCUSED EXPERIENCES





CACUBO

Central Association of College
& University Business Officers

- This webinar is part of our monthly webinar series to stay engaged with our community and bring programming of interest to our members.
- This webinar is eligible for CPE. If you are interested in receiving CPE credit for this webinar, please e-mail me (Marty Mickey) at mmickey@nl.edu now.
- During the webinar, there will be three check in questions for you to answer. **In order to receive CPE, you must answer all three of these questions.**
- Copies of the slides for this presentation and a recording of the webinar will be available on the CACUBO website in a couple of days.
- We will send out a survey afterwards to solicit thoughts and topics for future webinars.
- If you would be willing to present in a future webinar, please e-mail me at mmickey@nl.edu.



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MONEY MATTERS

WEALTH DECLINING

PERSONAL SAVINGS DECLINING

CREDIT BALANCES RISING

INFLATION RISING

51%

OF CONSUMERS SAY
WE'LL ENTER A
RECESSION IN 2023



23%

SAY WE WON'T

27%

SAY WE'RE ALREADY
IN ONE

\$1.75

TRILLION

AVERAGE ANNUAL SNAP PARTICIPATION RATE (*thousands*)



Impact on spending behavior

FRAGILE

64%

OF CONSUMERS RATE
PERSONAL FINANCES
FAIR OR POOR

37%

VERY CONCERNED ABOUT THE
ECONOMY AND ARE REINING
IN SPENDING



YOUNGER GENS FEEL OPTIMISTIC



RETAIL

AUDIENCE POLL

Question: Have you Bought On-line and Picked in Store in the last month?

A: Yes

B: No





drive up

GO
BIG

B

O

P

S



bloomie's

GO
SMALL

by  macy's
Market



CREATE CULTURE

CONSUMER





**HAPPY
CUSTOMERS**
**= POSITIVE
BUSINESS
OUTCOMES**



LOYALTY LONG-TERM AFFINITY



VALUE MATTERS

EXPERIENCE

PRICE

EFFICIENCY

QUALITY

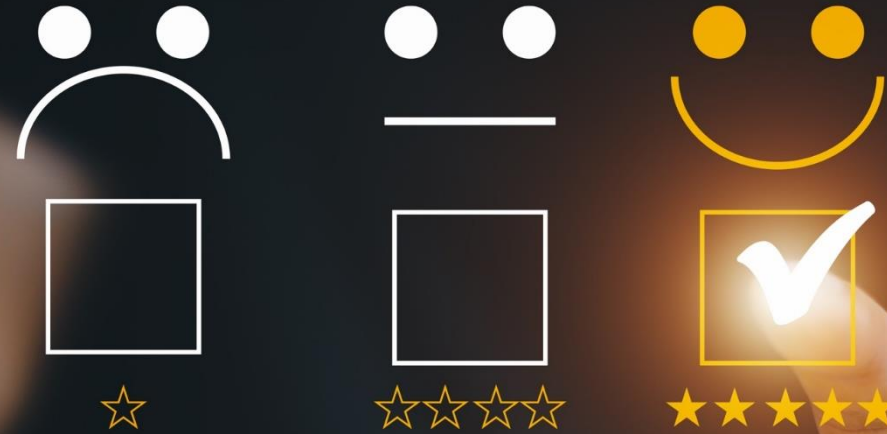
CONNECTION

QUANTITY



**NEW VALUE
COMPONENTS**

**EXPERIENCE
EFFICIENCY
CONNECTION**



EXPERIENCE MATTERS



A NEW THIRD PLACE

And.....

make it Instagram-worthy!

40%

OF CONSUMERS WANT
MORE OUTDOOR SEATING

50%

OF GEN Z



41%

OF GEN Z WANTS MORE
PLACES TO WORK OR STUDY
AT RESTAURANTS

AUDIENCE POLL

Question: Does your campus have a Pub
or Alcohol sales in an outlet on campus?

A: Yes

B: No





EATERENTAINMENT BOUNCES BACK

27%

OF GEN Z WANTS MORE
GAMES & ENTERTAINMENT
OPTIONS AT RESTAURANTS



82%

OF CONSUMERS HAVE VISITED
AND EATENTERTAINMENT
RESTAURANT



EXPERIENCE

PRICE

EFFICIENCY

QUALITY

CONNECTION

QUANTITY



EFFICIENCY MATTERS



They're Hooked

55%

TAKE OUT/DELIVERY IS
ESSENTIAL TO THE WAY
THEY LIVE

60%

OF GEN Z



there are **43,868** ghost restaurants
in the U.S. today

63%

OF CONSUMERS SAY A
RESTAURANT DOESN'T
NEED A DINING ROOM IF
THE FOOD IS TASTY, SAFE,
AND A GOOD VALUE

AUDIENCE POLL

Question: Does your campus include Robotics
as part of your campus dining program?

A: Yes

B: No



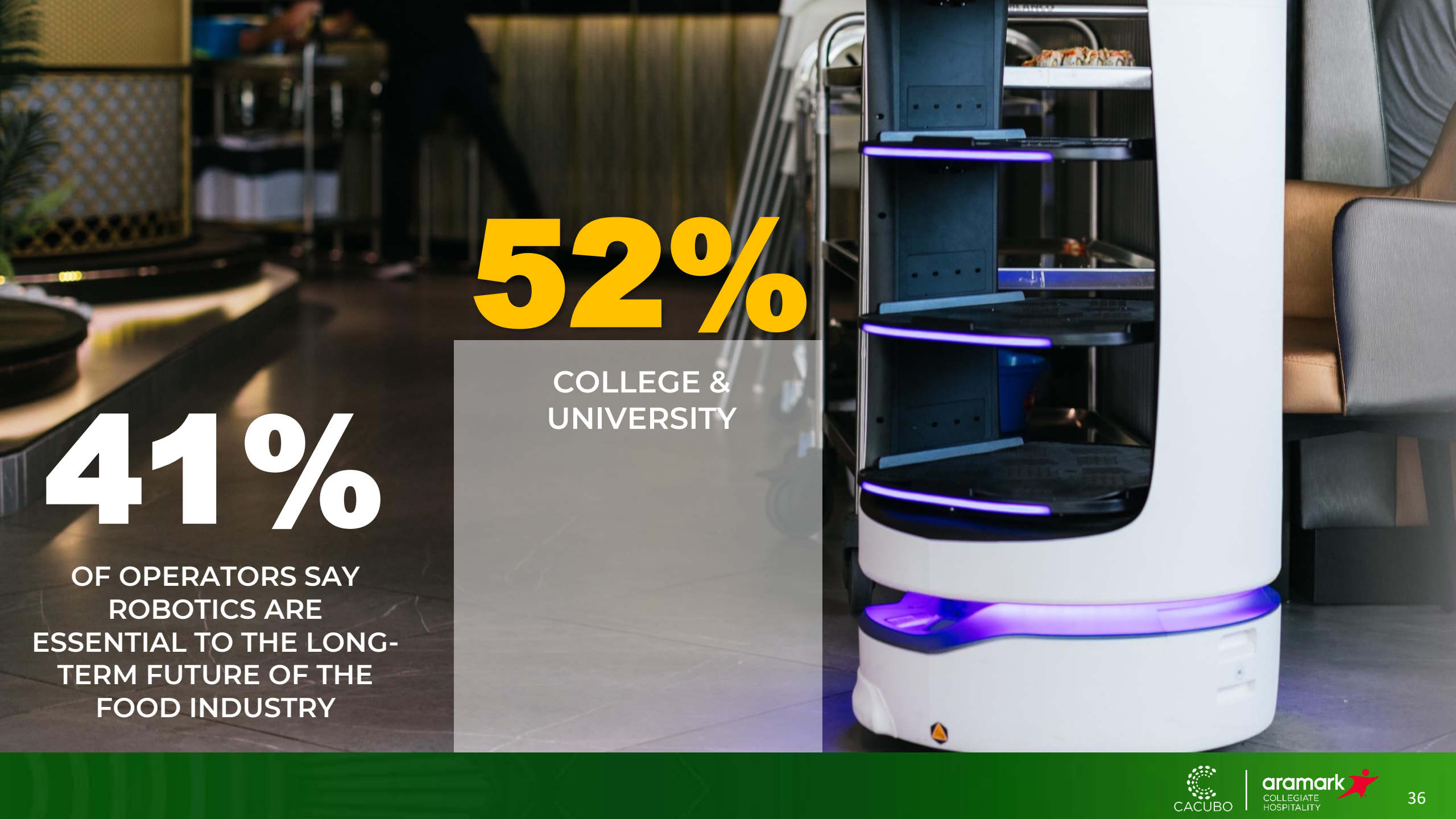
Robots & Drones favored by Younger Consumers

46%

OF CONSUMERS WOULD
ORDER FOOD THAT GETS
DELIVERED BY A SELF-
DRIVING VEHICLE

62%

OF GEN Z



52%

COLLEGE &
UNIVERSITY

41%

OF OPERATORS SAY
ROBOTICS ARE
ESSENTIAL TO THE LONG-
TERM FUTURE OF THE
FOOD INDUSTRY



EXPERIENCE

PRICE

EFFICIENCY

QUALITY

CONNECTION

QUANTITY



CONNECTION MATTERS

Lead with Purpose

44%

PURPOSE-DRIVEN
CONSUMER



71%

CONSUMERS SAY
VALUES INFLUENCE
FOOD CHOICES



MORE ACTION

LESS TALK

Employees...or Co-Creators & Ambassadors

46%

First Regular Job
for All Adults was in
Restaurant Industry

73%

Gen Z Adults Worked in
Restaurant Industry
at some point

SONSLUMMER



PRICE, QUALITY, QUANTITY



- Right options in the right place and the right time
- Value driven solutions
- Modify menu to meet student needs

CONNECTION



- International Food Festival
- Partnerships with Residential Life, Campus Life, Mental Health Center, Biology Department
- Faculty/Staff Connection
- Food pantry
- Food truck commissions fund scholarships



EXPERIENCE



- Inclusive Marketing Calendar
- Holiday events
- Themed tables
- Local promotions
- Music that aligns with special events



EFFICIENCY



- 50% adaptation of mobile ordering
- Dedicated locations to pick up orders
- Adding 2 “Smart Stores” in underserved areas.



Q&A



THEY'RE HERE!

**SAY HELLO
TO GEN ALPHA**





**SCAN TO VIEW
PRESENTATION**

FUTURES BETTER SERVED

