

# FOODSERVICE DIRECTOR

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## Sodexo takes NYC

involves 15 healthcare facilities.

**HOSPITALS** YORK—The New York City Health and Hospitals Corporation has outsourced patient feeding services to Sodexo. The 10-year deal involves the preparation of 19,000 meals per day and is worth \$34 million annually.

Sodexo operates hospitals, long-term care facilities and diagnostic centers in all five boroughs, and employs about 10,000 full-time foodservice workers, most of whom will remain with the city. Sodexo has hired some foodservice workers and placed its own managers at other accounts.

The contractor has also assigned a resident to oversee the city's HC account.

According to published reports, the deal is expected to reduce foodservice costs by \$20 million through outsourcing. Retail operations are

not part of the arrangement, but Sodexo is implementing its 5 Star menu program for patient feeding; it's a 21-day, restaurant-style menu with an ethnic focus.

Also participating in the contract is U.S. Foodservice, as distributor, and the Greater New York Hospital Association, which partners with Premier to provide group purchasing services to members.

### Health and Hospitals Corp. New York City

Select facilities outsourcing patient feeding to Sodexo:

- Bellevue Hospital Center
- Harlem Hospital Center
- Metropolitan Hospital Center
- Jacobi Medical Center
- North Central Bronx Hospital
- Coney Island Hospital
- Kings County Hospital Center
- Elmhurst Hospital Center
- Queens Hospital Center
- Sea View Hospital Rehab Center and Home

## TRENDWATCH

### AMERICANS' FAVORITE FOODS

Women are much more likely than men to choose fruits, vegetables and/or salads as their favorite foods, according to a recent study, while men show a clear preference for meat. Fruit registered as a favorite among only 2% of men.



## N. Iowa sales up

Open-plan brings meal prep to for

### HIGHER EDUCATION

CEDAR FALLS, IA—Transactions at Rialto Towers at the University of Northern Iowa have increased up 67.3% since dining services upgraded what used to be a straight-line cafeteria into a temporary, open-plan concept dining room.

This residential dining room features stations such as a pasta and pizza with a wood-burning oven; salads tossed in house dressing; and a rotating counter called Emiliano's, where food is cooked to-order, such as chicken (sweet and sour), Asian baked potatoes, nachos, and churrasco (Brazilian barbecue) station featuring different meats. "All food is cooked display-style," says Milius. "There's no hidden kitchen."

The facility has a grab-and-go area called Dashes offering hot and cold food, with some items cooked on demand since it's a comfort food station, complete with a smoker that's used for meats and vegetables, a churrasco (Brazilian barbecue) station featuring different meats. "All food is cooked display-style," says Milius. "There's no hidden kitchen."

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## District expands meal options

Made-to-order deli, grab-and-go attract more adults, girls.

**SCHOOLS** SOUTHERN YORK, PA—Participation and revenue are up about 25% at Southern York School District, thanks largely to the introduction of grab-and-go foods and a made-to-order deli. Both concepts have also helped attract more female students to the cafeteria.

The district launched the deli at the beginning of this school

year, says Toby Horner, divisional vice president, School Dining Services.

**As you like it:** "We can now customize salads and sandwiches as part of the [reimbursable] meal plan," he notes. "We offer five items out of four food groups and students must take three."

Offerings include vegetables, meats and cheeses; upscale items such as olives and roasted peppers; and homemade breads. The made-to-order deli meals can also be purchased for \$1.75-\$2.75.

The district introduced grab-and-go foods 18 months ago, increasing participation by 15%-20%. "That's not just students, but also adults," he says. Gold

The concepts have been particularly attractive to girls. "We noticed 50% of female students or more don't eat anything on any given day," Horner says. "Grab-and-go and the made-to-order deli have helped that considerably. The response from females has been tremendous."

## Retail can do better

Aramark study identifies missed revenue

**HOSPITALS** PHILADELPHIA—Aramark Healthcare Management Services has launched Customer Close-up, a

The contractor interviewed healthcare employees and foodservice customers at its healthcare client locations.

## HIGHLIGHTS

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