FOODSERVICE DIRECTOR Your Source For Operational Excellence

dexho takes NYC

involves 15 healthcare facilities.

ity Health and ls Corporation has out-

patient feeding services

ites around the city to

o. The 10-year deal in-

preparation of 19,000

day and is worth \$34 mil-

nnual managed volume.

operates hospitals, long-

re facilities and diagnos-

ment centers in all five

hs, and employs about

Il-time foodservice work-

ost of whom will remain

IC, though Sodexho has

hired some foodservice

s and placed its own gen-

nagers at other accounts.

tractor has also assigned

resident to oversee the

ding to published reports,

ped to reduce foodservice

\$20 million through out-

g. Retail operations are

HC account.

ORK—The New HOSPITALS

not part of the arrangement, but Sodexho is im-

plementing 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**

Bellevue Hospital Center

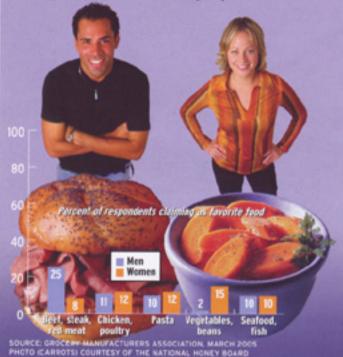
Select facilities outsourcing patient feeding to Sodexha:

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.



GHLIGHTS

er Plate iers' Profiles ion-commercial tors discuss their -winning programs iture plans.

of the Graves lorida is on track.



p. 31

District expands meal options

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

SOUTHERN YORK, SCHOOLS 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 madeto-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 graband-go foods 18 months ago, increasing participation by 15%-20%. "That's not just students,

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-toorder deli have helped that considerably. The response from females has been tremendous."

N. Iowa sales up

Open-plan bring meal prep to for

CEDAR FALLS, IA-Trans counts at Rialto Towers : University of Northern Iov up 67.3% since dining ser upgraded what used to straight-line cafeteria into: temporary, open-platform cept dining room.

This residential dining features stations such as a pasta and pizza with a v burning oven; salads tosse order; and a rotating co called Emiliano's, where for cooked to-order, such as c (sweet and sour), Asian baked potatoes, nachos, sadillas and rösti potatoes rotate them all to add var says Mona Milius, associa rector of residence dining.

It's smokin': There's a comfort food station, com with a smoker that's use meats and vegetables, a churrasco (Brazilian barb station featuring different m "All food is cooked display-st says Milius. "There's no lon hidden kitchen."

The facility has a grab-ar area called Dashes offering and cold food, with some cooked on demand since it' Continued on p. 5

Retail can do bette

Aramark study identifies missed reven

PHILADELPHIA-HOSPITALS Aramark Healthcare Management Services has | ployees and foodservice custo

The contractor i viewed healthcare

launched Customer Close-up, a at its healthcare client locat