

[REDACTED]

**FINANCIAL AND PROPOSAL
ASSUMPTIONS**

[REDACTED]

[REDACTED]

**COMMISSIONS ARE CALCULATED
AS FOLLOWS:**

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

2 of 12 pages

[REDACTED]

[REDACTED]

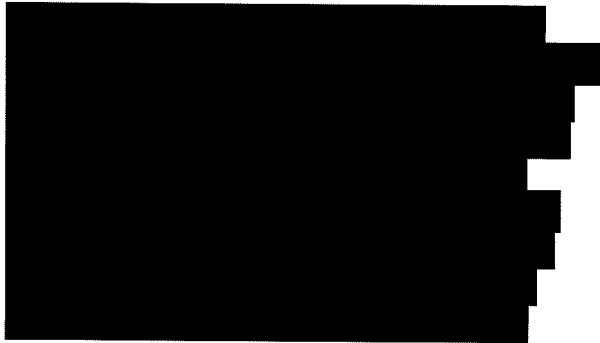
[REDACTED]

[REDACTED]

b. Cash Operations (including, but not limited to, cash, flex, debit/credit card and EagleOne money) Cite the annual commissions as a percentage of net sales, for each cash operation, to be remitted to University of Mary Washington.

c. Meal Plan

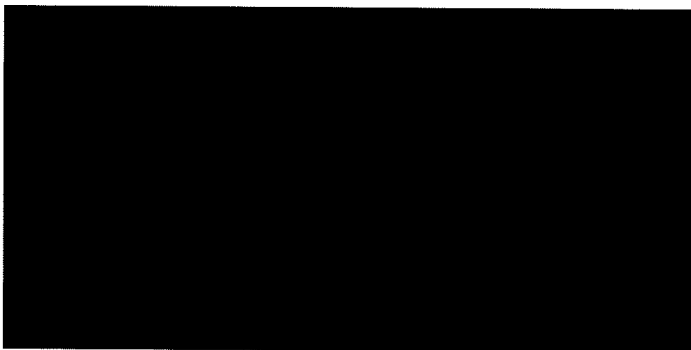
i. Using the meal plans provided by the University, beginning Fall semester 2023, estimate the participation and revenue the Offeror foresees for meal plan operations at University of Mary Washington. Detail your proposed cost per student meal, by meal plan for the University.



ii. Also quote guest meal rates and the administrative meal rates for the Top of the CRUC.

Please refer to our completed Pro Forma in the Appendix for administrative, staff and student meal plans.

The current door rates for guests are as follows:



6. Regarding Net Losses

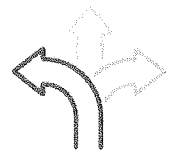
Any and all net losses associated with this contract as the sum of University of Mary Washington's authorized operating expenses and commissions paid to the University from Contractor, in excess of gross sales shall be paid by the Contractor throughout the term of this agreement.

We acknowledge this requirement and agree to comply.

7. Optional proposal program submission

After having complied with the base proposal as articulated in foodservice in this RFP Offeror is given the option to submit alternate program proposals. The Offeror shall be required to prepare and submit a complete set of financial worksheets and pro formas for each year of the term of the agreement for the alternate proposal. As shown in Attachment B in conjunction with instruction for completing the pro forma workbook in the Excel file provided.

Appendix includes proposal form submissions for both our base bid and alternative proposal offers. Detailed pro formas, meal plan details, sliding scale, labor schedules by location have been included for each bid.



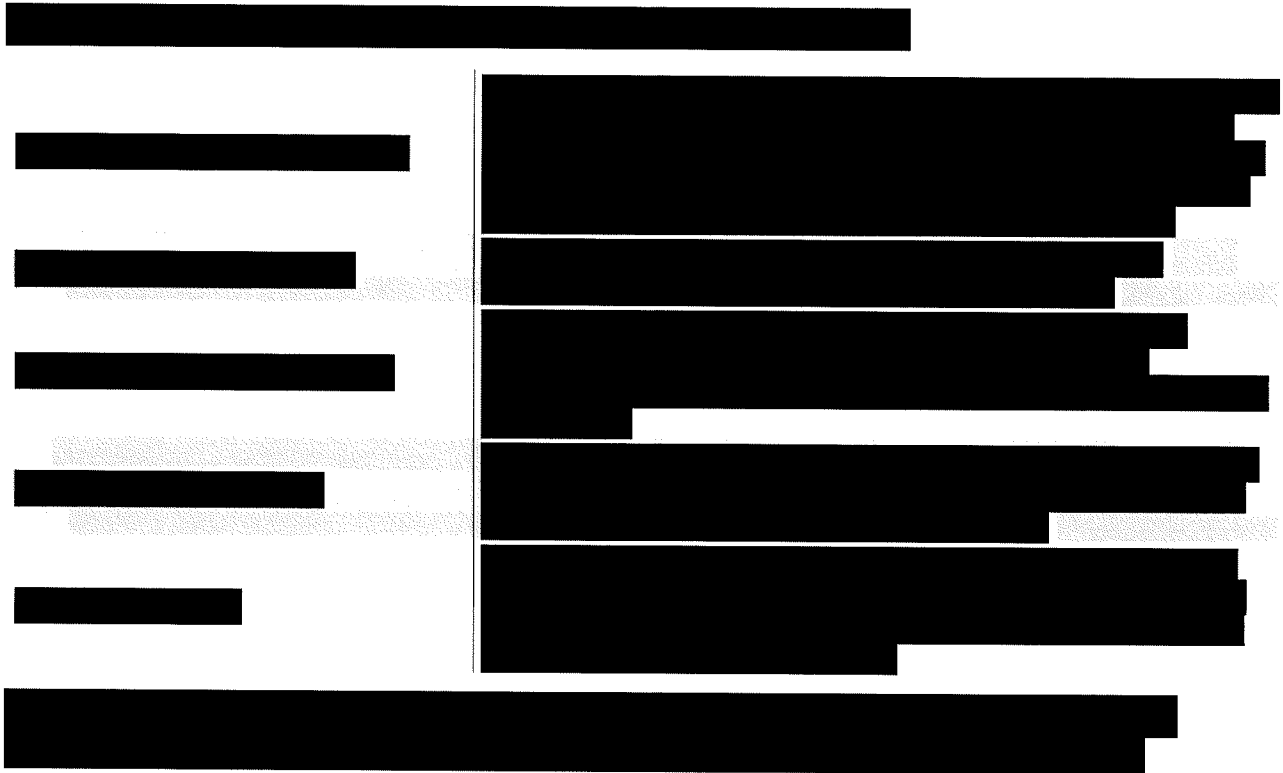
ALTERNATIVE PROPOSAL HIGHLIGHTS AND OTHER CONSIDERATIONS

8. Continuous Improvement Programs

The University participates in continuous improvement programs to ensure that costs are improved, and efficiencies are maximized semester to semester, and year to year. The Contractor shall be required to develop and implement their own program consistent with this initiative and provide the University with a monthly update on initiative, goals, and progress. Contractor is required to provide a strategy on how this will be accomplished within their Bid Response.

Aspiring for Continuous Improvement Through Communication

UMW can be confident that we will perform with excellence – and you'll always have the data to prove it. Weekly, monthly and quarterly status reports will be provided to key UMW stakeholders at the appropriate levels, in alignment with the determined governance structure. The status reports will include details of our performance against agreed KPIs and SLAs. The weekly reporting formats resemble the formats of the monthly and quarterly reports, each of which will reflect summaries of the previous periods and “forward-looking” plans.



9. Complete and return Attachment B.

Please refer to our completed Attachment B in the Appendix.



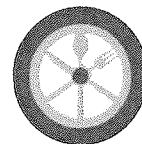
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Food Trucks

15) Offerors shall provide their plan to address the increasing demand for the use of food trucks for multiple events held on campus.

Food Fleet Food Truck

We understand the importance of providing a mobile/food truck option that packs a big flavor punch and represents the local food scene. Our established relationship with national food truck company, Food Fleet, enables us to seamlessly implement a customized mobile option for UMW.



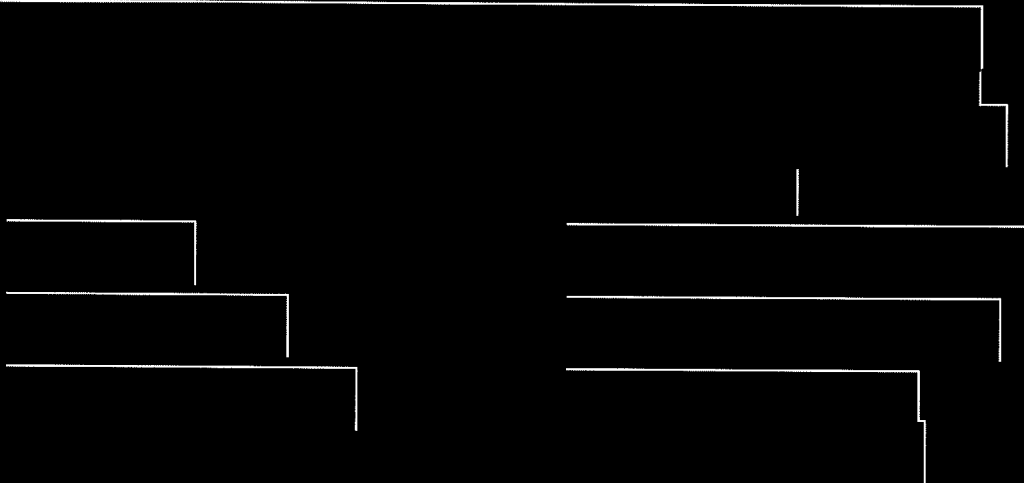
FOOD FLEET

The Food Fleet staff has more than 60 years of combined operational experience in logistics, routing and scheduling, menu planning, catering and full-scale restaurant experience in 22 countries around the globe. Currently, they work with 2,000 trucks across the United States. While they successfully operate food truck fleets around the world, their food trucks that operate at UMW will reflect the culture and distinct flavors of the Virginia/Maryland region.

Food Fleet offers a holistic solution, including billing and scheduling, a 50-point vetting process and onsite event and inventory management. All truck operators are ServSafe certified, and the entire offering is available to UMW with no additional upfront investment or labor and food costs. The UMW community can look forward to a rotation of diverse food truck offers; just a few of the available food trucks are highlighted as follows.



Do you recognize these partners?



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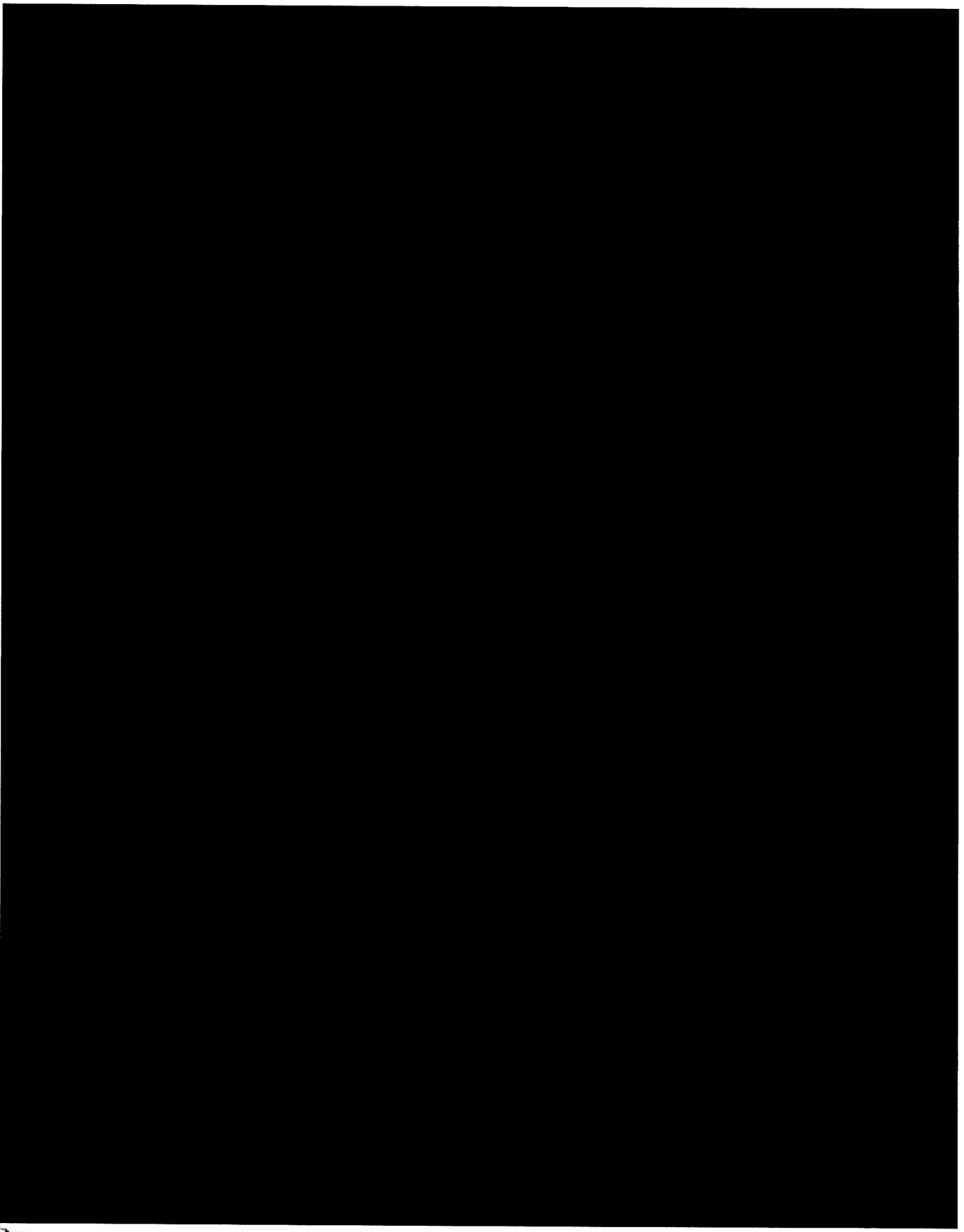
Subcontraction Plan

The Small Business Subcontracting Plan ("Plan"), included within this Addendum No. 2, commencing on page 2, is hereby incorporated into RFP #UPCUMW 23-1457 as Attachment I. The completed Plan shall be included within the Offeror's proposal submission.

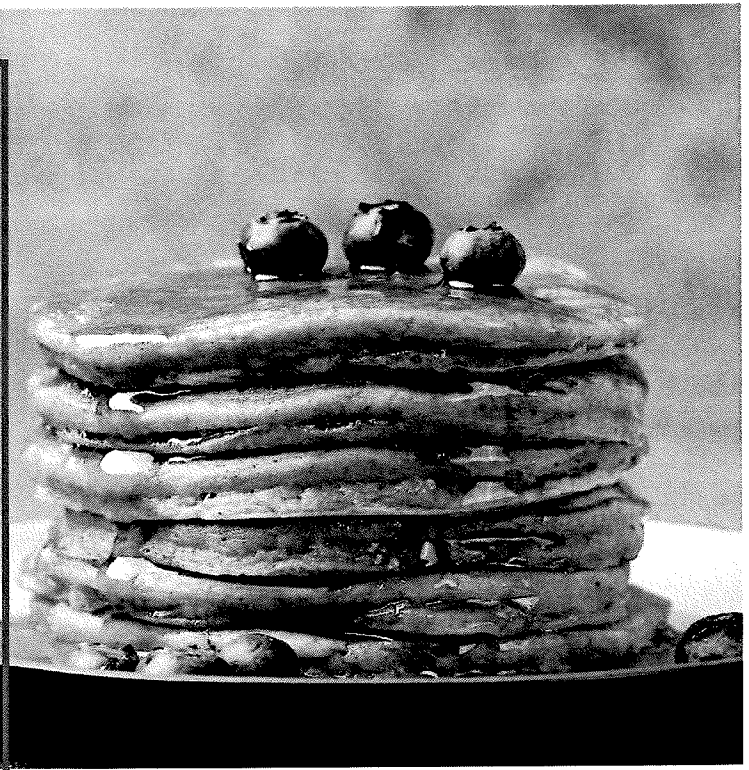
Attachment I – Small Business Subcontracting Plan



**PRESIDENT OF UMW CELEBRATING
#SPOOKYSEASON WITH STUDENTS!**







(15) Monthly Reports

(a) Contractor shall be required to provide the Contract Administrator with a one to two-page executive summary monthly providing updates on the menus, customer satisfaction, program changes and key financial metrics (e.g., revenues, food costs, student meal participation, etc.). Failure to provide this information will result in a financial penalty of \$5,000 per occurrence. Offerors are to provide an example of this type of report with their proposals.

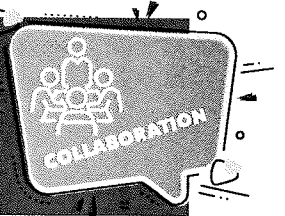
ALIGNMENT WITH UMW'S GOALS

UMW is always in the loop because a comprehensive communication process is part of our company's operating culture. Designed to initiate and encourage open, honest communication between us and support our commitment to lasting client relationships, this philosophy ensures continuous reevaluation of your needs to deliver dining to a greater degree. Annual meetings enable us to monitor our progress and identify new needs and goals, so we can update action plans accordingly. The goal is to always meet and exceed your expectations. By so doing, our mutual and ongoing success is assured. That is why we:

- Document expectations and commitments
- Work with you to agree upon success measures
- Thoroughly review your specific objectives prior to engagement
- Support UMW with skilled professionals trained to efficiently address your expectations



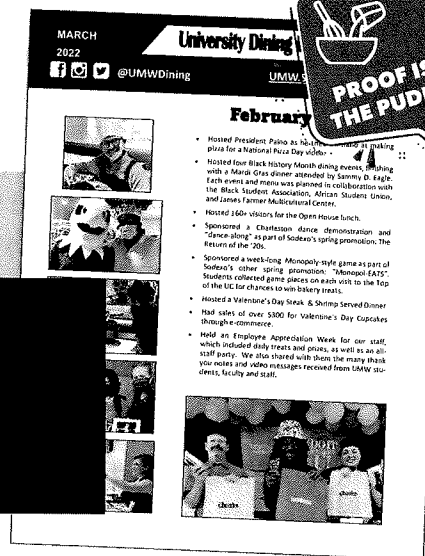
Constant involvement with senior leadership combined with a strong on-campus network of management professionals to help build solid rapport with you.



Day-to-day interaction ensures each of your expectations are clearly understood and met at every level. Throughout our partnership, UMW's dining program is continually guided by a clearly defined final plan designed to deliver continuous long-term value. Several elements ensure service excellence on your campus:

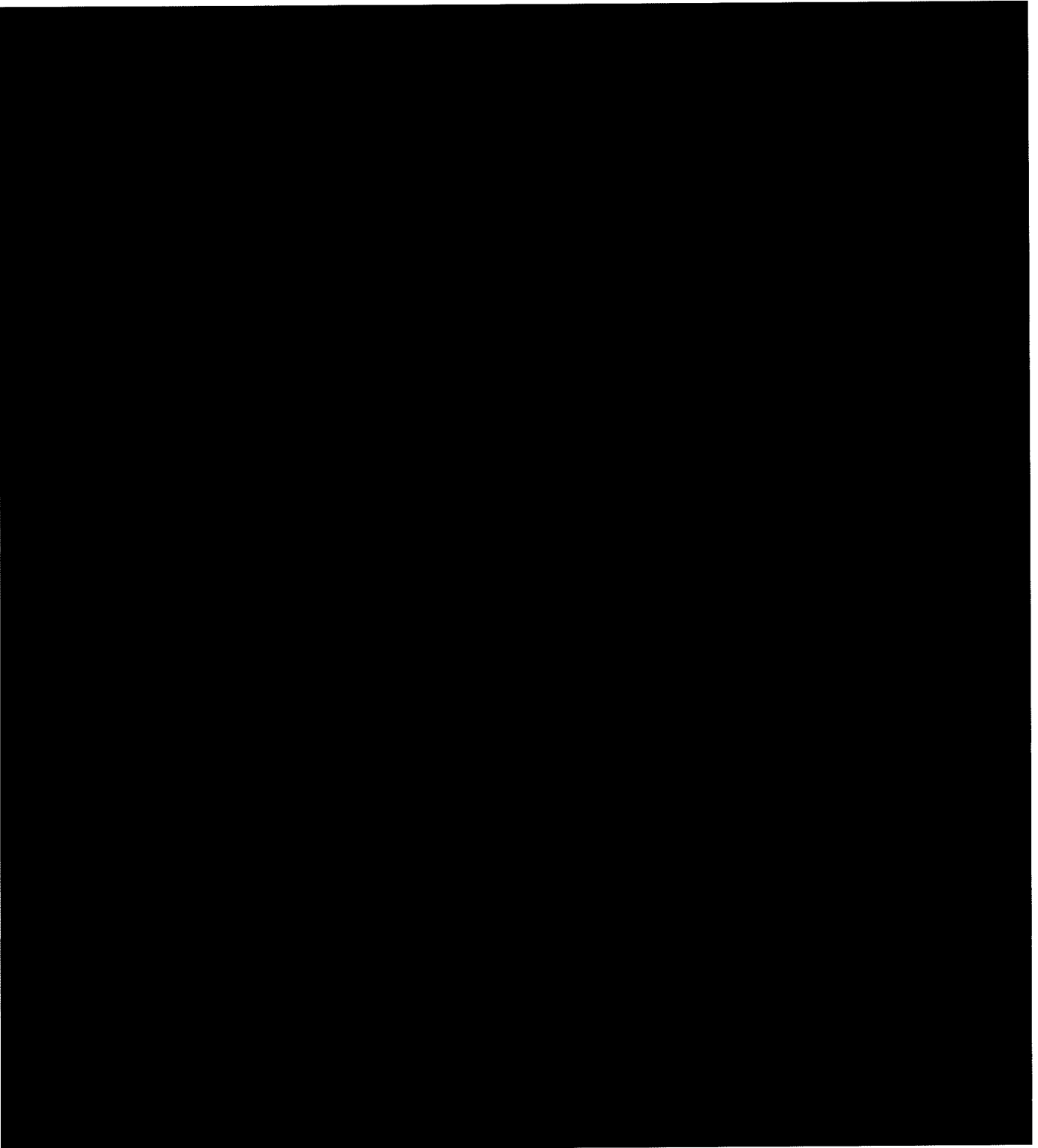
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- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
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- [REDACTED]

Please scan or click the QR code to view our March 2022 Dining Update that was distributed to UMW.

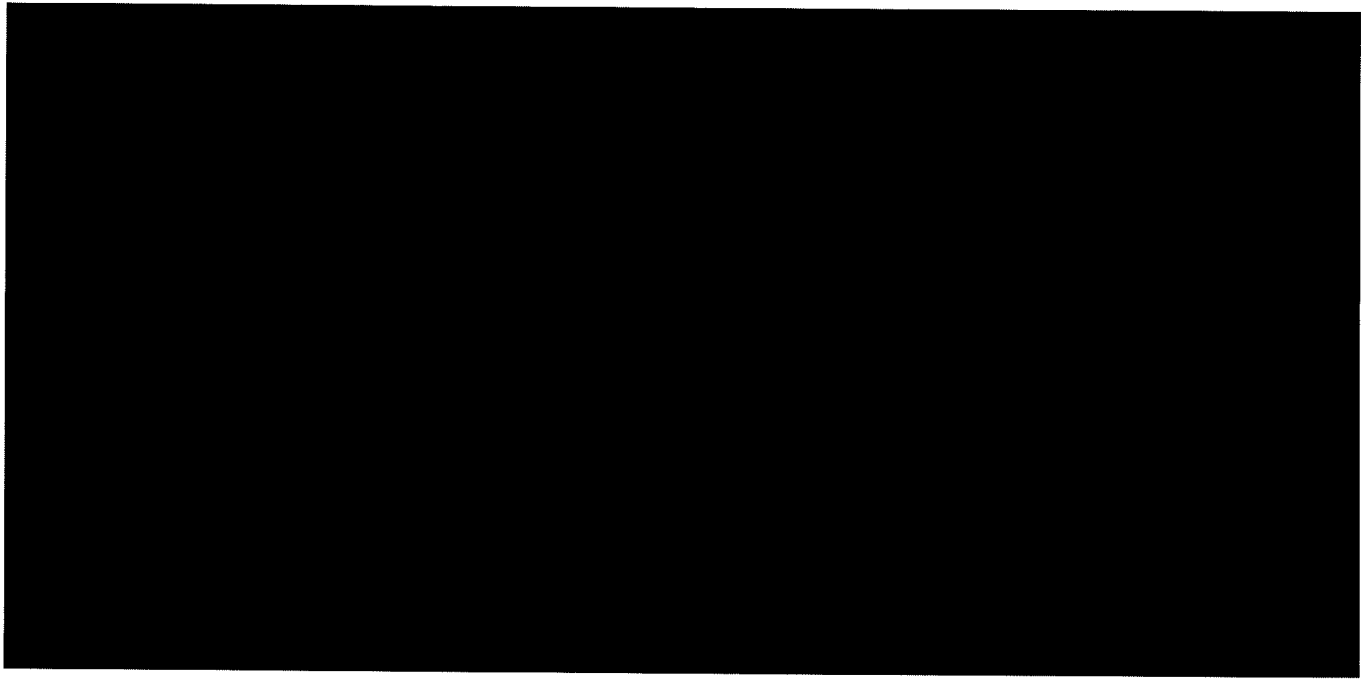


Communications Processes

The following chart illustrates specific processes used in our communications strategy:



2. 4/1/2020





"We appreciate the opportunity to present our proposal to the University of Mary Washington. For me this is personal. I started my career journey with the Wood Company and on UMW's campus. For our team, this is also personal – Chef Rob started his culinary career as your campus chef 20 years ago when Noah Ristau was a student on campus. What separates us from other companies in this process is simple – we know you and you trust us with your campus dining and catering – and we continue to deliver. That is something you can be sure will not change in this new partnership, should you continue to have us as your strategic partner and ally. Please do not hesitate to reach out to us if you have questions about our proposal."

– Mark J. Watkins
President and CEO



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