

9. Describe Offeror's online and offline marketing strategies for each of the constituencies including but not limited to: a. Newly admitted undergraduate and graduate students b. Parents of newly admitted undergraduate students c. Graduate, undergraduate, and Summer Term students who will be residing off-campus d. Returning graduate and undergraduate students e. Parents of returning undergraduate students f. Graduate, undergraduate and Summer Term students g. Prospective students and their families h. UMW faculty i. UMW staff j. Real property tax-exempt institutions that apply to hold conferences or to house conference participants at UMW

Please see our Marketing Plan located in the Appendix.

10. Fredericksburg is a very competitive food market. Please detail how your company plans on competing with the street for the UMW dining business. Specifically, demonstrate your company's ability to compete effectively with off-site retail businesses providing specific examples if applicable.

Trending Now: Environmental Stewardship and Wellness for All

The campus lifestyle is evolving. Gen Z and Gen Alpha students prioritize culture alignment when choosing a brand more than ever before. When they choose what label to wear, which Netflix series to binge and where to eat, they choose more than just an item or service—they select brand values to feel good about supporting both on and offline.

Keeping up With the Times: Customizable Innovations

At Sodexo, we've always embraced an open-innovation mindset. We nourish internal innovation from our teams using crowd-sourcing through a hub, along with peer reviews to ultimately develop, test and deploy new ideas. To capture the best innovations from the outside, we use our global ecosystem of start-ups, such as our Accelerator programs and Sodexo Ventures portfolio.

Sodexo has launched an Innovation Team dedicated to researching, testing and exploring trend-driven advances in higher education dining.



Just a few of our latest, customizable innovations to address foodservice trends include:

- Tools focusing on environmental stewardship with industry experts, like World Wildlife Fund (WWF), Knorr (Future 50 Foods), Humane Society of the United States (HSUS) and Google Food Lab
- Our Everyday app that supports transparency and convenience and gives students control over their dining experience to determine where, when and how they eat
- Implementing virtual/cloud kitchens and robotic vending solutions to mitigate labor shortages while expanding variety and hours of service
- Expanded delivery options, both in-person and robotic as research shows that students will continue to desire more delivery and contactless dining options, even after COVID-19
- Providing students with the ability to plan their meals throughout the week, which gives them flexibility while taking advantage of their meal plans
- Chefs and dietitians showcasing cooking methods and sharing tips for better nutrition to engage and support student's individual wellness journeys
- Ghost kitchen delivery
- Providing students options for nourishment at all hours, such as automated C-stores, food trucks and robotics that will enhance marketing tactics and drive engagement

Sodexo is the first gold-level partner of FARE (Food Allergy Research & Education), a critical certification that will advance UMW's ability to provide safe and delicious food for all.

11. Student Satisfaction and Success: UMW places a high premium on student success, satisfaction, and creating a community environment. Please detail how your company would effectively contribute to this effort.

a. Provide details on how your company will deliver the highest quality student dining experience at UMW.

Securing Satisfaction

The pandemic accelerated the pace of transformation on college campuses, creating new expectations and logistical requirements. Many of these changes are here to stay, especially those related to technology and its integration into daily life.

Trends that impact dining and stakeholder satisfaction:

- Third-party delivery apps as key gatekeepers between consumers and restaurants
- Robotic and drone delivery have become even more common on campuses
- Media-streaming services like Netflix and Amazon Prime pair with meal delivery services to create an all-in-one dinner and entertainment experience
- Campus food halls have transformed into social destinations as malls and brick-and-mortar retail diminish
- Convenience is a keeper and becomes even healthier as wellness is a focus
- Virtual and cloud kitchen concepts present institutions with new revenue streams
- Sustainability and transparency continue to be a focus for years to come

b. Provide details on how your company plans to maximize customer satisfaction. This must include student meal plan participation expansion and retention in plans.

Student Engagement

A successful collegiate career at UMW is predicated on students feeling connected to the campus community. We know that voluntary meal plan participation is a factor in student success and retention. Beyond the healthy and nutritious meals, your dining venues serve as gathering hubs – places where campus community is enhanced and interaction between patrons promoted.

Engagement begins with participation in the dining program. How we position your meal plans and communicate the value of on-campus dining is a key part of our strategy. One size does not fit all when considering meal plans and connecting the consumer with the right plan to coordinate with their schedule, dining habits and nutritional needs. **We take in every aspect with our approach.**

Our focus with meal plan participation is to support UMW's personal and professional development goals, such as promoting nutritional awareness, food sourcing, student well-being and opportunities to develop employment skills that translate across different disciplines.

The messages we craft resonate deeply with your students.

We build authentic and meaningful relationships based on two-way communication. Gen Z doesn't want to be sold. They want to interact and discover how our brands help them create their own story – complete with the customization they crave.

Students are our shared highest priority. Involving students in our digital and marketing campaigns is essential for developing effective and personalized strategies and programs.

The Eagle Table

There's no better way to uncover information about your students' dining experiences than to get personal – sitting down with them and genuinely engaging in transparent conversation. The Eagle Table provides that valuable expertise to validate research and inform decisions before they're made. As we learn about what students care about most, we adapt our program to respond.

Student Mystery Shopper

This program provides meaningful, real-time customer feedback to elevate guest satisfaction, improve service, enhance operations and increase morale. Trained Student Mystery Shoppers offer feedback through an online tool, accessible from smartphones.

Campus Intern Program

Through the sostudents.sodexomyway.com, Sodexo's online hub for interns and recruitment, and social media, we launch a campaign to UMW students about the benefits of working with campus dining and encourage them to apply for positions. Students are often encouraged to stay with Sodexo after graduation, which provides interns with access to job opportunities in more than 56 countries.

We have more than 260 interns at 125 campuses in 40 states and Canada. Internship areas include marketing, health and wellness, dietetic, sustainability and more.

Customer Satisfaction Surveys

In partnership with market research leader, InMoment, we conduct a comprehensive online survey each semester to gauge customer feedback on food quality, taste, price/value, speed of service, cleanliness of dining areas and customer service.

Detailed reports are provided each semester, benchmarked against other institutions across the country.



c. Provide details on surveying and feedback tools your company plans to employ to measure the level of customer satisfaction.

Program Reviews

The Program Review, previously known as the Partnership Report Card, is provided at the end of each semester. The Program Review will bring the semester full circle from the Marketing Plan Summary and highlight all our accomplishments and semester stats.

Please scan or click the QR code for our Program Review from Spring 2022.

Program Peek Boxes

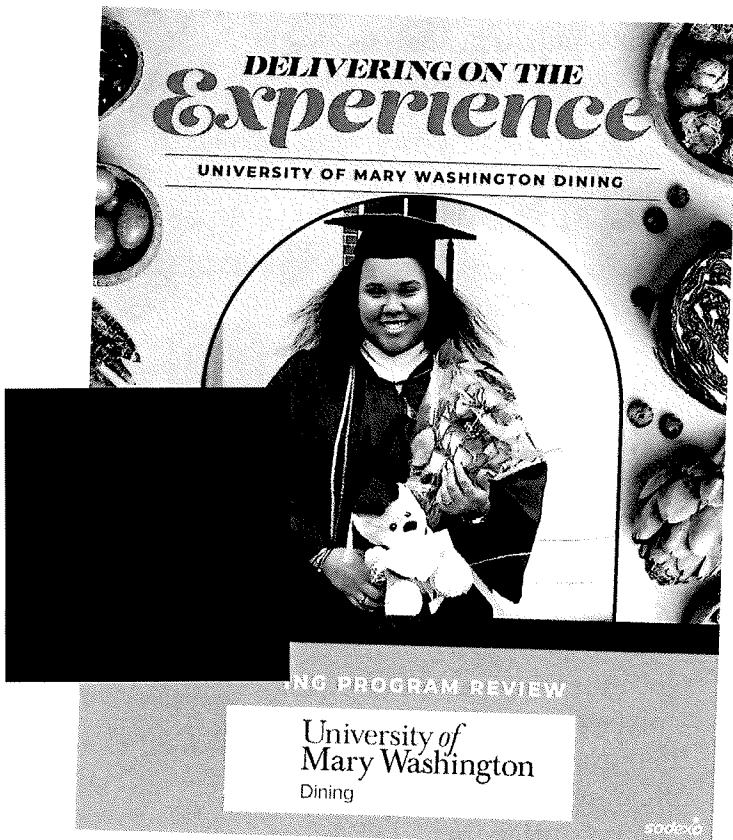
Our Program Peek box gives you a “peek” at some of the programs, promotions, and featured snacking and beverage items that students can look forward to. We provide samples of marketing and communication materials and the chance to sample trendy snacks and beverages that we will feature throughout the semester in our retail locations.

Customer Loyalty Survey Result Summary

We take our commitment to student insights seriously and insist that our program is student insight driven. At the conclusion of our fall and spring customer loyalty survey process we will work closely with Sodexo's Consumer Insights team to interpret results and build action plans for continued improvement. Our summary will provide an overview of our findings, semester-over-semester performance, our action plan based on results and benchmarking related to other Sodexo accounts in the region and throughout the country.

d. Please detail, specific to UMW Dining, who would be responsible for what within your company to make this a reality.

Our General Manager David Schneider and Marketing Manager Rose Benedict ensure all of our marketing is brought to life on UMW's campus.



12. Provide examples and references demonstrating how you have grown business on the college & university level and how your experience would assist UMW Dining in business growth:

a. Organic

We support organic revenue growth through voluntary meal plan sales and new product and program activations.

b. Same store sales growth



c. Incremental



d. Innovation Trends



13. Provide a description of your web and mobile capabilities. In addition, how has your organization integrated their corporate websites/mobile applications into university client sites?

Everyday Dining App

Information about dining locations, hours of operation, menus, nutrition analysis allergies, special events, and promotions.



Social Media

Ongoing analysis of post-performance using platform specific and Hootsuite® Enterprise analytics. Heavy focus on virtual engagement (e.g., polls, Q&A, student choice events) functions and Instagram stories and reels.



myDtxt

Opt-in texting service allowing University Dining to reach their guests with exclusive offers, news, in-the-moment updates and more.



SodexoMyWay Website

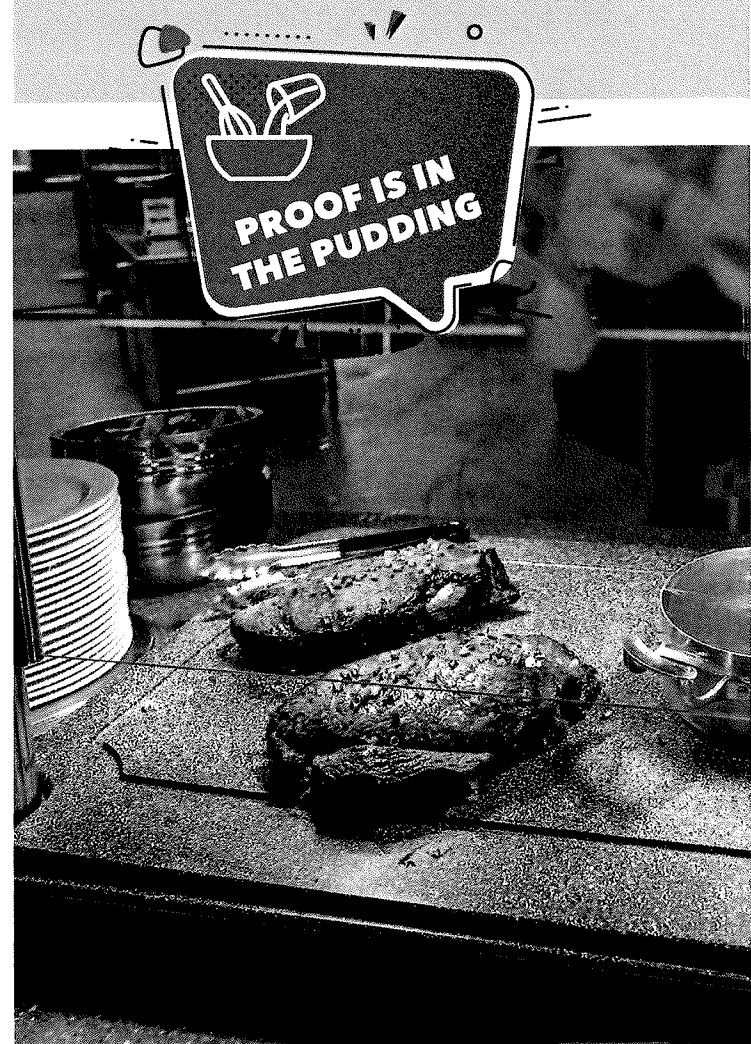
Custom-branded SodexoMyWay website to serve as information hub for all things dining for both current and prospective campus community members.

For more information on our web and mobile capabilities, please see our Technology section on page 139.

14. Provide examples of how your organization would incorporate the University's branding into your corporate marketing materials.

Our SodexoMyWay website solution for University of Mary Washington is designed to reflect the unique branding elements of University of Mary Washington. Branding elements include your logo, color palette, and high-impact imagery that is unique to the campus and dining locations. We also include a direct link to www.umw.edu. Branding is already in place at <https://umw.sodexomyway.com/>. In spring 2023 we will be updating our website platform to include a new engaging format. This upgrade will include more custom images, a graphic display of our recent posts to social media and the ability to showcase dynamic video footage. For an example of this updated format please visit our dining site at George Mason University: <https://masondining.sodexomyway.com/>

Text UMWFoodies to 82257!
UMWFoodies is a text messaging initiative that enables University Dining to let students know about free food events, special discounts and events. It is also the most efficient way of notifying guests of changes to dining hours due to weather emergencies.



Product and Menu Development

15. Product and Menu Development:
(Refer to Section 2. Residential and Retail Operations of the Statement of needs for requirements)

a. Please describe your company's approach to food product and menu development. In your response include discussion regarding: Keeping current trends, how to create food products in a cost-efficient manner, recipe development – local, regional and on a corporate basis.

We love food – and it shows. Our approach to culinary excellence at UMW is guided by this love. The application of our guiding principles, along with our culinary development pillars, will ensure a successful dining services program at UMW.

Please scan or click the following QR code to read more about our Love of Food.



Our Six Guiding Culinary Principles

Our culinary philosophy is encapsulated in knowing that food is better from scratch. We work to follow these six culinary principles:

- 1** Food travels a simple and responsible path from the farm to the UMW community.
- 2** Source wholesome, nutritious ingredients from the local community, supporting farmers we know and trust.
- 3** Embrace fresh, seasonal ingredients, humanely raised proteins and sustainable seafood.
- 4** Honor culinary tradition by creating fresh, authentic and diverse cuisine.
- 5** Use cooking techniques that celebrate the ingredients, letting them speak for themselves.
- 6** The journey of food discovery and exploration incorporates the UMW community's preferences all along the way.

Culinary Development Pillars – Love of Food

Love of Food is our culinary heart and soul and is woven into our operating platform at the global, regional and local levels. Our team, clients, guests and partners experience this firsthand through these foundational pillars:

Culinary Recognition and Engagement

- The Love of Food app allows us to connect with a wider community by embracing technology and familiarizing our approach to that of social media natives.
- Chef's Round Table is a monthly meeting for senior culinary professionals to identify common objectives. It connects global, regional and local employees and creates a point of contact with the senior regional chefs, facilitating communication and the implementation of culinary definitions and developments.
- The annual culinary report is an engagement tool to connect with our chefs, guests and clients.
- We share stories and highlight collaboration and synergies within our teams.



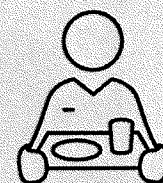
Culinary Training and Development

- Chef Academy is an online learning and development program for Sodexo chefs around the world. The content draws from best-in-class practices across Sodexo, including operational standards defined by the global food platform to culinary techniques perfected by chefs at Lenôtre. The purpose of Chef Academy is to establish a sense of belonging to an elite culinary community within Sodexo and provide tangible tools to deliver consistent and first-class quality food.
- Promote strategic initiatives such as the DRIVE food production system and WasteWatch powered by Leanpath and focus on defining quality through the global culinary principles.



Global Menu Strategy

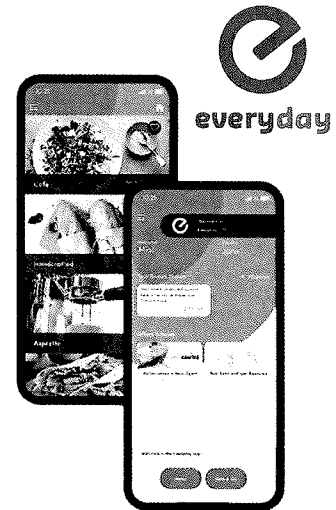
- Development of recipes and menus that utilize insights to identify guest-centric recipe development.
- Focus on plant-based recipe development and developing healthy options that align to our Better Tomorrow 2025 targets.
- Recipes and menus tested to a global standard through the recipe testing guide and toolbox.
- Our global Culinary Principles are the framework for minimum standards but allow regional teams the scope to enhance and adapt to suit each partner and support guest satisfaction. This consistency-based approach supports financial improvement and the visual perception of food quality.



b. What nutritional content of food products are offered on the menus and how is this information transmitted to the UMW guest?

Sodexo has shared highlights of our nutritional offers and consumer-facing technology tools regarding social media, websites or similar within our marketing, residential dining and nutrition sections. Our recipe collection including allergen-free, plant-based and Mindful menus along with daily offerings with retail are all available on our Everyday app, including appropriate icons alerting the consumer to any special dietary needs. All technology platforms provide students with operating hours for locations, limited-time menu offers and the account leadership team contacts should they wish to share feedback or have questions.

Maintaining the websites is achieved through the combined efforts of our regional marketing personnel, unit managers and even with the assistance of our student marketing interns. Behind the scenes, many of our web tools have baseline templates on the back-end and give our unit teams the opportunity to personalize when needed.



Our unit-based websites provide viewers with instant access to menus, nutritional content, programming calendars, e-commerce opportunities and even virtual tours of operations.



c. Define a “low cost” food option available to any student that is nutritionally balanced, accessible in multiple locations, and available at convenient hours to support financially stressed students and/or those that may be facing food insecurity issues.

Partnering to Address Food Insecurity in the UMW Community

According to our 2022-23 survey data, well over a third of current university students say they have skipped meals to economize.

While this may have been a singular instance for many of our survey respondents, for some, skipping meals is a routine occurrence. Food insecurity can hinder students’ academic performance and drive them to drop out of school entirely. Expanding social safety nets on campus, i.e., networks of support that students can rely on for immediate food aid and no-cost basic needs, ensures that more students, especially those burdened by financial woes, have opportunities to thrive and earn their degrees. Food recovery programs, catering surplus alerts, Mystery Shopper programs, donations to campus food pantries and meal swipe banks are just some of the ways we partner with campus communities to help assemble social safety nets for food-insecure students.

The UMW Athletic Department has partnered with us in our yearly Stop Hunger Food Drives for over ten years now, and this partnership has certainly been the key to making these drives so successful year over year.

Through the efforts of UMW Athletic teams, which included distributing hundreds of grocery donation bags to neighborhood homes, we received 5,711 pounds of food that will benefit our Gwen Hale Resource Center and the Fredericksburg Regional Food Bank. That amount of food will provide over 4,750 meals for those experiencing food insecurity in our campus and Fredericksburg communities, which is really awesome!



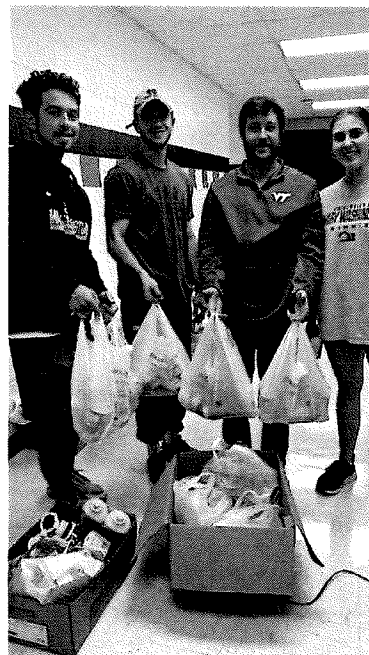
Reducing Food Waste

Sodexo partners with student-led nonprofits, including Food Recovery Network, to fight food waste and hunger by recovering perishable food from our operations that would otherwise go to waste. Efforts include:

- Surplus catering food alerts
- Direct and in-kind support for campus pantries
- Stop Hunger Activities, including food drives, Servathon, payroll giving, food recovery and special banquets
- Creating economic access to nutritious meals
- Affordable meal plans, retail and catering options: Providing student meal plan options to meet diverse dietary needs and financial constraints while increasing high-quality, healthy food options
- Mystery Shopper program: We engage students to obtain constructive feedback in dining locations on campus in exchange for a complimentary meal
- Swipe Out Hunger: Sodexo populates a meal swipe bank each semester and distributing meal swipes anonymously to food insecure students
- SNAP: Our C-stores and farmers' markets may receive SNAP (Supplemental Nutrition Assistance Program) retailer eligibility through the USDA application process so students/staff can use their EBT cards for on-campus purchases

Creating income-earning opportunities and building life skills:

- Student employment/student manager program/internships
- Nutrition, cooking and budgeting classes to build life skills
- Mindful recipes accessible through our Everyday app



d. How does the Offeror ensure the authenticity of cuisines offered at UMW – included but not limited to: i. Ethnic ii. Vegan iii. Vegetarian iv. Kosher v. Halal vi. Gluten Free vii. Organic viii. Sustainable

We provide healthy and nutritious food, explore global and right-at-home flavors and are careful stewards of our natural resources. To us, innovation means welcoming change, challenging the status quo, embracing food trends and adapting to our guests' everchanging palate and culinary interests. We have the experience and the passion to deliver on UMW's priorities of excellent food, service, financial return and responsible stewardship of resources.

With Sodexo, UMW has:

- A creative and cutting-edge team of culinarians who continuously test and develop on-trend menus
- A regional network of innovators, thought leaders and operational experts that **aspire** to improve the quality of life for those we serve
- An award-winning champion of diversity, equity and inclusion, focused on increasing awareness and setting the example
- A steward of environmental responsibility, with initiatives to support sustainability throughout everything we do



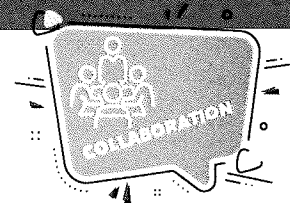
We will build upon UMW's **aspire** values, incorporating existing student favorites and maintaining the nurturing essence of the current dining team, to help create a dining program that is second to none. UMW Dining is as inclusive as it is creative and fresh. Students with special dietary needs, such as food allergies and gluten intolerance, will never lack for delicious and nutritious options, and menu items featuring local ingredients, whenever seasonally possible, to offer students dishes that are not only bursting with flavor, but also sustainably sourced. Menus will always reflect our love of food and the desires and feedback of your campus community.

16. Provide complete information on your source for Kosher and Halal governance.

Community Is Everything

Inclusivity is second nature to Sodexo – it allows everyone to feel part of a group. We want students to feel like they are in the comfort of their own home. We couldn't agree more. With that welcoming attitude as a guide, we strive to meet the various dietary needs of the campus community so our guests can dine anywhere.

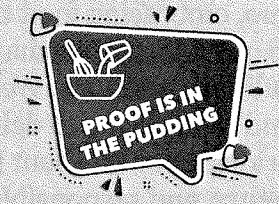
Our offer includes Kosher and Halal options through an approved third-party vendor to ensure compliance to all guidelines for the preparation and service of our Halal and Kosher offerings.



We follow strict adherence to the religious requirements for ingredient sourcing and preparation. UMW students, faculty, staff and guests who adhere to faith-based dietary guidelines, as well as those seeking a more international flavor profile, will find comfort in our commitment to halal cuisine options.

We know that students are extremely happy when they have a plentiful options they can trust in the same dining hall as the non-halal offers. Our teams are trained to understand, respect and comply with our guests' dietary preferences, whether it's an early morning suhoor meal, a Eid-ul-Adha feast or celebrating Ramadan. We will work closely with students to ensure religious diets and holidays are a part of UMW campus throughout the year.

We aspire to make all students feel welcome and supported. We partner with the Multicultural Center and Student Affairs Committee to identify student needs. For example, during Ramadan each year, resident dining will stay open later and offer to-go meals for participating students to have breakfast the next day, before the sun comes up.



17. Describe your specific UMW menu development process for:

- a. Residential dining*
- b. Retail dining*
- c. Catering and special events*
- d. Campus and conferences*
- e. Concessions*
- f. Sustainability/Menus of Change*

Please see our response in **Section 4 Question 3.c.i** for a full overview of our menu development process.

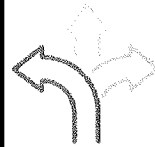


18. Describe how an UMW facility capacity analysis based on the following would look:
a. Facility layout and equipment package (front & back of house)

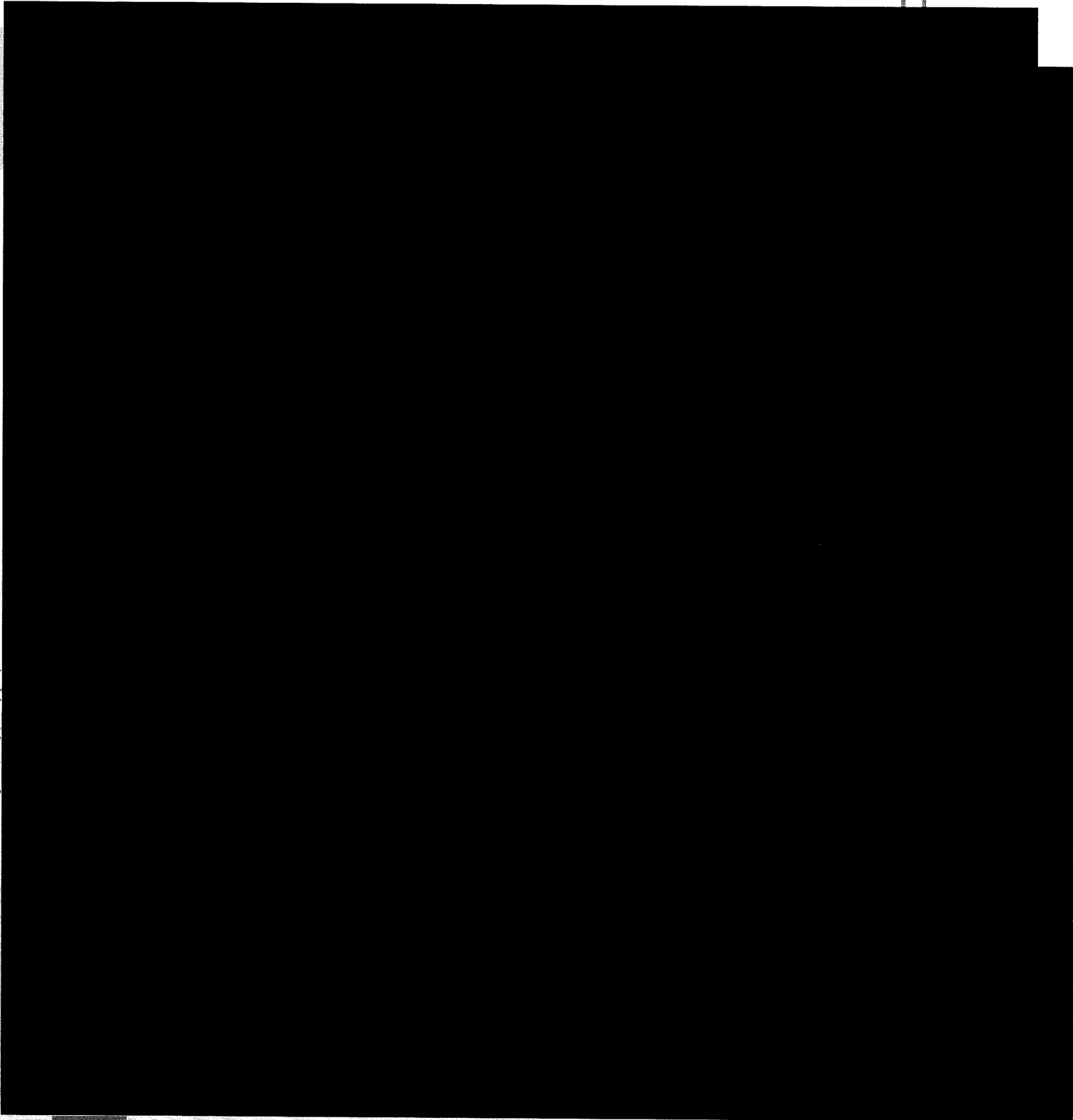
Top of the CRUC Overview

Equipment List for Foodiverse

With Foodiverse, all equipment needed is already in place, so there are no additional cost to transform into these food stalls. Please scan or click the QR code below to see a list of equipment for each Foodiverse food stall.



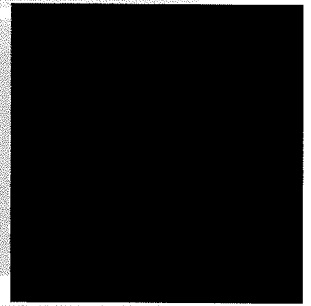
b. Customer and product process flow based on projected menu mix



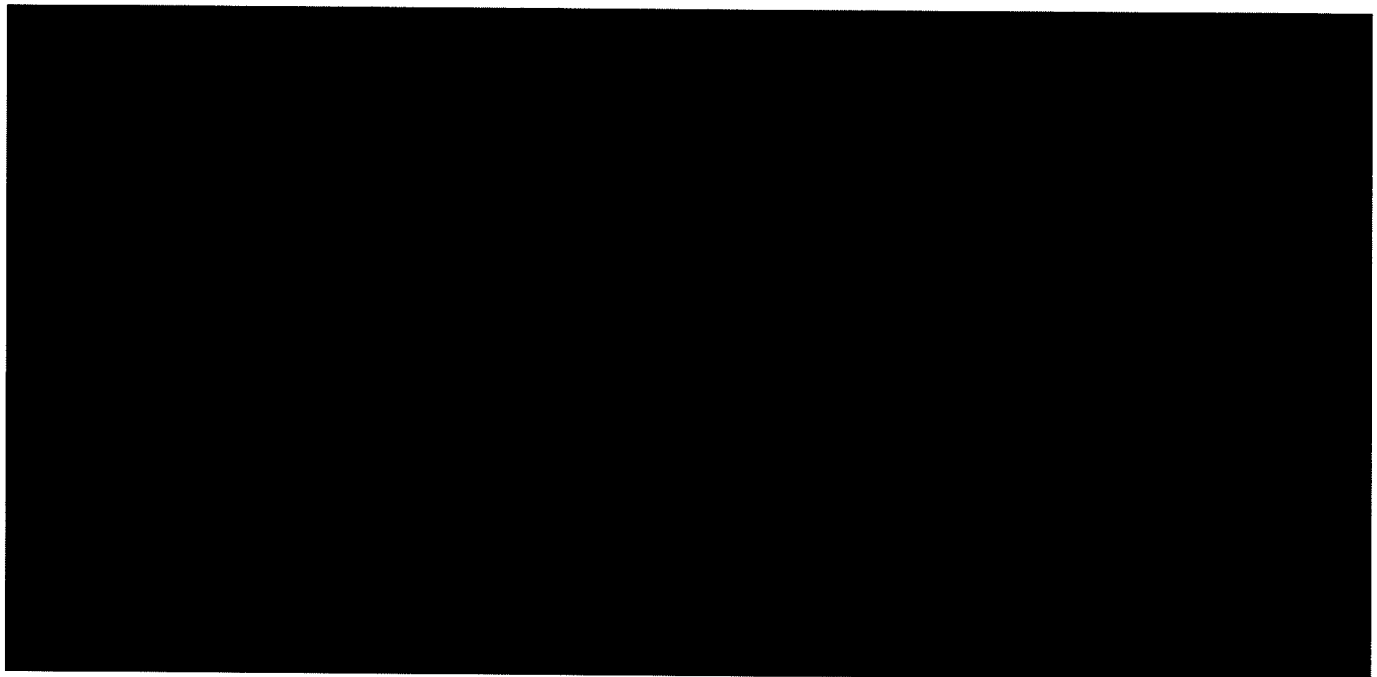
19. Provide specific menu programs with facility layouts for each of the UMW Dining locations without expansion beyond the current footprint.



Please scan or click the following QR code for a presentation on our facility layouts for Top of the CRUC featuring Foodiverse, which is part of our alternate proposal.



Provide a complete list of your company's partnerships or license agreements with the variety of national and regional brand programs and professional organization affiliations (i.e., Starbucks, Dunkin Donuts).



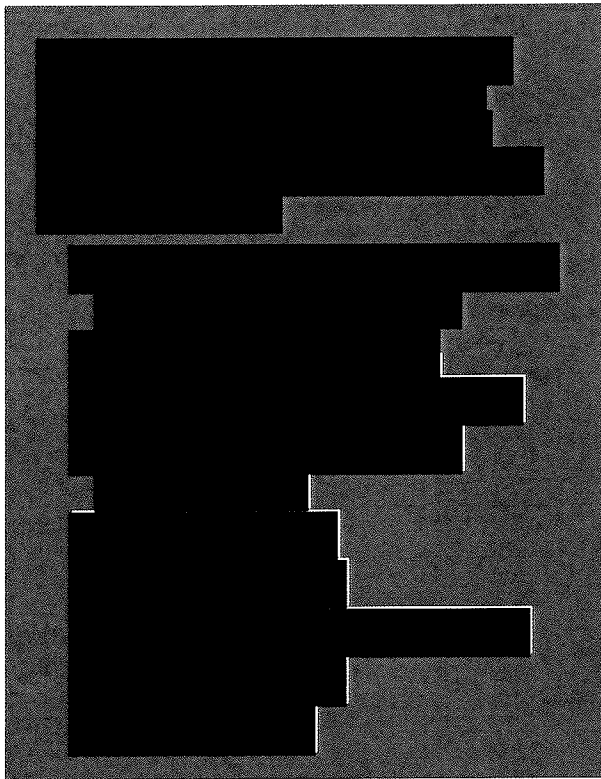
20. Provide your current relationships with major food, paper, and cleaning suppliers especially those which you have national and/or regional agreements and how this will pertain to the University. Please be specific to those agreements you have with food manufacturers whose products are distributed through major distributors. Describe how these relationships could benefit UMW.

We can partner with departments to provide food, paper and cleaning supplies. Previously, we have:

- Worked with Athletics to provide bulk items such as whole fruit and snacks for the teams that we are able to procure for less than the university.
- Provided Katora Cafe Sysco and Keany items to help them control cost since they are a small, local business and our agreements allow us to purchase for less.

21. UMW desires to utilize local food suppliers where it is possible and when it is cost-effective, including those providing organic products. Provide a description of how you would incorporate this into your procurement process. UMW wishes to set a goal of 25% of all food purchased locally (within 100 miles) within three (3) years.

UMW Dining student sustainability ambassadors took on a project in 2022 identifying farms to source from within 60 miles of UMW. To attain a 25% local food purchasing spend within the next three years, Sodexo will vet them through our supplier evaluation process, to determine that they meet our food quality and safety requirements before allocating spend.



22. Describe how the supply chain interfaces with menu development in the securing of Halal products and insures the product safety particularly for authentic food products utilized in specialized cooking.

It can be complicated to determine what is and isn't Halal. That's why Halal certification bodies, like Islamic Services of America (ISA), perform product ingredient reviews and production and storage facility audits for Halal compliance including meats and the products made from them. Halal foods are often designated with a registered Halal symbol from the Halal certifying body on the package or container labels.

In some cases, a generic Halal symbol from smaller organizations or only the word "Halal" may be on the package, however this does not help confirm or track who certified the product.



23. How can these local food suppliers be implemented in customized and special requests for catering clients?

Though required to go through our supply chain for health and safety reasons, we do utilize local produce when seasonally appropriate.

24. Describe the process of how new products are introduced within the supply chain.

New products are introduced into the supply chain for two reasons: changing consumer preferences or changes in the supply chain.

On the consumer preference side, our consumer insights team conducts a number of consumer preference surveys to identify product innovations and emerging consumer trends. The studies we conduct each year include concept and product testing, test markets, consumer satisfaction, mystery shopping, diary panels, focus groups, purchase structure, pricing studies and ethnographic research among others. Once a need has been identified, it is sent to Culinary Solutions (Food Platform) for development and testing. Culinary Solutions comes up with several ideas to test with consumer panels and the “winners” are added to Sodexo recipes and menus as limited-time offers (LTOs). Successful LTOs then go on to become permanent menu items.

On the supply chain side, Sodexo’s food procurement strategy is based on a well-regarded and cross-industry accepted “strategic sourcing” model. A strategic plan is created for each category to include the formation of a sourcing team to highlight client needs prior to looking into the dynamics of the marketplace and determining a strategy which will optimize the category spend. Once a category has been awarded to a supplier and implemented, strategic plans are monitored for results and to ensure we continue to optimize the supply chain and contract for new products within the category.

All new products are recipe tested for nutritional components and allergens and added to all Sodexo systems to ensure ease of use for the client (ordering, invoicing, menuing, etc.).

25. Please describe how your company has or will stay innovative in a market as competitive as Fredericksburg – be specific to UMW Dining and Catering.

The campus lifestyle is evolving - and we **aspire** to be leaders in this field. Gen Z and Gen Alpha students prioritize culture alignment when choosing a brand more than ever before. When they choose what label to wear, which Netflix series to binge and where to eat, they choose more than just an item or service—they select brand values to feel good about supporting both on and offline.

[REDACTED]

26. Describe your process for data collection, availability, and evaluation – examples such as meal plan participation, food costs, food volume, food sourcing, and student survey results, both at a campuswide and site-specific level, available in raw data and spreadsheet format.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

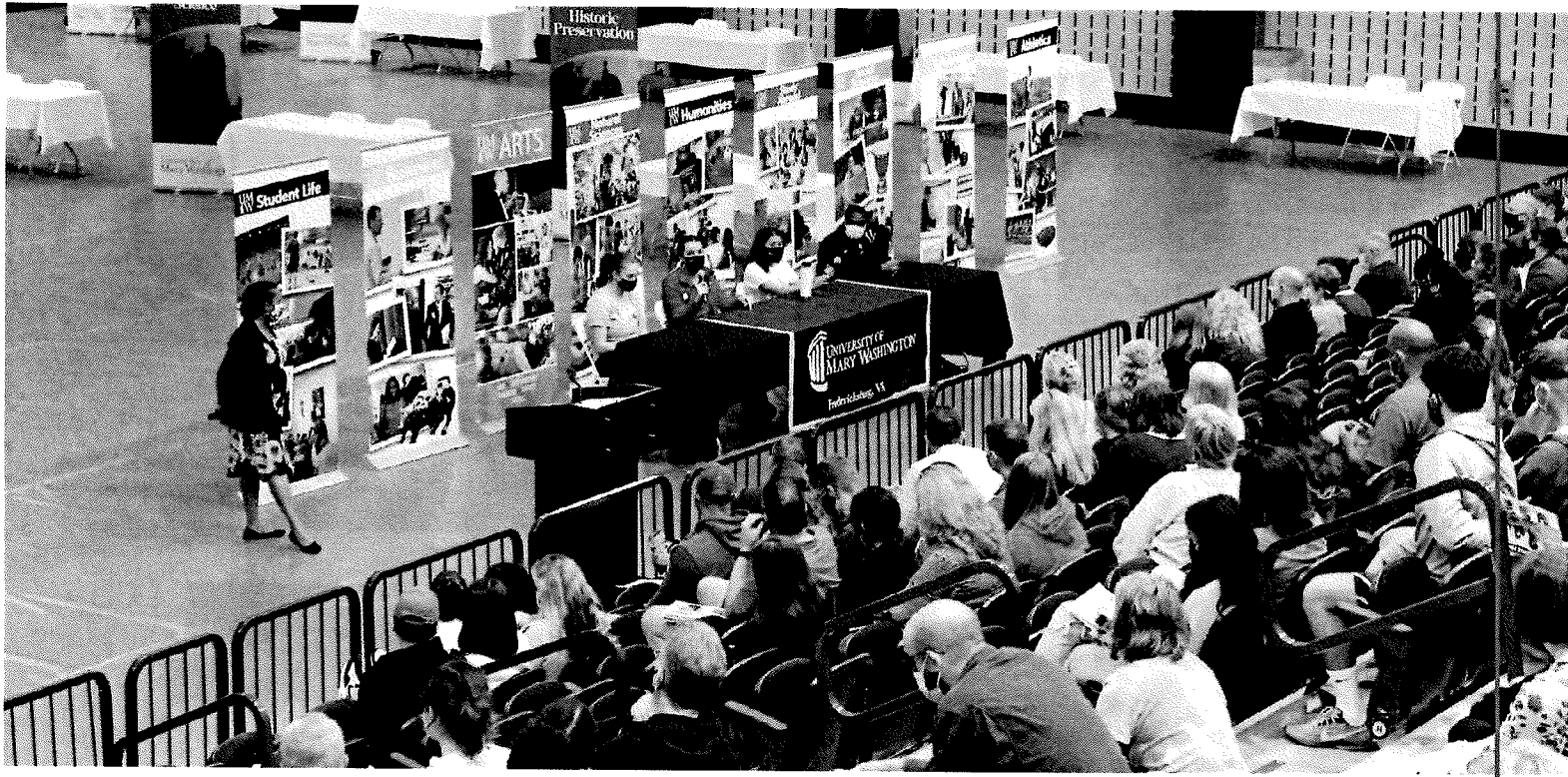
[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]





27. Describe your process for data collection and analysis of catering surveys, focus groups results – qualitative and quantitative.

In order to make events focused on your needs, your input remains a top priority, with multiple levels of communication and feedback set up to address all levels of catering and service. Data collection regarding FLAVOURS aids in the measurement of satisfaction at every service level. From the professional sales process to invoice delivery, service is quick, accurate and efficient. Additionally, client feedback protocols ensure that client and guest needs are not only met, but exceeded.

- **In-touch cards** contain vital contact information for clients whose events are not attended by catering staff and ensure client confidence/satisfaction. Cell phone numbers assure clients of instant access to on-duty catering personnel who can deliver any necessary assistance.
- **Comment cards**, which are emailed following each event to gauge client satisfaction, ask pertinent questions about service level, accuracy and timeliness of delivery, food quality and presentation.
- **Invoice surveys** measure accuracy of billing and efficiency of the overall sales process by asking five basic questions.
- **Annual catering surveys** offer opportunities to gather comprehensive feedback. Customers rate each segment of FLAVOURS on a 10-point scale in customer service in sales, event service, overall customer satisfaction, invoicing, food quality, timeliness and appearance of setups.

28. UMW Catering is focused on three areas – Meetings, Conferences and Special events (from a 10-person picnic to Presidential and major institutional events). Please detail how your company would manage each of these functions, from personnel, menu, pricing, support basis being as specific to UMW Dining as possible, such as culturally diverse events, dining drop-offs, tastings, etc.

Comprehensive Conferences and Event Planning – On-site Coordination and Service

Staffing

We deploy qualified, capable and enthusiastic staff to facilitate every event at a tactical level and manage customer satisfaction and the various activities that are taking place at the conference or meeting venue and across the UMW campus. Team members support ground and air transportation needs, develop contingencies for travel disruptions and focus on personalized service for every attendee. We consistently staff registration and information tables, and provide staff throughout conference events to provide answers to questions, support attendees with special needs and provide wayfinding.

As we **aspire** to grow UMW Catering, we are leaning into our meeting and conferences expertise.

Not only will UMW Catering be recognized as one of the **“Best in the Burg”** but UMW’s conferencing experience will make a name for itself as well.



Meeting Room Management

Sodexo KxConferencing is our proprietary and fully customizable technology platform that manages room reservations, specific needs and configurations. The KxConferencing systems interface with just about any of the campus systems and deliver an efficient way to book and bill for space, saving time and improving accuracy in billing. We take the guess-work out of balancing internal UMW bookings with external guests, following established policy and norms. Technology, of course, is only one part of the service equation. Meeting rooms require proactive and attentive staff. Our team remains completely connected before, during and after any event to prepare for and respond to every guest’s need.

Concierge Services

Personalized service is a hallmark of the Sodexo way. We build your conference center’s brand and reputation through service that is warm, caring and attentive. Powered by Circles, our concierge services for conferencing rival those of full-service hotels and will be the differentiator in elevating your guests’ experiences.




Catering

Sodexo's culinary team has crafted a catering guide that has been specifically designed for the conferencing guest. Conference catering is different to traditional catering and, to this end, we have a culinary-crafted, seasonally inspired collection of mouthwatering options that will feature seasonal promotions, regional favorites and offer flexibility for just about every group's needs. Sodexo offers special packages for weddings, youth sports, special diets (gluten/allergen free), religious (kosher, halal), corporate packages (geared to the B&I guest), themed events (BBQ, raw bar), international action stations (Asian, Mediterranean), full consumption bar options and much more.

Materials

We provide all materials, including, but not limited to, nametags, name tents, agendas presentation copies, signage, tablets, pens and other materials as required. We address materials needs in our technical and pricing plans. We commit to reducing waste through our Better Tomorrow 2025 strategy, and our conference and meeting services are sustainable and contribute to UMW's sustainability goals. Indeed, we can plan and conduct entirely "green" conferencing and meeting services by ensuring all guests have access to recycling, minimizing the use of disposable foodservice products, maximizing water efficiency, conserving energy and offering all conference materials electronically.



Human Resources

4) Human Resources: (Refer to the Statement of needs for requirements)

1. Describe through use of an organizational chart and narrative how you plan on staffing UMW Dining. The organizational chart should include the corporate, regional, and local level where it is specific to your company dealing with UMW Dining on a regular basis.

Organizational Chart

The devoted leaders on this organizational chart **aspire** to bring their best every day so that the UMW Dining program is poised to fuel the bodies, minds and lives of the world's best and brightest.

Our operations team averages 20 years of service in the foodservice management industry and works to optimize costs. Each region contains subject matter experts who aspire to support our on-campus teams in enhancing the culinary program.



2. Assure the Contractor personnel processes are compliant with your company guidelines.

Sodexo assures that all contractor personnel processes are compliant with company guidelines.

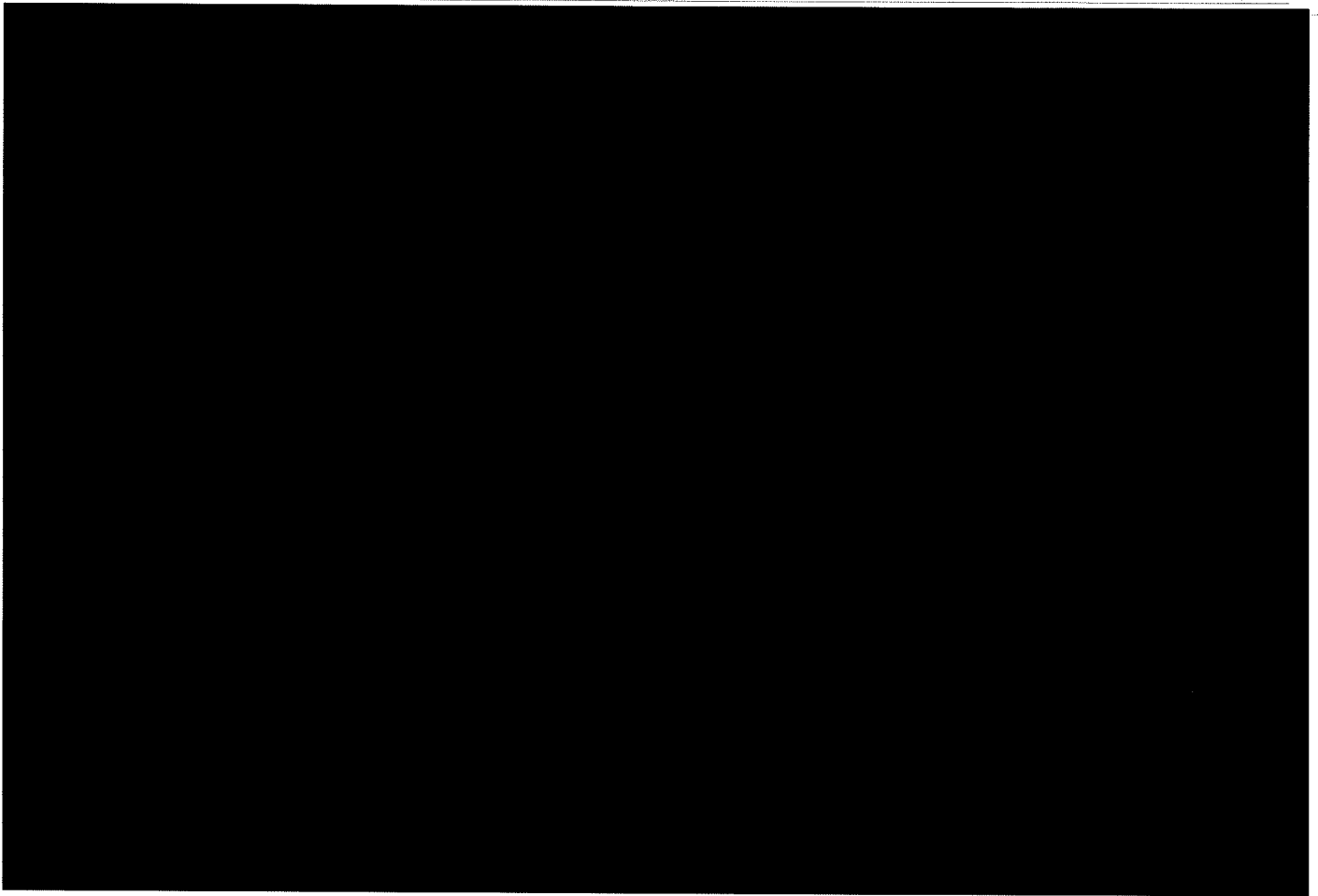
3. Detail the process that occurs at each level of the proposed UMW organizational chart and the anticipated interface with corresponding levels of UMW management.

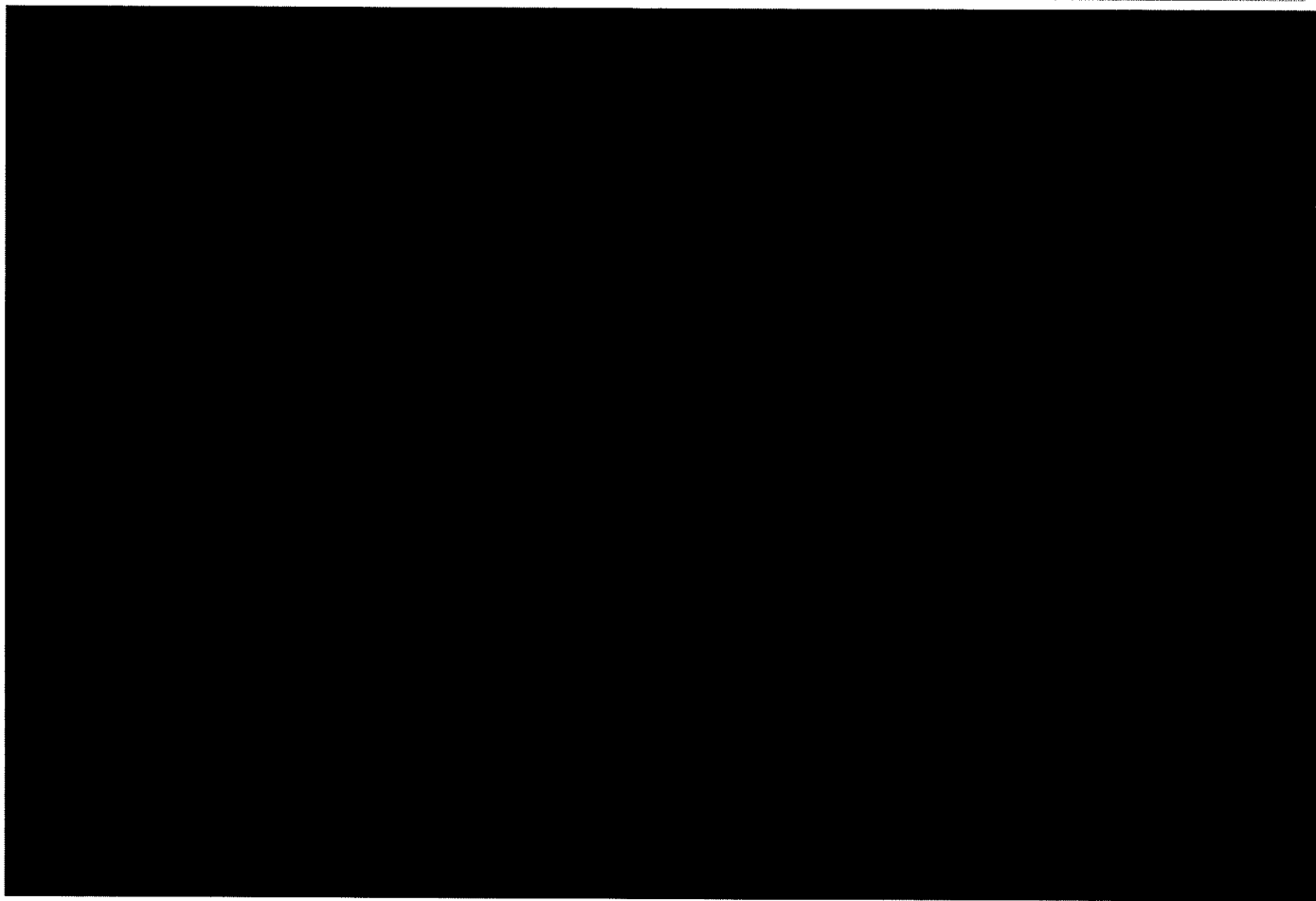
The following chart outlines the Sodexo personnel who interact with UMW management at the local level.

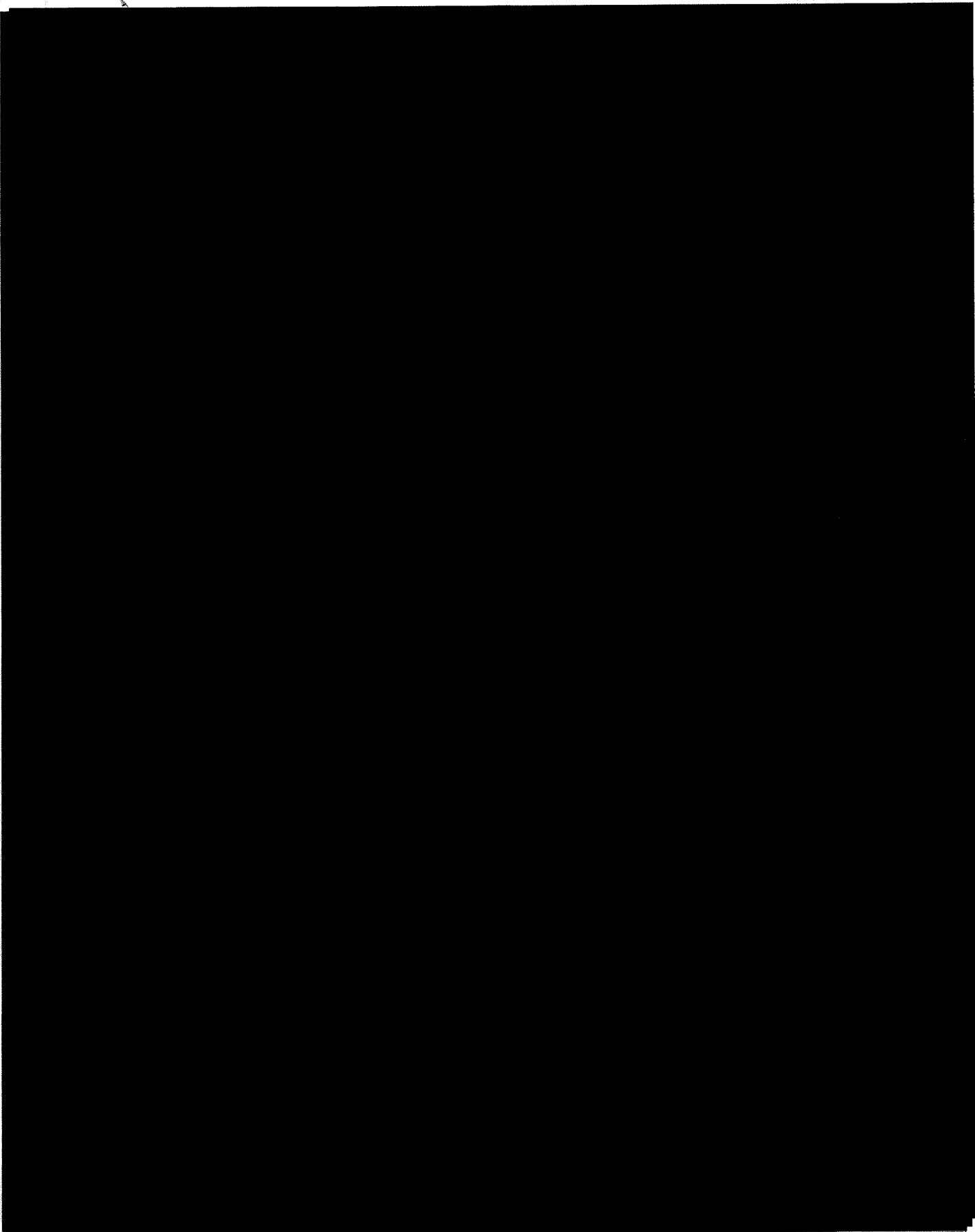
YOUR UMW DINING TEAM	ANTICIPATED INTERFACE
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

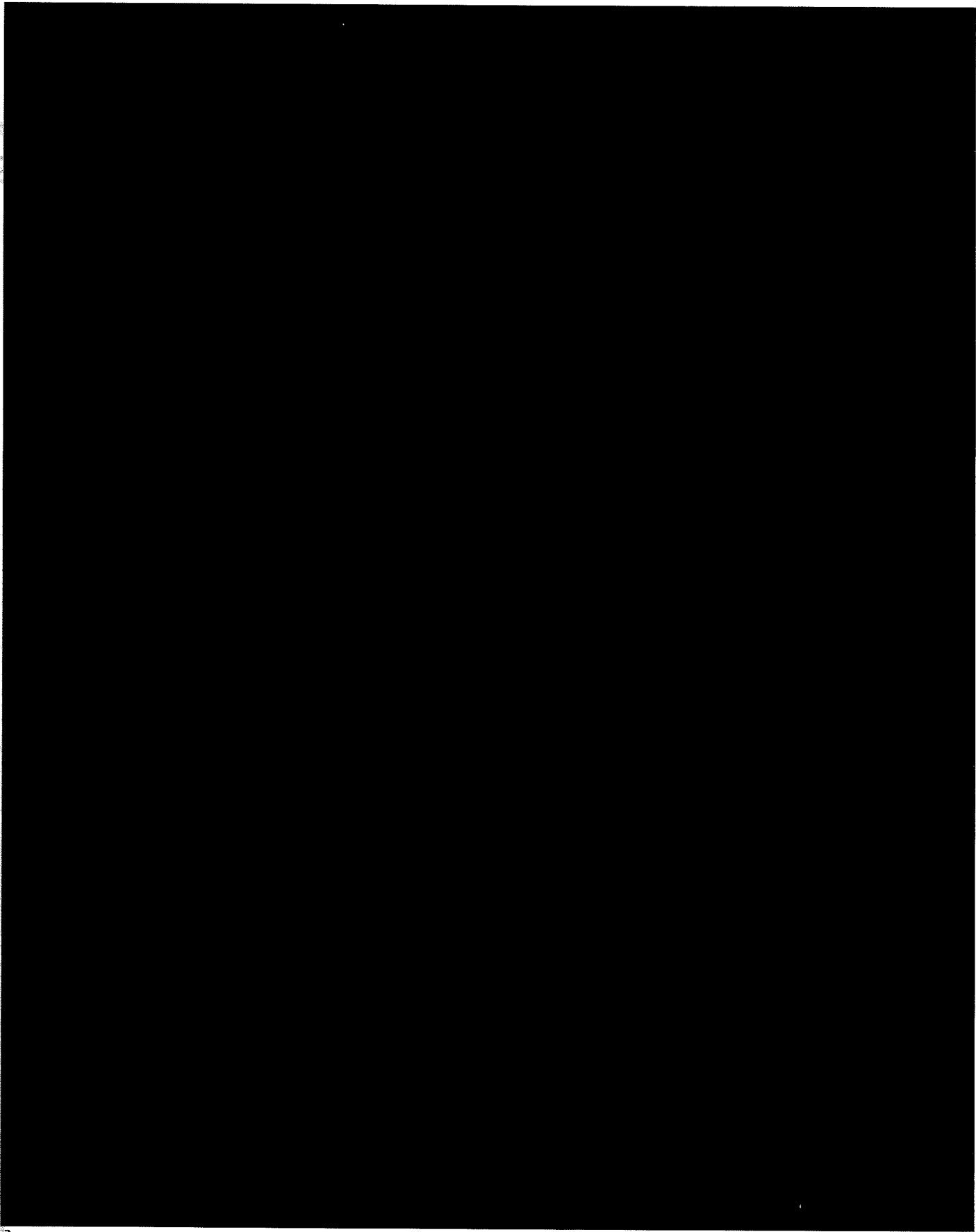
4. Understanding that UMW desires to have final approval on the following positions, please submit resumes for candidates for each of the following positions at UMW:

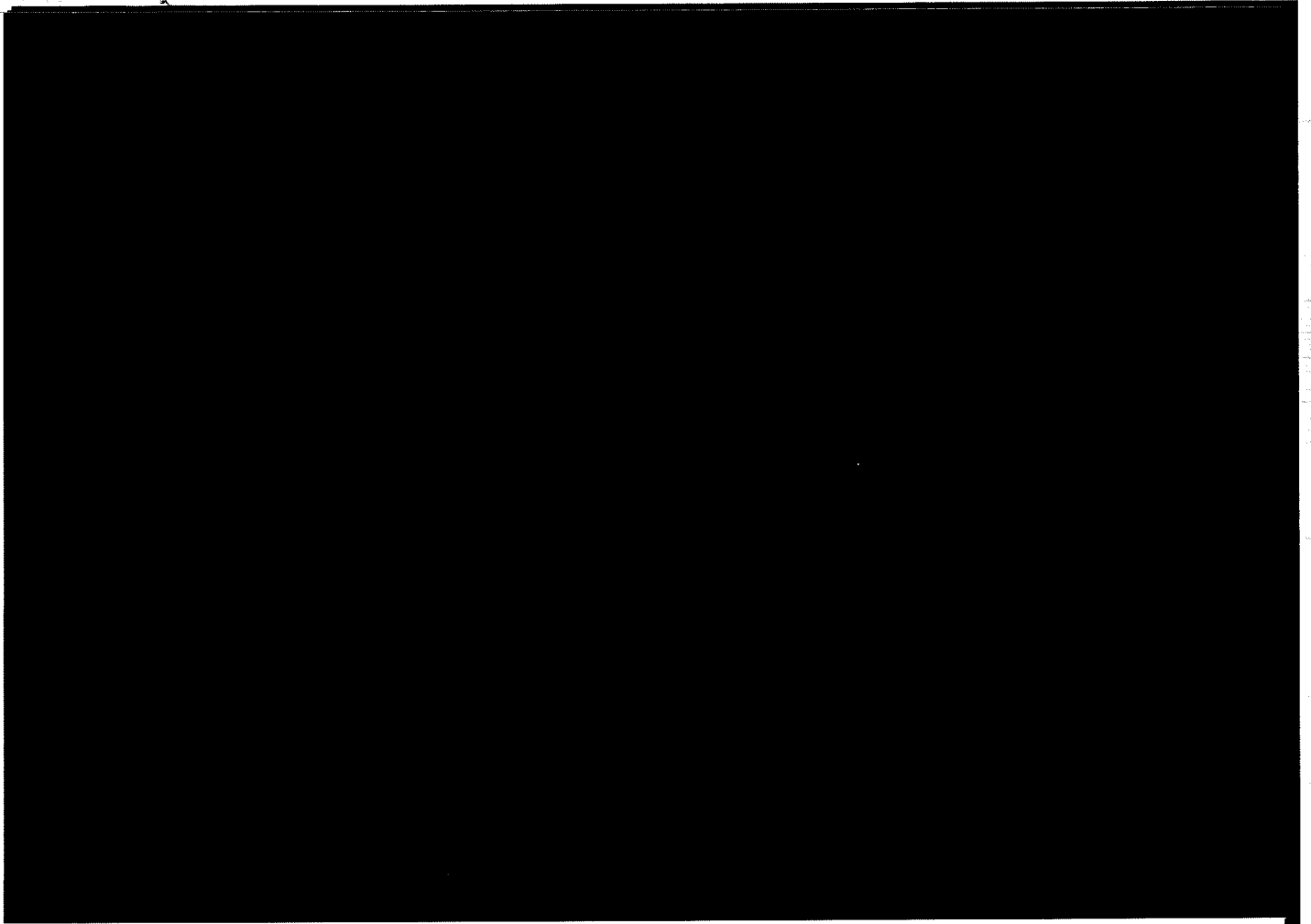
- a. Foodservice Director**
- b. Executive Chef**
- c. Catering Manager**
- d. Operations Manager**
- e. Retail Manager for each retail venue**

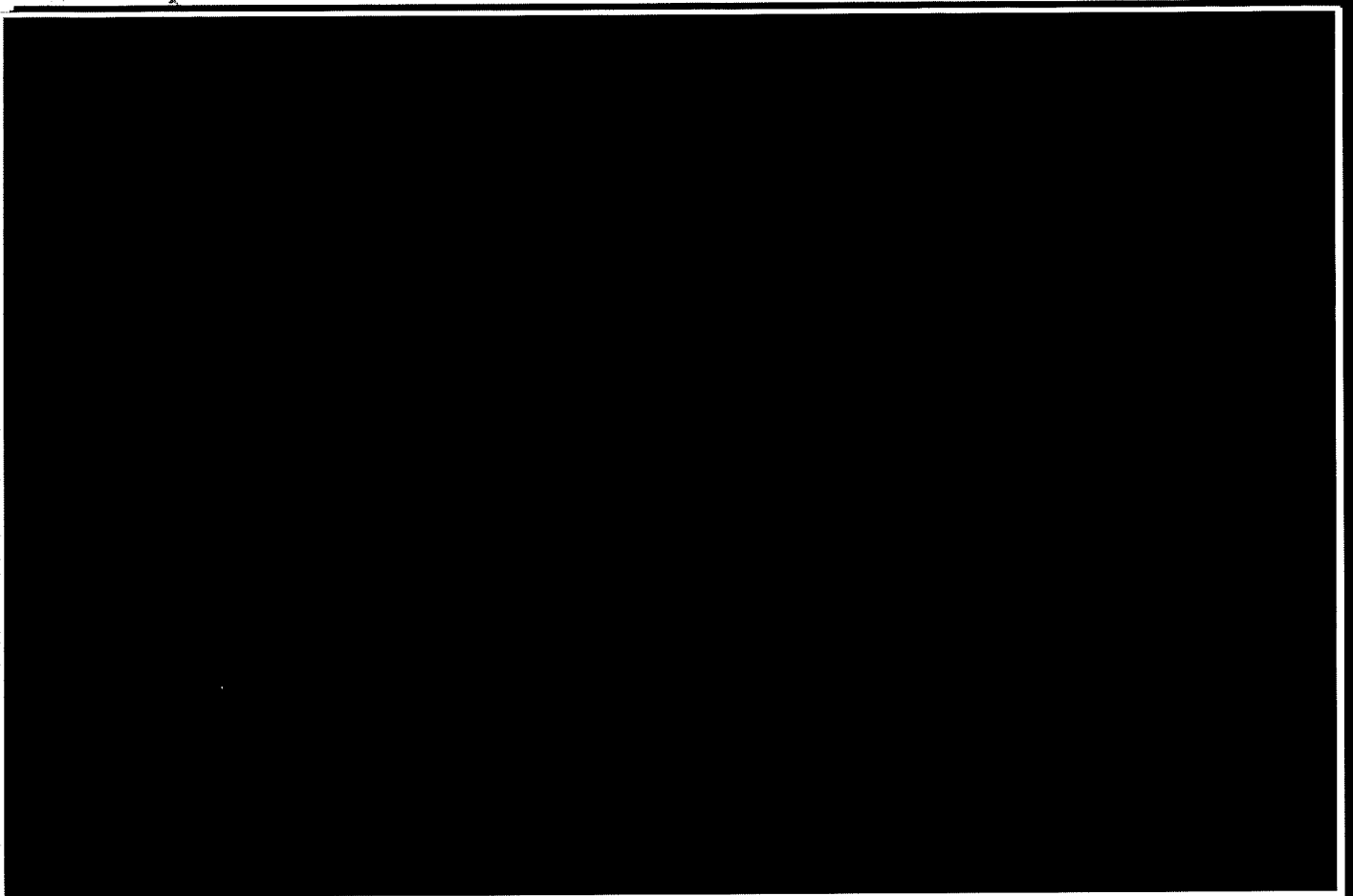












Items on this page are proprietary and confidential.

HUMAN RESOURCES

