

CONTINUING TO
aspire
TO
culinary GREATNESS
WITH THE UNIVERSITY OF MARY WASHINGTON

Response to RFP #UCPUMW 23-1457, Dining Services



University of
Mary Washington

sodexo
It all starts with the everyday

"All successful companies and brands in the world have evolved as customer needs change. University of Mary Washington and Sodexo are no exceptions. As your partner, we will continue to support the campus mission to provide a superior education that inspires and enables students to make positive changes in the world. The foundation of our promise to you is based upon our commitments throughout this document and a boundless focus on a world-class dining program. Today and with all future developments – we will be spirited; we will be focused and we will be committed to UMW to deliver the program you **aspire** to have on your campus."



-Carty McMullen
Senior Vice President,
Universities

November 22, 2022

Kenneth Manahan
University of Mary Washington
Procurement Services
Eagle Village Executive Offices, Suite 480
1125 Emancipation Hwy.
Fredericksburg, VA 22401

Dear Kenneth, UMW Colleagues and Committee Members,

Thank you for the opportunity to serve the University at Mary Washington (UMW) community these past 27 years. We **aspire** to build on this foundation and continue the momentum we've gained to create the successful next chapter of UMW Dining.

Just as you are revitalizing your campus and **aspiring** to transform your community into a place where all will learn, thrive and grow, this is a time of renewal — an opportunity to elevate and reset the program for top performance. Our revitalized partnership will deliver innovative and immersive new dining experiences, informed by the latest trends influencing today's Eagles.

As such, Sodexo commits to:

- » **Continually enhance our programs to improve costs and ensure efficiencies are maximized**
- » **Renew our focus** on flexibility and consistency to support great student outcomes
- » **Aspire to culinary excellence** through authenticity, local sourcing and innovation
- » **Boost student engagement** by immersing students in applied, impactful learning experiences with UMW dining
- » **Enhance support for operational excellence**, leveraging regional and new on-site talent such as Chef Dave to support the UMW Dining team
- » **Support the diverse and inclusive community of UMW through program collaboration and alignment to your values of service, community and civic engagement**

The anticipated results will inspire a new level of greatness for the award-winning UMW Dining, resulting in increased recruitment, retention and satisfaction, while raising the University of Mary Washington's brand and reputation. Together, we can keep UMW Dining moving forward — **aspiring** to culinary greatness to ensure a best-in-class program while providing compelling support for the university's financial goals.

Sincerely,



Mark Watkins
Mark Watkins
President and Chief Operating Officer



Carty McMullen
Carty McMullen
Senior Vice President, Universities



Denise Hopkins
Denise Hopkins
Senior Director, Strategy and Solutions



Pursuant to Section VI of the RFP on page 7, Sodexo is invoking the protection of Section 2.2-4342 F of the Code of Virginia. As instructed, Sodexo is providing a redacted version of the Proposal where it has blackened out its trade secrets and proprietary information - references, staffing schedule, manager resume, and financial pro forma - and requests that this information not be available to the public. Disclosure of any of the trade secrets or proprietary information could result in significant harm to Sodexo, including interference with Sodexo's negotiating position for other business opportunities. Further, disclosure of the trade secrets or proprietary information would result in an undue gain to Sodexo's competitors within our industry. The food service industry is one in which margins are low and competition is very high, with only a few major companies. Disclosing trade secrets or proprietary information can give one competitor an immediate and significant advantage over another. Sodexo is requesting that the University of Mary Washington treat the blackened information in Sodexo's Proposal as trade secrets or proprietary information to the extent possible under Virginia law.



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Executive Summary

Aspiring for Greatness, One Step at a Time

Increasingly, students seek a university experience on their own terms, and the University of Mary Washington (UMW) is committed to guiding students along their educational journey. From admission to graduation, Eagles can all find their fit and flourish with UMW's personalized paths, dedication and consistent **aspiration** to learn and improve.

Learning from experience and striving to improve are the foundations of wisdom and trust. As he watches over the path many Eagles take every day, Dr. James Farmer reminds us to not be complacent and always **aspire** for positive change. To create a national flagship campus dining and engagement experience, Sodexo offers wisdom gained throughout our 27 years at UMW, the right leaders with the right team, and an unparalleled commitment to innovation, trust and transparency.





“One of the most rewarding parts of my job is how it is always changing. As our students’ tastes evolve, we must evolve with them to ensure we are always delivering our best. This motivates me to always think outside the box and *aspire* to bring the next best thing to UMW for Eagles to experience.”

**— David Roeder
Executive Chef**

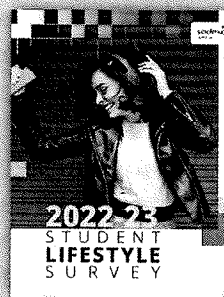
We Listen. We Learn. We Lead.

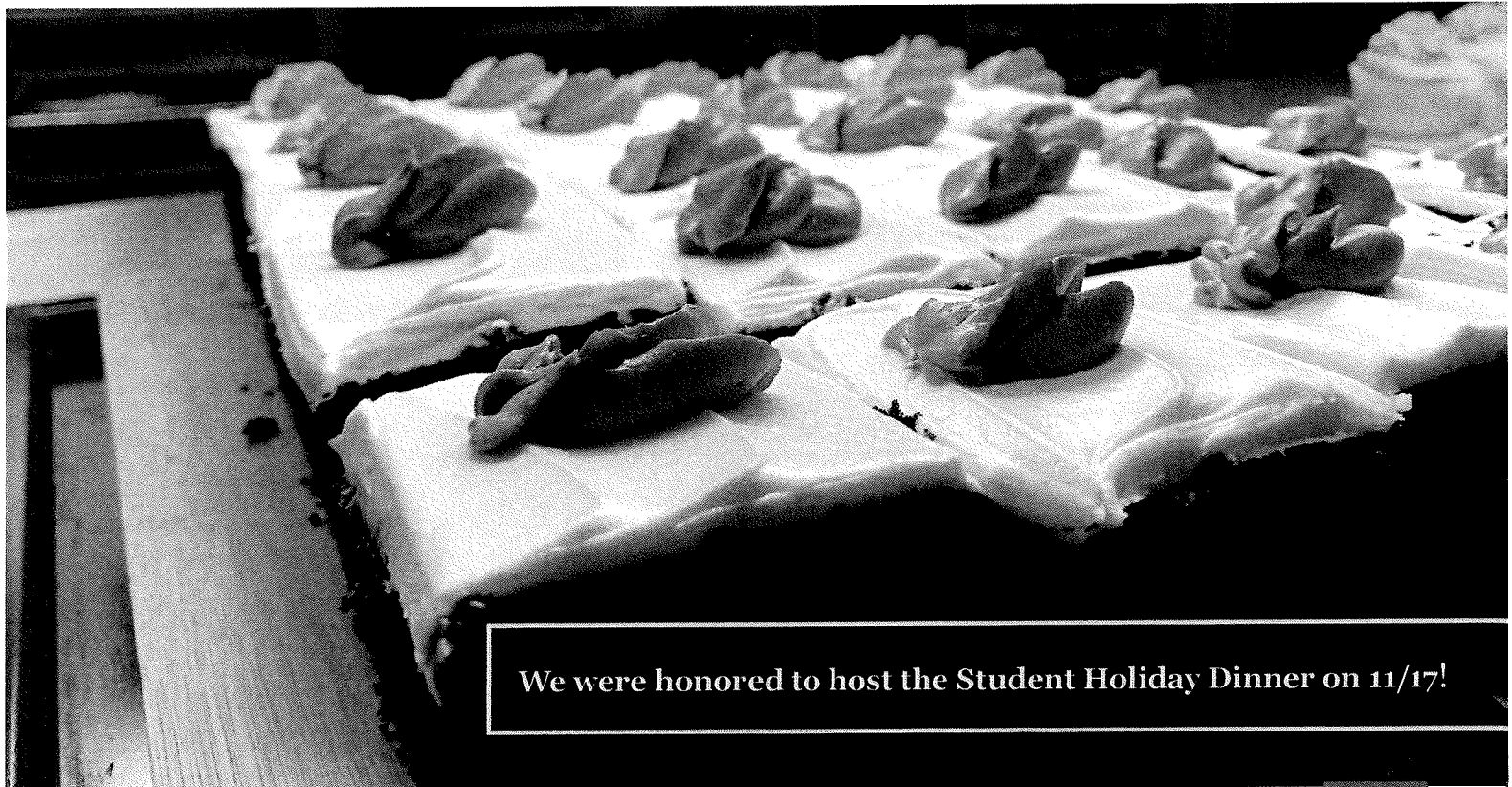
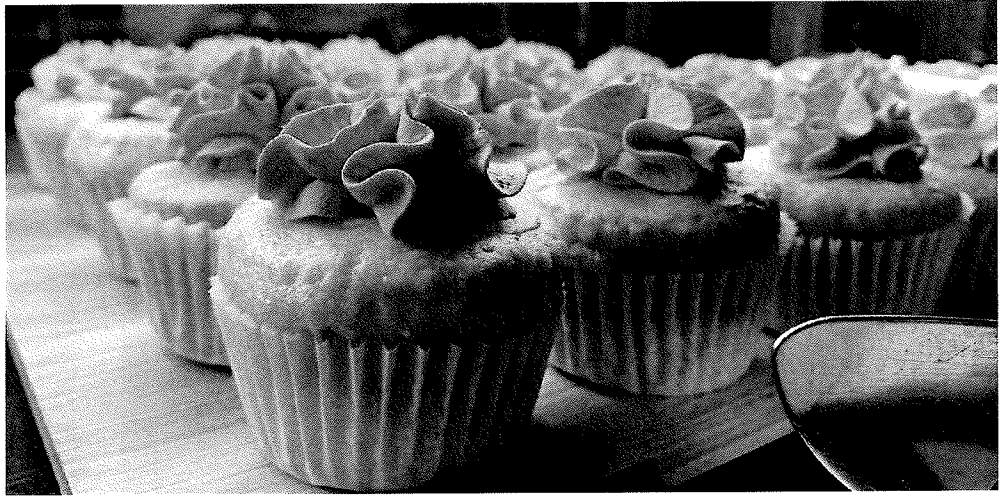
As the effects of the pandemic wane, we’re pivoting from nationwide labor and supply challenges and listening and **transforming** in response to fair criticism about program stagnation, quality, consistency and service.

This isn’t the time to introduce the risks associated with transition or to lose momentum. Dining is an essential tool for student engagement, retention and recruitment. Our partnership is rooted in equal parts service and care, coupled with data and strategy – a marriage of deep insights and upscale hospitality. For example, we fielded our nationwide 2022-2023 Student Lifestyle Survey at the same time our teams were deeply engaged in reimagining the UMW dining program. Consequently, this proposal defines a partnership that is directly responsive to student needs based on our research and insights, as well as key institutional priorities including introducing innovation, establishing budget certainty, and maintaining measurable quality and value.

Scan the QR Code for the Full Report

The most important finding from our Student Lifestyle Survey is that on-campus dining is the #1 tool for student engagement. The Sodexo team is prepared to sustain and accelerate the momentum we’ve achieved in our nearly three decades of service to UMW to reach dining’s full potential. This proposal details how the proof is in the pudding when it comes to our vision of dining at UMW.





We were honored to host the Student Holiday Dinner on 11/17!

Top 10 WOWs for University of Mary Washington Dining

ASPIRING TO ALWAYS PUT PEOPLE FIRST

Sodexo fosters an environment where employees can **bring their whole selves to work and grow to their full potential**. Our median tenure for our employees is 11.5 years, while several of our employees have been with UMW Dining for over 20 years. We **aspire** to develop engaged members of our community who want to continue to evolve with us over time. As such, we have entered into a peace agreement with the local labor union to ensure our cooperation on campus.

Grace Ann Braxton has been with UMW Dining since 1995 and worked with Noah Ristau when he was just a student worker attending the University of Mary Washington. Noah has grown throughout his career with us, and is now a director of strategic account development who revisited his roots while helping our team strategize the future of UMW Dining that is presented in this proposal.

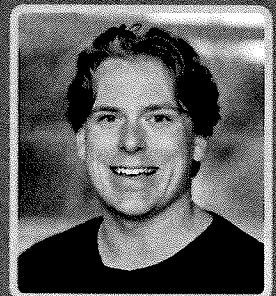


CATERING EXCELLENCE – WE ARE WINNERS

There's a reason why we have been named **"Best of the Burg"** for three consecutive years. The legacy and excellence of your catering program is unparalleled.

STUDENT AMBASSADORS – GAINING INVALUABLE REAL-LIFE EXPERIENCE

We will continue to offer opportunities for our student ambassadors like Ryan to gain invaluable professional experience while making UMW a greater place.



UPHOLDING TRADITIONS WITH OUR CULINARY POWERHOUSE OF THREE



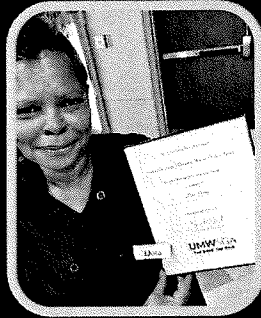
We're proud to have the best culinary talent in the industry with our **Culinary Powerhouse of Three**. Our chefs celebrate fresh, bold and satisfying flavors through scratch cooking and diverse culinary backgrounds, kitchen experiences and cooking styles. They **aspire** to uphold the traditions at the Top of the CRUC, while bringing their own fire to the kitchen.



THE HEROES OF DINING

The recipe to the success of your UMW Dining Program has been simple, all these years. We love our people, and we all love your students and the UMW community! We are the same Wood Company you hired years ago that you know and love.

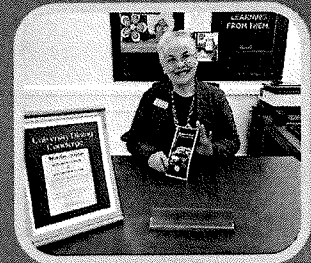
Dora Whiting received the Student Government Unsung Hero Award from the Student Government Association in 2021 for her dedication to not only the dining experience, but the students as well.



CONCIERGE PROGRAM – WE WERE FIRST

As the brainchild of Marketing Manager Rose Benedict, University of Mary Washington was the first university to feature a concierge program.

Making customer service personal and immediate, Rose has established a strong presence on campus and from meal plans to food allergies and dietary restrictions to special events, she is able to help the Eagle community with anything they need that is dining related.



HEALTHY FINANCIAL RETURN TO UMW



STOP HUNGER CONTINUED

We **aspire** to continue building on our successful partnership and commitment to fighting hunger through our Sodexo Stop Hunger Foundation and food recovery programs to support the UMW community.

Always Aspiring for a Bolder Student-centered Dining Experience

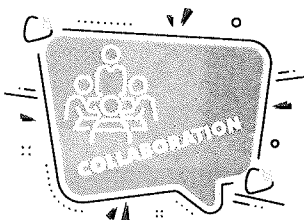
We are doubling down on our focus on personalization, connection and assertive financial offers. We are looking forward and are strategically ready to deliver innovation, transparency and excellence to UMW.

Throughout our proposal, you will see the following icons that represent an alignment of our shared values and excellence as we **aspire** for greatness with a best-in-class program, while providing compelling support for the University's financial goals.



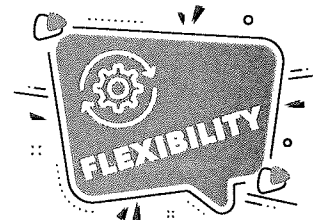
LOCAL

Branded concepts that are based within 100 miles of UMW



COLLABORATION

Examples of our effective partnership efforts which are aligned with the strategic goals of UMW



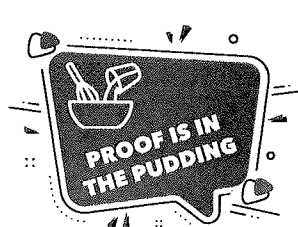
FLEXIBILITY

Best practices determined by UMW student surveys, market research and recognition



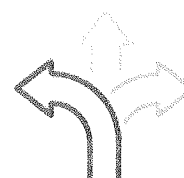
RESULTS

Various outcomes of our 27-year partnership



PROOF IS IN THE PUDDING

How the UMW – Sodexo collaboration will continue to achieve excellence through dining and partnership



ALTERNATE

A recommended program or process based upon UMW student surveys and market research

02

Certification by Authorized Representative



1) Complete and return SIGNED RFP cover page. Proposals shall be signed by an authorized representative of the Offeror.

Dining Services
SEALED REQUEST FOR PROPOSAL (RFP)

ISSUE DATE: September 28, 2022

RFP NUMBER & TITLE: RFP #UCPUMW 23-1457, Dining Services

PROPOSAL DUE DATE & TIME: November 18, 2022, 4:30 p.m.
NOTE: Proposals received after the due date and time cannot be accepted.

PROPOSAL DELIVERY ADDRESS: University of Mary Washington
Procurement Services /Reference UCPUMW 23-1457
Eagle Village Executive Offices, Suite 480
1125 Emancipation Hwy.
Fredericksburg, VA 22401

WORK LOCATION: ☒ All Campuses ☐ Fredericksburg ☐ Stafford ☐ Dahlgren

COMMODITY CODE(S): 91852, 96115, 96219, 95284, 96138, 95844

PRE-PROPOSAL CONFERENCE: ☐ Optional ☒ Mandatory ☐ N/A DATE & TIME: October 11, 2022
10:00am

PRE-PROPOSAL LOCATION: Eagle Village Executive Offices, Suite 480, 1125 Emancipation Hwy., Fredericksburg, VA

CONTRACT OFFICER: Kenneth Manahan EMAIL: kmanaha2@umw.edu

PERIOD OF CONTRACT: July 1, 2023 through June 30, 2028, with five (5), one year renewal options.

In compliance with this Sealed Request for Proposal (RFP) and to all the conditions imposed therein, and hereby incorporated by reference, the undersigned firm offers and agrees to furnish the goods/services in accordance with attached signed proposal or as mutually agreed upon by subsequent negotiation. The undersigned firm hereby certifies that all information provided in response to this RFP is true, correct, and complete.

By signing this proposal, you are certifying that you are an authorized representative of the offering firm and that the firm's principals or legal counsel have reviewed the Request for Proposal General Terms and Conditions and any Special Terms and Conditions. Any exceptions to the General or Special Terms and Conditions must be clearly identified in your proposal. No exceptions can be taken to those General or Special Terms and Conditions that are mandated by law. If no exceptions are identified in your proposal, it is understood that the provisions will become a part of any final agreement.

THIS FORM MUST BE COMPLETED AND RETURNED WITH PROPOSAL

Name of Offering Firm: The Wood Company

Address of Offering Firm: 9801 Washingtonian Boulevard, Gaithersburg, MD 20878

DSBSD Certification No.: N/A Expiration Date: N/A

eVA ID: VS0000182321 Tax ID: 23-1907755

Email: solutions@sodexo.com Telephone: 1 888 Sodexo7

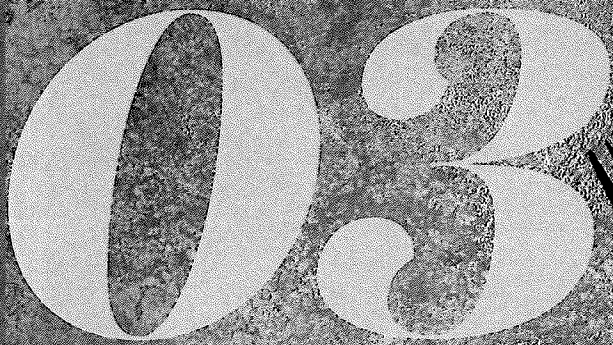
Website: us.sodexo.com Fax: N/A

Submitted By (Print Name & Title): Carty McMullen, Senior Vice President

Signature (In Ink): Carty McMullen Date: 11.17.22

1125 Emancipation Hwy.

Tel: (540) 654-1127



About Sodexo

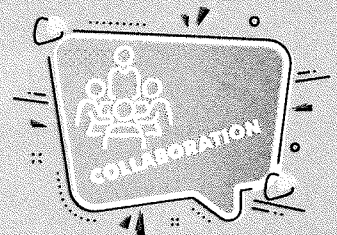


2) Provide a brief description and history of the firm, including information detailing experiences and qualifications of the firm to provide this solution, such as number of years in business providing similar solutions to similar entities, preferably in higher education.

The Family You Know and Trust

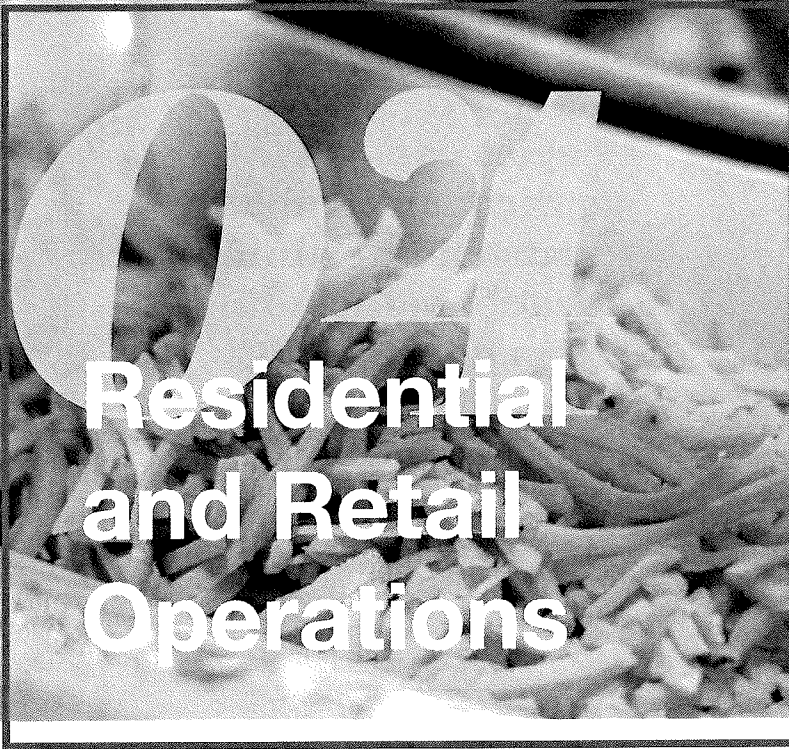
As a family-owned company with more than 50 years' experience providing dining and other services to create a better every day for communities worldwide, including University of Mary Washington (UMW), Sodexo, at its heart, is a "people company," with 412,000 women and men serving 100 million consumers in 56 countries around the globe. Founded in 1966 as a small food operation in Marseille, France, Sodexo has grown to become the leading food and facilities management services organization in the world. What makes us different from the other companies in this process is that **you know US**. We are the same Wood Company you hired almost 30 years ago, where our President and COO Mark Watkins started his career, where our Vice President of Innovation Chef Rob Morasco started his culinary career, and where our Senior Strategist Noah Ristah studied and graduated. We are that same company you know that is obsessed with great food, fresh, authentic ingredients, best in class global flavors, and standing a cut above the visionary companies, changing the world and food for the better.

The Sodexo Advantage: Eagles will continue to benefit from all that a Sodexo partnership brings. This includes access to a global network of innovators, thought leaders and operational experts that specialize in developing and refining solutions that meet the evolving needs of your diverse campus population.



The collage features 15 circular award logos arranged in a grid-like pattern. The logos are as follows:

- Military Friendly:** A circular logo with "MILITARY FRIENDLY" around the top, "mp17" in the center, and "BRONZE EMPLOYER" around the bottom.
- Disability Inclusion:** A circular logo with "DIVERSITY" on the left and "BEST PLACE TO WORK FOR DISABILITY INCLUSION" and "100% DISABILITY EQUALITY INDEX" on the right.
- Seramount:** A circular logo with "SERAMOUNT" at the top, "INCLUSION INDEX COMPANY" in the center, and "2021" at the bottom.
- Seramount:** A circular logo with "seramount" at the top, "Best Company for MULTICULTURAL WOMEN" in the center, and "2022" at the bottom.
- NRIC:** A circular logo with "2021 NRIC" at the top, "BEST OF THE BEST" in the center, and a checkered pattern on the left.
- NOD:** A circular logo with "NOD" and "2021" on the right, and "LEADING DISABILITY EMPLOYER" on the left.
- 50th Anniversary:** A circular logo with a starburst design and text: "The 50th Anniversary for Latinx in Health Care in the U.S.", "LATINA Style 2021", and "A Latina Style 2021 Award".
- Seramount:** A circular logo with "SERAMOUNT" at the top, "TOP COMPANY FOR EXECUTIVE WOMEN" in the center, and "2021" at the bottom.
- Bloomerg:** A circular logo with "Bloomerg" at the top, "Gender-Equity Index" in the center, and "2021" at the bottom.
- HACP:** A circular logo with "HACP" at the top, "2022 CORPORATE INCLUSION INDEX" in the center, and "FIVE-STAR'S GOVERNANCE" at the bottom.
- HACP:** A circular logo with "HACP" at the top, "2022 CORPORATE WELLNESS INDEX" in the center, and "FIVE-STAR'S PROCUREMENT" at the bottom.
- C Diversity:** A circular logo with "C Diversity" at the top, "TOP DIVERSITY EMPLOYER" in the center, and "2021" at the bottom.
- BEST:** A circular logo with "BEST" at the top, "PLACES TO WORK" in the center, "2022 for LGBTQ+ Equality" below, and "100% CORPORATE EQUALITY INDEX" at the bottom.



3) Residential and Retail Operations

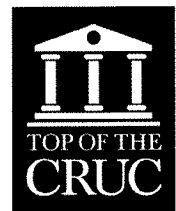
Residential Dining

1. The Cedric Rucker University Center, Main Dining Hall (Refer to Section 2. Residential and Retail Operations within the Statement of Needs for requirements).

Programs, Menus, and Concept Descriptions

a. Describe the concepts proposed for this operation, which may include theme, decor, special promotions, merchandising, special services, menu enhancements, and other features. Late night offerings shall include special event nights and programming offering a fun and festive atmosphere. The Offeror should detail any changes in equipment or decor and provide renderings or schematics to demonstrate the proposed changes. The Offeror should detail any enhancements to the current program.

Engaging students at Top of the Cedric Rucker University Center (Top of the CRUC) is a journey and requires a custom approach that impacts their lives in meaningful ways. We make the efforts to understand what students are thinking, feeling, and doing when they step into the dining hall – not just their dining preferences, but what life experiences are influencing their palates and what brings them to the table each day.

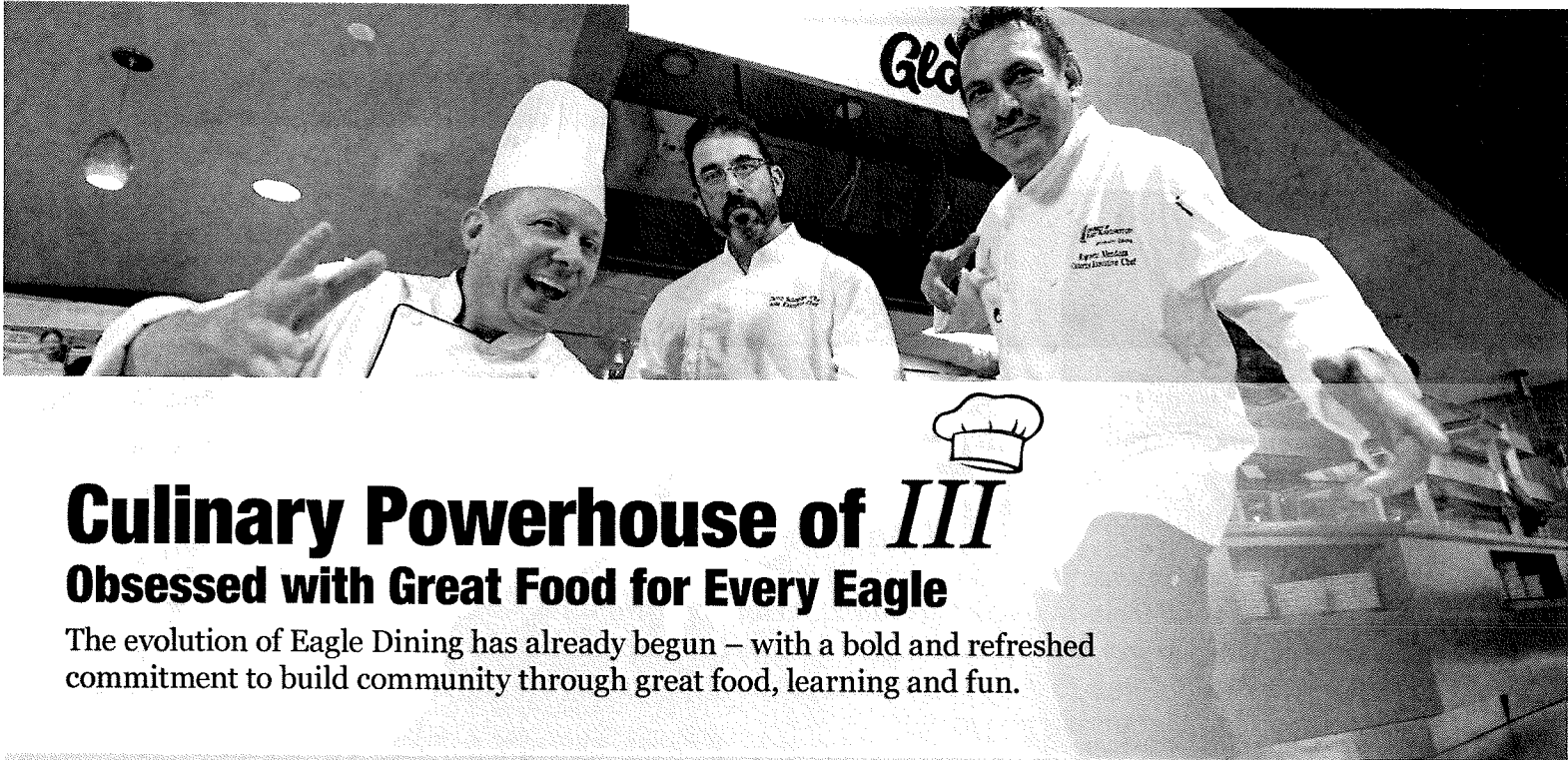


University of Mary Washington
is a dining destination rooted
in authenticity, local sourcing
and innovation, driven by a
partnership with Sodexo that
aspires to always think
outside the box.



Eagles can order to
go through Grubhub
at any of our dining
locations, including
Top of the CRUC!

GRUBHUB®



Culinary Powerhouse of *III* Obsessed with Great Food for Every Eagle

The evolution of Eagle Dining has already begun – with a bold and refreshed
commitment to build community through great food, learning and fun.

Your *Culinary Powerhouse of III*
is obsessed with three things:

**GREAT
FOOD**

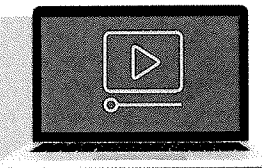
**IMPECCABLE
SERVICE**

**TAKING CARE
OF OUR PEOPLE**

Our dining focus has been to elevate the Eagle experience with:

- 1 Exemplary culinary experiences
- 2 Healthy and diverse cuisines
- 3 Friendly employees who take customer service seriously
- 4 Menus that evolve as student tastes and trends change
- 5 Unique programming that engages students, fosters collaboration and enhances the educational experience

Please scan or click the QR code for a video how the Top of the CRUC is a true home away from home experience.



Now it's time to build on our progress and keep pushing the experience forward. Innovative and vibrant resident dining, representing a variety of cultures and inclusive of various dietary needs, is vital for UMW. The following plan *aspires* to take Eagle Dining from excellent to truly transformational.

Aspiring Chefs with a Bright Future

Executive Chef Peter Stine and General Manager David Schneider had fun acting as judges for Sodexo's Future Chef competition hosted by the Spotsylvania County Schools dining services team. High school students served as sous chefs for elementary competitors. Chef Peter and David were able to mentor students on cooking, and the aspiring chefs were excited to show off their culinary artistry.







**According to our most
recent student survey at
The University of Mary Washington:**

**The food is
really good!**

**Everyone
really cares about
the students!**

**Chef Dave
and Lance
are the best!**

**It is evident that we know what is unique about the
campus' culture, philosophy and geography.**