

# COLLEGE & UNIVERSITY CHANNEL

## INSIGHTS + OPPORTUNITIES



With so many foodservice outlets on campus, the College & University channel presents a unique range of opportunities. Dining halls can serve globally inspired fare to meet the demands of students and staff; catering services can demonstrate flexibility and creativity; concession stands and on-site retail outlets can incorporate on-the-go eats and snacks that satisfy cravings. Staying on top of the latest trends and implementing innovative solutions like street food and grab-and-go plant-based handhelds will make success a reality across dayparts and menu possibilities.

### CHANNEL OPPORTUNITY

**OVER 20 MILLION**  
C&U STUDENTS IN THE UNITED STATES

**\$18 BILLION**  
2019, C&U FOODSERVICE SALES

**36%** OF UNDERGRADS  
LIVE ON CAMPUS

**39%** HAVE MEAL  
PLANS

**4,583**  
U.S. DINING LOCATIONS

**1.8%** REAL  
GROWTH



WHERE INSIGHTS BECOME INSPIRATION™

<sup>1</sup>Technomic, College & University Consumer Trend Report, 2019.  
<sup>2</sup>Technomic, U.S. Industry Market Size & Forecast, April 2019.

# WHO IS GEN Z?

Simply put, Gen Z includes just about every student eating on campus today and they're hungry for exciting dining experiences. This diverse new generation pays more attention to what they're eating and where it comes from, with an eye towards clean labels in terms of both health and allergens. Gen Z students are eager to explore new flavors in exciting formats and they're not afraid to seek out food options that represent value and convenience.

## GEN Z BY THE NUMBERS

### GENERATION Z

INCLUDES ANYONE BORN BETWEEN



BY 2020  
NEARLY 40 PERCENT OF THE  
U.S. POPULATION  
WILL BE GENERATION Z

TASTE  
VALUE  
SERVICE  
THE TOP AFH  
VENUE DRIVERS

 87% OF GEN Z  
LIKE TRYING  
NEW FOODS



31%

LIMIT THEIR  
MEAT  
CONSUMPTION  
IN SOME WAY



MORE INTERESTED  
IN GLOBAL  
FLAVORS THAN  
PREVIOUS GENERATIONS



VISITING  
FOODSERVICE  
ESTABLISHMENTS  
ON A WEEKLY BASIS

\$828  
BILLION  
IN SPENDING  
POWER



GEN Z  
IS THE MOST  
ETHNICALLY  
DIVERSE  
GENERATION  
YET



HAVE AN AFFINITY  
FOR SWEET  
& SPICY FLAVORS



FOODSERVICE  
SPENDING IN  
2018

43% CALL THEMSELVES  
"EXPERIENTIALISTS"  
AND WANT TO SHARE CULINARY  
EXPERIENCES WITH THEIR FRIENDS

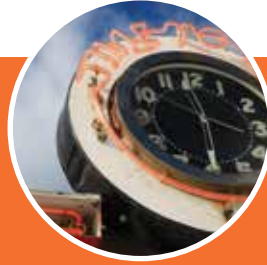
# TREND ONE: CONVENIENCE

The idea of convenience can be interpreted in multiple ways for your outlets on campus. Students are looking for fast, flavorful meals and snacks on the go—purchased from campus c-stores or grabbed from the dining hall or food trucks at times that are convenient for their schedules. Convenience also enables campus kitchens to be more efficient by maximizing consistency with hardworking ingredients and products that do not require skilled labor to prepare.



## GRAB-AND-GO IS HERE TO STAY.

**44%** of operators added or planned to add a grab-and-go format on campus.<sup>5</sup>



## EXPANDING HOURS COULD EQUAL EXPANDING PROFITS.

**63%** of students say they're more likely to purchase late dinner (after 8:00pm) off-campus.<sup>6</sup>



## HANDHELDS INCREASE FOOT-TRAFFIC

**22%** of students say that handheld options would encourage them to purchase more meals on campus.

## THE NEXT STEP

### ON-DEMAND DINING.

- Instead of making students adhere to rigid meal times, grow your serving opportunities by offering flexible hours and meal options across dayparts.
- Get creative with ultra-versatile **Gold Label Ready-To-Use Craft Toppings™** to offer crave-worthy late night snacks at exam time. Think sliders with **Bacon Onion Marmalade** or nachos featuring trendy **Jalepeño Relish**.
- Take the grab-and-go game to the next level with a roving food cart or truck serving portable favorites like tacos and noodle bowls with globally-inspired sauces from the **Gold Label Ready-To-Use Sauces: Ethnic Accents** collection or the **Gold Label Ready-To-Use Craft Toppings™** collection. Each sauce is made with the highest-quality ingredients and offers made-from-scratch taste in an instant!



### UNIVERSITY SPOTLIGHT

When Vanderbilt University first started offering late-night breakfast from 11pm to 4am, the school's Branscomb Market sold more meals than any dining hall at any meal. Now, the late night eats have turned into a major money maker for the university with two dining halls open 24 hours a day, seven days a week and three others open 24 hours a day Monday through Thursday.



### FEATURED MENU APPLICATIONS:

## TRIPLE PLAY GRILLED CHEESE

### TRIPLE PLAY GRILLED CHEESE

Layers of creamy mac and cheese, crumbled blue cheese and bacon marmalade melt together on toasted sourdough bread. Made with **Gold Label Ready-To-Use Craft Toppings™** Bacon Onion Marmalade.

### CITRUS-CHILI CUBAN- STYLE SANDWICH

Amp up flavor in a classic Cuban by braising pork shoulder in **Passport Global Flavors™** by Custom Culinary® **Latin-Style Citrus Chili Sauce** and topping with a spread of mayonnaise and additional **Latin-Style Citrus Chili Sauce**.

### SONORAN CHICKEN SALAD WRAP

Savory diced chicken is folded with crispy bacon, red onion, roasted jalapeño, tomato, fresh cilantro and a creamy Southwest dressing. Topped with cheddar jack cheese and shredded lettuce in a zesty tomato wrap. Made with **Master's Touch® Southwest Flavor Concentrate**.

## TREND TWO:

# HEALTH & WELLNESS

Many students are looking to balance indulgence and cravings with healthy eating. They're getting more interested in menus that feature "feel good" options that are plant-based and gluten-free. Food allergies and sensitivities are also major considerations on C&U menus, with progressive operators offering more dishes prepared without common allergens such as shellfish, dairy, eggs, wheat and nuts.



### STUDENTS ARE MAKING HEALTHIER CHOICES.

**25%** of Gen Z would pay more for food that's classified as "all natural" and 23% would pay more for organic food.<sup>8</sup>



### THE POWER OF PLANT-BASED DINING.

**24%** of students are eating more vegetarian and vegan foods than they did a year ago.<sup>9</sup>



### BEWARE OF THE DIETARY MINEFIELD.

**25%** of students are following dietary restrictions, up from 20% in 2017.<sup>10</sup>

## THE NEXT STEP

### THE MAGIC WORD IS "CLEAN."

- More and more students these days require specialized diets due to allergies, food sensitivities or personal preferences.
- Clean label food i.e., dishes made from ingredients that are free from allergens, and health-halo foods can appeal to both students with allergies and those who desire less processed foods that are all natural or organic.
- For a crowd-pleasing option that's easy to make, try crafting soups with **Gold Label True Foundations™ Bases** and **Liquid Stock Concentrates**. They feature clean and simple ingredient decks for incredible made-from-scratch flavor.

## OBERLIN

COLLEGE & CONSERVATORY

### UNIVERSITY SPOTLIGHT

*There's so much demand for vegan and vegetarian cuisine at Ohio's Oberlin College that the school has overhauled the menus at two of its dining co-ops to be 100% meat-free. Students can enjoy pizzas, salads, handhelds, Moroccan-style tagines and more. Even the mayonnaise is completely vegan. The school is so dedicated to plant-based options that they make their own tofu on-site.*

### FEATURED MENU APPLICATIONS: HEARTY CHICKEN SOUP WITH ANCIENT GRAINS

#### HEARTY CHICKEN SOUP WITH ANCIENT GRAINS

A hearty home-made chicken broth made with **Gold Label True Foundations™ Chicken Base** poured over juicy shredded chicken, a mixture of ancient grains and roasted carrot. Finished with plump garbanzo beans and sliced green onion.

#### CHARRED BEEF VEGETABLE GRAIN BOWL

Tender skirt steak is rubbed with **Gold Label True Foundations™ Beef Base** before getting charred over a wood fire. The steak is sliced thin and served over a bed of savory grains with charred shishitos, diced mango, roasted corn, sautéed spinach, peanuts and sliced Fresno chilies.

#### FIRE ROASTED RANCHERO VEGGIE FLATBREAD PIZZA

A rustic wood-fired pizza dough spread with a zesty ranchero marinara is topped with shredded Chihuahua cheese, and yellow squash, red and green bell peppers and shaved red onion roasted in **Gold Label True Foundations™ Vegetable Liquid Stock Concentrate**. Finished with a drizzle of Fire Roasted Salsa.



# TREND THREE: GLOBAL CUISINE

As international cuisines become more mainstream, dishes from far-away locations are taking their places in C&U dining halls, concession stands and retail outlets alongside spaghetti and pizza. An ethnically diverse student body means global cuisine is the new normal and the more regionally-specific, the better! As a result, more exotic specialty ingredients are making their way onto C&U menus to meet students' desire for authentic foods as well as Americanized versions of ethnic fare.



## EXPAND YOUR WORLDLY OFFERINGS.

**43%** of students desire more options when it comes to ethnic foods and beverages.<sup>11</sup>



## AIM FOR AUTHENTIC.

**67%** of Gen Z prefer authentic ethnic items while 33% prefer Americanized ethnic foods.<sup>12</sup>



## GET GLOBAL ON THE GO.

**50%** of C&U operators named international menu items as one of the biggest trends affecting their operations.<sup>13</sup>

## THE NEXT STEP

### REGIONAL. AUTHENTIC. PORTABLE.

- Introduce menu items that go beyond the international cuisines that students already know and love by diving deeper into new regional specialties.
- The authenticity of regional global favorites from Taiwan, Israel, the Yucatan Peninsula and beyond will earn instant credibility.
- Since students crave global street foods, create an International Street Food theme night using the new **Passport Global Flavors™ by Custom Culinary® Latin and Korean Flavors** to create new favorites like customizable Korean bibimbap rice bowls or a make-your-own burrito station.



### UNIVERSITY SPOTLIGHT

In 2021, the University of Buffalo plans to open the One World Cafe, an ambitious food hall that literally offers a world of culinary possibility to students on campus. The 50,000 square-foot cafe offers seating for over 500 students with multiple international cuisines available that range from Asian to Indian to Japanese. To add to the authentic allure, the university is bringing in tandoor ovens, a multitude of woks and a sixty-foot wall of herbs to add fresh flavor to dishes.

### FEATURED MENU APPLICATIONS:

## KOREAN BULGOGI BBQ SANDWICH

### KOREAN BULGOGI BBQ SANDWICH

Skirt steak marinated overnight in **Passport Global Flavors™ by Custom Culinary® Bulgogi Marinade**, served on a crusty French roll with pickled cucumber and carrot, scallions and **Passport Global Flavors™ by Custom Culinary® Bibimbap Sauce**-infused mayo.

### CITRUS CHILI SHORT RIB TOSTADAS

Seared short ribs braised in **Passport Global Flavors™ by Custom Culinary® Latin-Style Citrus Chili Sauce**, layered on crisp tortillas with avocado, caramelized onion, cilantro, lime and an extra drizzle of **Latin-Style Citrus Chili Sauce**.

### VIETNAMESE STYLE PHO BROTH BOWL

**Passport Global Flavor™ by Custom Culinary® Beef Pho Broth** scented with star anise, clove and cinnamon served over a bed of tender ramen noodles, shaved eye round and sliced onion. Finished with slivered green onion, cilantro, Fresno peppers and bean sprouts.

<sup>5,13</sup> Foodservice Director, C&U Census 2018.

<sup>6</sup> "5 Trends rising on college campuses," Foodservice Director, August 8, 2017.

<sup>7</sup> Technomic via foodservicedirector.com/operations/3-ways-improve-campus-food-halls.

<sup>8,12</sup> Datassential, Gen Z: Generations of Change, April 2018.

<sup>9,10,11</sup> Technomic, College & University Consumer Trend Report, 2019.



## MARKETING SUPPORT

Be sure to explore these helpful tools for additional culinary ideas and practical applications of Custom Culinary® products in your operation. Visit [CUSTOMCULINARY.COM](http://CUSTOMCULINARY.COM) to download your College & University guide.

**Passport Global Flavors™**  
by Custom Culinary®  
Noodle Bar Guide

**Passport Global Flavors™**  
by Custom Culinary®  
Latin and Korean Operator Tool

Gravies Easy Add-In  
Menuing Guide

**Gold Label Ready-To-Use  
Craft Toppings™**  
Signature Recipe Collection

## TASTING THE TRENDS

Custom Culinary® offers a robust portfolio of flavorful products that help you meet the needs of students, staff and campus guests. Our products can be used across dayparts and menu segments for ultimate versatility.

**CV CONVENIENCE**

**H/W HEALTH & WELLNESS**

**GC GLOBAL CUISINE**

ITEM CODE	PRODUCT DESCRIPTION	CV	H/W	GC	ITEM CODE	PRODUCT DESCRIPTION	CV	H/W	GC
<b>MASTER'S TOUCH® FLAVOR CONCENTRATES</b>					<b>GOLD LABEL TRUE FOUNDATIONS™ BASES</b>				
5205	Ancho <b>GF</b>	●	●	●	5334	Beef <b>GF</b>	●	●	
5204	Chipotle <b>GF</b>	●	●	●	5124	Chicken <b>GF</b>	●	●	
9815	Roasted Garlic <b>GF</b>	●	●	●	5505	Clam <b>GF</b>	●	●	
9890	Southwest <b>GF</b>	●	●	●	5417	Roasted Vegetable <b>GF</b>	●	●	
<b>GOLD LABEL READY-TO-USE CRAFT TOPPINGSTM</b>					<b>GOLD LABEL TRUE FOUNDATIONS™ LIQUID STOCK CONCENTRATES</b>				
6327	Jalapeño Relish	●		●	6809	Chicken <b>GF</b>	●	●	
6548	Bacon Onion Marmalade	●			6810	Vegetable <b>GF</b>	●	●	
9651	Kentucky-Style Bourbon Sauce	●			6811	Beef <b>GF</b>	●	●	
9678	Harissa	●		●	<b>GOLD LABEL BASES</b>				
<b>GOLD LABEL READY-TO-USE SAUCES: ETHNIC ACCENTS</b>					0344	Low Sodium Beef <b>GF</b>		●	
9668	Sun-Dried Tomato Pesto Sauce	●		●	0144	Low Sodium Chicken <b>GF</b>		●	
9671	Wasabi Ginger Ponzu Sauce	●		●	0844	Low Sodium Vegetable <b>GF</b>		●	
9676	Thai-Style Roasted Peanut Sauce	●		●	9801	Mirepoix <b>GF</b>		●	
<b>PASSPORT GLOBAL FLAVORS™ BY CUSTOM CULINARY® ASIAN BROTHS</b>					<b>MASTER'S TOUCH® BASES</b>				
6550	Beef Pho Broth <b>GF</b>		●	●	0336	Low Sodium Beef Flavored <b>GF</b>		●	
6551	Tonkotsu Ramen Pork Broth <b>GF</b>		●	●	0146	Low Sodium Chicken Flavored <b>GF</b>		●	
6552	Thai Style Vegetable Broth <b>GF</b>		●	●	5327	All Natural Reduced Sodium Beef <b>GF</b>		●	
<b>PASSPORT GLOBAL FLAVORS™ BY CUSTOM CULINARY® LATIN FLAVORS</b>					5117	All Natural Reduced Sodium Chicken <b>GF</b>		●	
9667	Latin-Style Citrus Chili Sauce			●	5200	Reduced Sodium Vegetable <b>GF</b>		●	
9900	Al Pastor Sauce <b>GF</b>			●	0317	Beef <b>GF</b>		●	
9901	Habanero Orange Sauce <b>GF</b>			●	0117	Chicken <b>GF</b>		●	
9902	Tomatillo Serrano Sauce <b>GF</b>			●	<b>CHEF'S OWN™ BASES</b>				
6571	Mole Negro <b>GF</b>			●	0744	Beef-Style Vegetable Base Consommé Prep <b>GF</b>		●	
<b>PASSPORT GLOBAL FLAVORS™ BY CUSTOM CULINARY® KOREAN FLAVORS</b>					0740	Chicken-Style Vegetable Base Consommé Prep <b>GF</b>		●	
6568	Bulgogi Marinade			●					
6569	Bibimbap Sauce			●					
9903	Korean-Style Barbecue Sauce <b>GF</b>			●					
9904	Korean-Style Sweet Heat Sauce			●					
5226	Kimchi Prep <b>GF</b>			●					

Products marked "GF" for gluten free are tested at less than 20 ppm gluten.



At Custom Culinary® we're dedicated to providing exceptional bases, sauces and gravies to enhance any menu and every daypart. Our flavor-forward solutions are rooted in culinary expertise and a thoughtful, innovative approach to product development, centered on clean, simple and wholesome ingredients. We bring profitable trends to life with items that meet your needs, delight your customers and exceed your expectations.



Learn how we can help you Be True To The Food® by visiting [CUSTOMCULINARY.COM](http://CUSTOMCULINARY.COM).

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