

INTEL FOR ONSITE

# food

## MANAGEMENT

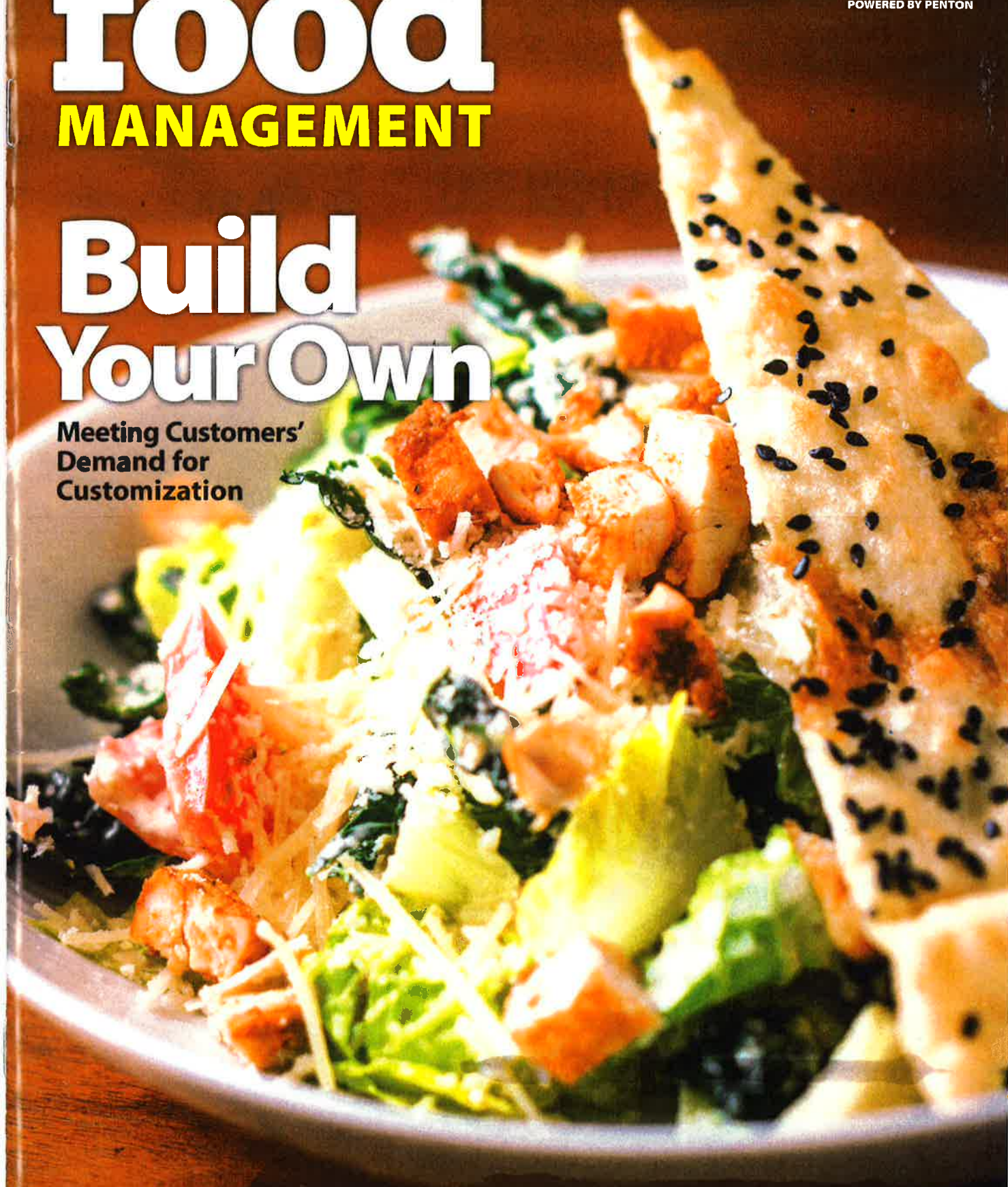
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# Build Your Own

Meeting Customers'  
Demand for  
Customization



REX HEALTHCARE TAKES TOP HONOR IN 2017 BEST CONCEPT AWARDS 11



INTEL FOR ONSITE

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JULY/AUGUST 2017

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Rutgers' takeout menu gets healthy, plant-centric revamp.

#### Purdue Teams Up with Students to Improve Operations

A unique problem-solving partnership reduces wait times.

### K-12 SCHOOLS

#### High School Students Start Coffee Program

Collaboration between marketing class and foodservice results in cool coffee corner.

#### Milk Dispensers Reduce Waste

Steel cows save 400,000 milk cartons annually.



## ISSUE HIGHLIGHTS

### 11 2017 Best Concept Awards

FM recognizes UNC REX Healthcare as Best of Show in the 2017 Best Concept Awards competition. In addition, nine onsite foodservice operations are being honored with Best Concept Awards for innovation and creativity in a variety of operational areas, from facility design and customer service to menu concepts and convenience retailing.

### 25 Best Ever Build-your-own Concepts

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COVER: MATTHEW HANSEN FOR UC SAN DIEGO



## **BEST OF SHOW: UNC REX HEALTHCARE**

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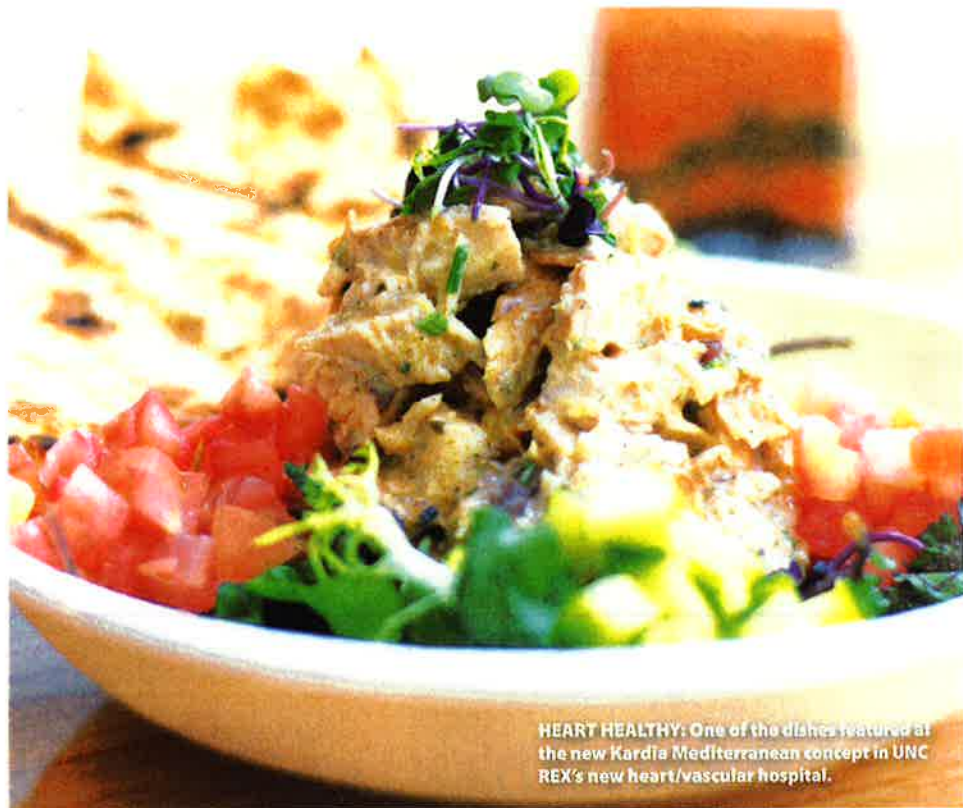
**BEST MENU: RESTAURANT ASSOCIATES/THOMPSON HOSPITALITY AT  
SMITHSONIAN AFRICAN AMERICAN MUSEUM**



# 2017 Best Concept Awards

**S**INCE 1999 **FOOD MANAGEMENT** has been highlighting exemplary achievements in onsite foodservice with its annual Best Concept Awards program. Best Concepts is designed to recognize and celebrate out-of-the-box innovations developed by dining departments in segments of the foodservice industry that traditionally toil in anonymity because they are support service providers inside larger organizations rather than freestanding entities with an incentive to market themselves to the public at large. Best Concepts is also intended to provide *FM* readers with ideas they might be able to adapt to their own operations. >>

**FM's 2017 Best Concept Awards highlight concepts chosen by the editors for their innovation and creativity to solve operational, marketing, structural and culinary challenges. Here are this year's Best Concept winners headed by Best of Show winner UNC REX Healthcare.**



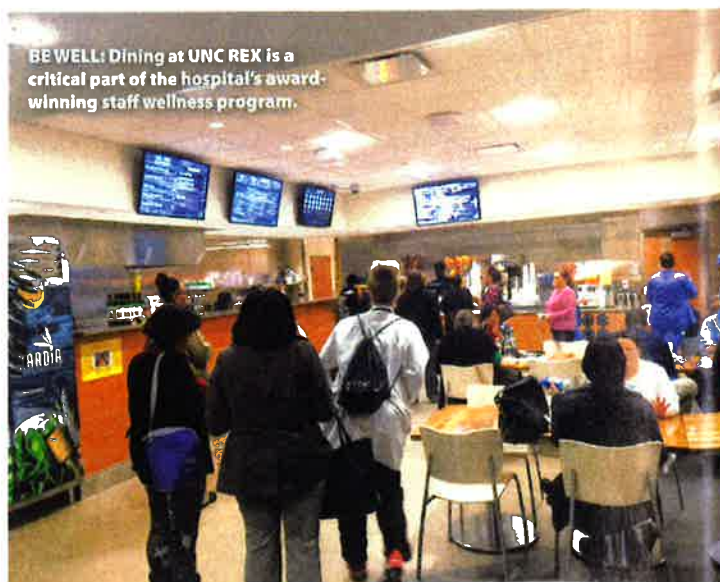
**HEART HEALTHY:** One of the dishes featured at the new Kardis Mediterranean concept in UNC REX's new heart/vascular hospital.

## **BEST OF SHOW:** **UNC REX Healthcare**

**U**NC REX Healthcare under Culinary and Nutrition Services Director Jim McGrody has for years been one of the trendsetters driving hospital foodservice into serving fresher, healthier fare in both the patient and retail dining areas. In fact, McGrody even wrote a book about it called "What We Feed Our Patients" that describes the process of converting the dining operation at REX from its traditional format to one that emphasizes freshly prepared food made with fresh ingredients.

The health and freshness focus in the dining program has been successful enough to help UNC REX garner Gold Apple Hospital certification from workplace wellness organization Prevention Partners several years ago. It also rated a mention as one of "Nine Great Meals in Unexpected Places" put together a couple of years ago by *Condé Nast Traveler*.

The process has been driven by a focus on commercial-style self-developed concepts in the healthcare facility's three retail



**BE WELL:** Dining at UNC REX is a critical part of the hospital's award-winning staff wellness program.





outlets and by a chef-driven menu on the patient side that emphasizes fresh preparation in its room service-style format.

"Chef-driven" is not just a throwaway line for UNC REX. Not only does the dining operation employ seven classically trained chefs, but since 2008 it has also offered its Black Hat Chefs training program to elevate the culinary skill at all levels of the operation. A formal four-level course that includes a practical and written final exam, Black Hat Chefs encompasses subjects ranging from food costing and menu planning to knife skills and roasting and sautéing techniques.

More recently, as the need for such basic training has lessened with the rise in the caliber of staff hires, the program has expanded to specialized areas like charcuterie, and McGrody and UNC REX Executive Chef Ryan Conklin even took the program on the road at one point to teach kitchen staff at other healthcare organizations. They are also establishing a Center of Innovation & Excellence where dining operations in other hospitals in the UNC system can participate in the Black Hat Chef program.

Sophisticated in-house-developed retail concepts are the norm at UNC REX under McGrody. The facility's two traditional locations include the Courtyard Café with five concepts such as Cib/o-grille and the Showtime Chefs in Motion action station, while the three-station Korner Café has the Mezza Luna made-to-order salad concept and Caprese's Deli.

Cib/o-grille was specifically developed five years ago when the hospital decided to remove the fryers from its grill station.

"We rebranded it [as a place] where you could get things like grilled salmon and grilled plantains that you'd never see in a hospital grill," McGrody recalls. "People thought we were

## With Kardia "we wanted to have a restaurant and get away from the cafeteria type of stuff."

crazy to get rid of our fried food and said that we were going to lose sales, but we actually saw a 7 percent growth in revenue off our grill. We were the first hospital in North Carolina to get rid of fryers," he says proudly.

"We do a lot of whole grains," he adds. "We still sell sodas, but our meals are scratch made with fresh ingredients and we buy locally as much as we can."

The newest addition to the retail mix is a free-standing concept called Kardia, located in UNC REX's new heart and vascular hospital.

"When they were building the new hospital, we wanted to do something different," McGrody observes. "We wanted to have a restaurant and get away from the cafeteria type of stuff." To get the required throughput capacity, the eatery is what McGrody describes as fast casual but "the kicker is that



attached to it is a 200-seat demo kitchen with state-of-the-art audio/visual that is part of the Kardia brand."

The fully equipped demo kitchen offers a variety of classes in diet, cooking and health to both staff and visitors. Instructors include both UNC REX chefs and dietitians, often in tandem.

Overall, McGrody is responsible for foodservice at five facilities in the UNC REX footprint, including two long-term care centers with 220 beds total and a mental health facility. The hospitals have a total of 660 beds and the kitchen is producing nearly 500 meals per meal period a day, he estimates.

Still to come, McGrody says he and his team are working on a street food concept to add to his brand portfolio that will leverage the popularity of food truck cuisine. He also wants to leverage his production capabilities as UNC REX adds more office facilities around the hospital complex by potentially offering a catering/delivery service to those locations.

"To drive your sales you often have to go to the people" rather than them coming to you, he observes. "We'll brand it as our food. If we don't do it, Panera Bread will do it."





**BEST NEW FACILITY:**

**THE VILLAGE DINING & COMMUNITY CENTER**

**University of Colorado at Boulder**

This new \$48.9 million facility opened in January with five food stations that serve breakfast, lunch and dinner Monday through Friday and brunch and dinner on the weekends. Much more than just a dining hall, the space incorporates a display kitchen wired with a mic and camera to do cooking demos and a teaching kitchen with induction cookers to teach students how to cook. There are also outdoor fire pits, stationary bike-powered blenders and an expansive greenhouse.



**BEST MANAGEMENT  
COMPANY CONCEPT:  
MICRO CONCEPTS**

**Morrison Healthcare**

Designed to run for one-, seven- or 30-day increments, Morrison's series of fully developed "plug and play" micro concepts provide variety, highlight culinary expertise and offer commercial quality menus with the goal of transforming cafeteria spaces into food halls. Six concepts have already been developed and deployed in 115 café locations, generating retail sales increases ranging from 6 to 20 percent.





**BEST SPECIAL EVENT:**

**TASTING THE TREE OF LIFE**

**Sodexo at The College of New Jersey**

The result of the School of Biology's request to develop a menu including items from every branch of the scientific tree of life, this event had each ingredient used connected to a living organism, including plants, animals, fungi and bacteria. Dishes ranged from barbecue jackfruit and roasted crickets to alligator sausage, frog legs and snapper soup. The event also included educational materials, science trivia and hands-on demonstrations to illustrate the connection between food and the scientific tree of life.



**BEST CUSTOMER SERVICE CONCEPT:**

**THE GATHERING PLACE AND 1NORTH**

**Purdue University**

Serving as an alternative dining venue at which student groups who wish to eat together while avoiding dining hall crowding can make reservations, these "pop-up" buffet-style eateries offer a distinct upscale menu plus activities to board plan participants. Walk-ins are also welcome but total capacity is capped at 220 to avoid excess crowding. Meanwhile, the new venues have helped alleviate some of the crowding at the traditional dining halls.





**BEST WELLNESS CONCEPT:**

**BUILD YOUR OWN HEALTHY LIVING MEAL**

**FLIK at American Express**

At American Express' corporate headquarters, foodservice provider FLIK Hospitality Group offers employees a Your Meal, Your Way option where they can build a healthy meal from a range of ingredient choices that won't exceed 600 calories, 600 milligrams of sodium or 5 grams saturated fat.



**BEST MENU:**

**SWEET HOME CAFE**

**Restaurant Associates/Thompson Hospitality at the Smithsonian African American Museum**

A perfect blend of culinary excellence and support of the client's mission, this menu ranges from dishes immediately identified as soul food, like fried chicken or hoppin' john, to lesser known dishes like son-of-a-gun stew and oyster pan roast, all in service of the museum's role to communicate and educate about African-American history and culture.

**BEST CONVENIENCE RETAIL CONCEPT:**

**THE GRID**

**Sodexo at Liberty University**

Opened in conjunction with five dining concepts in the new Montview Student Union complex in August 2016, The Grid is a c-store with a social involvement sidelight in that not only are 1 percent of retail sales donated to local charities, but each also customer gets to designate where his or her portion of the funds goes, thus involving them directly in the process.







**BEST RENOVATION:**

**CAFÉ 36**

**Microsoft/Eurest**

The latest in Microsoft's continuing effort to keep its onsite dining operations current and fresh, Café 36—already somewhat of a showpiece—was remodeled over the winter and features nine high-impact food stations ranging from authentic Indian fare and cut-to-order Roman-style pizza to Evergreen, featuring items sourced from Washington State. The café boasts an open design, hydroponic and urban cultivator gardens within its space and exhibition cooking suites integrated into the seating areas, plus 100 percent cashless/cashier-less touchscreen ordering and payment.



**BEST STATION CONCEPT:**

**CHEF U**

**American Dining  
Creations at Union College**

A DIY sauté station with basic recipes, handy ingredient choices and chef assistance, Chef U allows students to be creative in making their own meals to their own preferences, while also learning something about food preparation. The station also lends itself to group activities and social bonding at student takeover events during which student groups bring their own menu suggestions for peers to prepare. 