

COLLEGE & UNIVERSITY FOODSERVICE OPERATORS

Tips for Turning Underused Space into Sales

There's always another test to take. There's always a paper to write. Every fall, the weekends are filled with football games and tailgating. Around the holidays, it's finals. Occasionally, there might be time for a party or two. The bottom line is college students are busy, and they don't have a lot of time to waste on deciding where and what to eat. Knowing this fact can help make life a lot easier for college and university foodservice operators.

1. Find Space and Get to Work

Location. Location. Location. If there's a particular lobby, passageway, or gather space on your campus that doesn't have food and beverage service, this could be the perfect place to create one. Carefully examine the space, determine longterm goals for the space, survey students, and then determine what type of concept would work best. This includes the type of menu options you're going to offer.

2. Develop a Theme

With spaces not originally intended for food and beverage, the ideas are endless. Start by decided whether to use a familiar concept or something all-together different. Regional dishes, local agriculture, community-based sourcing, or even famous local chefs can all be considered familiar. Of course, on college campuses, there are often students with a wide variety of backgrounds, origins, and ultimately preferences. International cuisines, current food trends, or operations that are friendly to students with dietary restrictions can also be viable options. No matter, the goal is to provide a unique experience.



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3. Choose the right equipment.

The next step is to select equipment that will fit within the given location and contribute to successful execution of the menu. Things to consider are flexibility, movability, and ease-of-use. Underused spaces are typically not intended for foodservice, so select equipment based on capacity, labor, maintenance, and operating costs.

4. Create a killer display!

There are four keys to creating a killer foodservice display: mood, color, elevation, and contrast.

Start with the mood. Today's students are looking for an experience, even if they're always in a hurry. Products, displays, signage, and even the smells and sounds of the operation should create an atmosphere that draws attention and makes students feel good about purchasing. Color can also be a big part of this equation, enticing customers with eye-catching palettes or school colors. Operational signs should have elevation so they're visible from far away, while food displays should be descriptive and enticing. Students should be able to find what they're looking for quickly and easily. The last step is contrast. The right combination of textures, heights, and colors can further merchandise your products.

The 4 Keys of Merchandising

😊 MOOD

🌈 COLOR

🍰 ELEVATION

🔴⚪ CONTRAST



IT'S NOT ROCKET SCIENCE. OR IS IT?

In college you have a lot of choices, whether it's where to eat or what classes to take.

Astrophysics? Sure. Astronomy? Yup. Rocket science? Well, foodservice isn't *that* complicated, but it can still be quite complex, especially when it comes to maximizing the potential of your space. Speaking of which...

Check out our new ROI Calculator, and see how much you can earn from wasted space.

Launch our interactive ROI calculator by clicking the LIFTOFF button now!

[3-2-1 LIFTOFF](#)

