

## EVOLUTION OF RETAIL ON CAMPUS

# MEAL KITS & Subscriptions



HELLO  
FRESH

EveryPlate



Campus life evolves with each generation, but this round of evolution has taken on new meaning as we move to post-COVID culture on campus and off. How student dining has shifted throughout the pandemic - from social distancing, to delivery, to cooking at home - are now habits that will influence expectations upon returning to campus. To meet and exceed these expectations, Sodexo is prepared with a new food channel strategy built on the foundation of our SodexoMyWay digital platform and powered by the Bite application.

One of the key strategies to fulfilling Sodexo's evolved food model is to diversify our delivery capabilities and promote subscription models through partnerships. Sodexo's meal kit delivery program supports student's post-pandemic propensity for cooking at home, with the ease and convenience of having all the ingredients delivered safely to their door.

In addition to meal kits, there are two consumable product subscriptions: a partnership with DinDin and Sodexo's own "Fill My Fridge." These give students and parents the opportunity to "stock up" while "staying in." Safe, convenient options for students to eat well without sacrificing quality or variety is paramount to providing value on campus post-pandemic.

To learn more, visit [www.us.sodexo.com/universities](http://www.us.sodexo.com/universities) or email [universities.us@1.sodexo.com](mailto:universities.us@1.sodexo.com) or call 833-955-1496

## CURRENT PARTNERS

### HelloFresh (Nationwide) –

HelloFresh offers an extensive rotating weekly menu that can accommodate specialty diets such as vegetarian, while **EveryPlate** offers an ever-changing menu of simple, affordable chef-curated recipes with vegetarian and gourmet options.



### DinDin (Mid-Atlantic) –

Meal boxes delivered from a "virtual food court" offer a variety of options from healthy to comfort foods, even exotic global cuisines.