

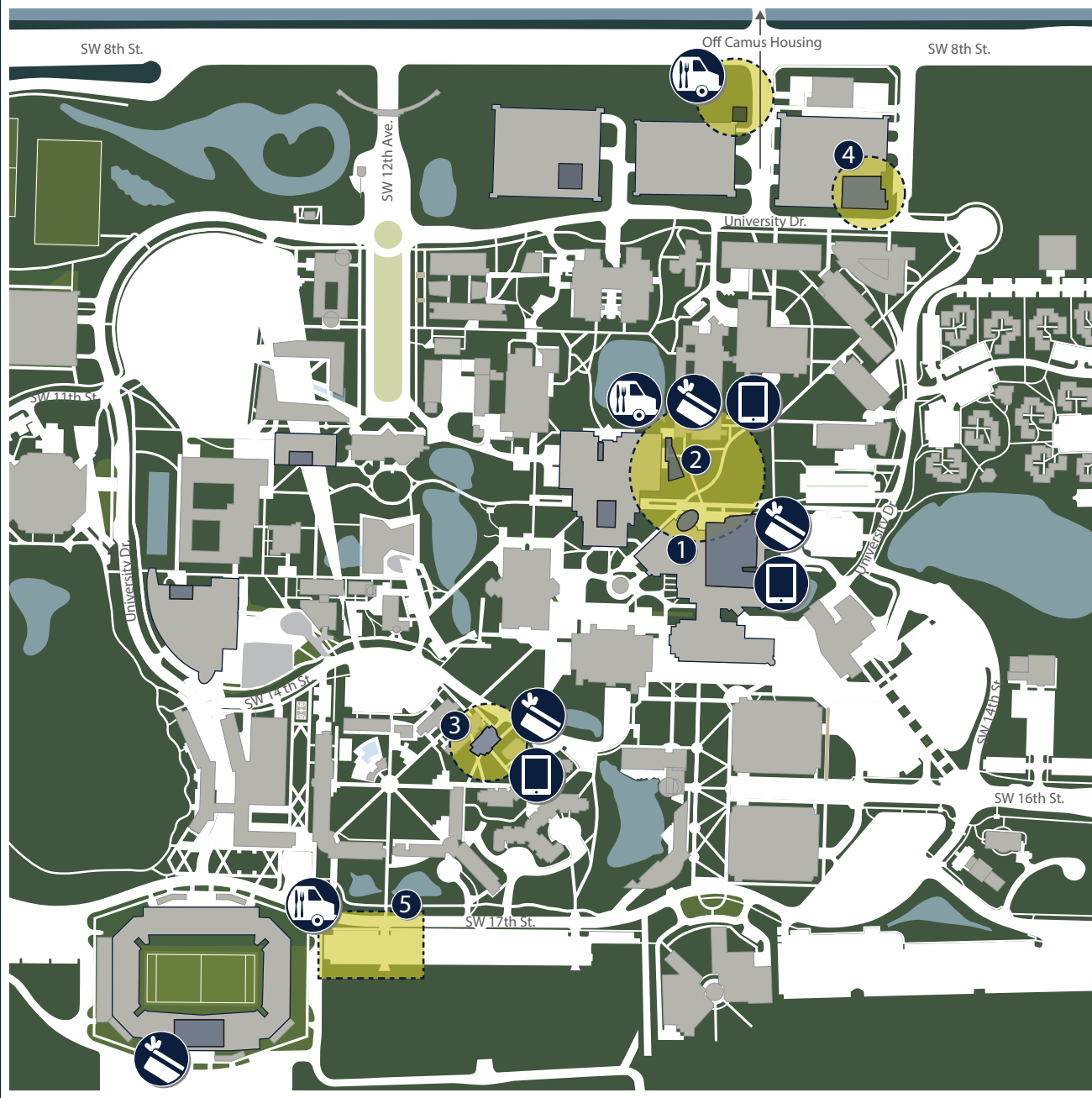
# FIU

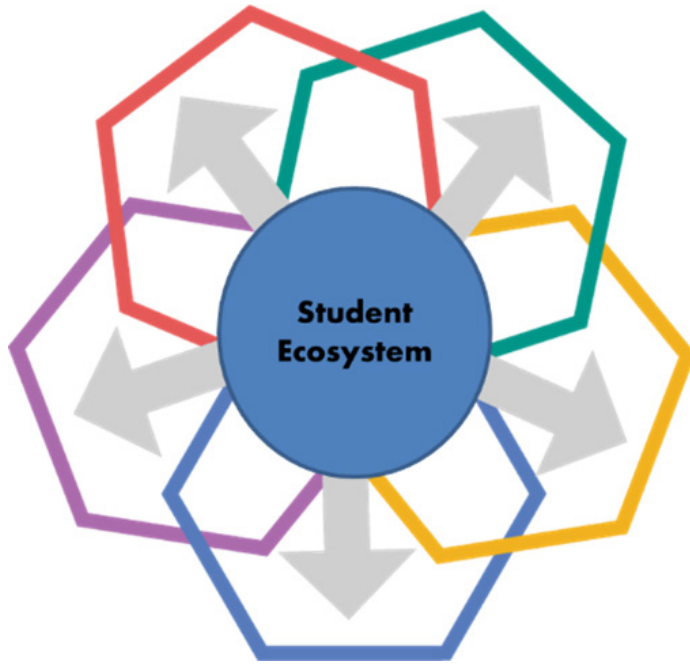
WORLDS AHEAD IN HIGHER EDUCATION AND BEYOND

# ONE TWENTY-FIVE MODESTO MADIQUE CAMPUS

- 1 GRAHAM STUDENT CENTER
- 2 WORLD OF TASTE PAVILION
- 3 HERITAGE MARKET
- 4 PG5
- 5 TAILGATING OPPORTUNITY

-  MOBILE TRUCKS
-  KIOSK ORDERING
-  MEAL PLAN ENHANCEMENT
-  OUTDOOR ACTIVATION
-  DINING LOCATIONS





## ALIGNING WITH THE CAMPUS MASTER PLAN

### **New Social and Dining Hubs of On-Campus Activity:**

The proposed strategic design proposal leverages the potential of the green quad outside Graham Student Center, the green quad outside the Wolfe University Center and the planned new residential neighborhood for maximum campus benefit. Activation of outside common spaces in these areas coupled with a strong mobile ordering and mobile truck platform will result in new social and dining hubs of activity, increase campus programming opportunities and offer unique social gathering pockets that extend beyond the classroom.

Immediate campus impacts include:

### **1. ENHANCED OUTSIDE ACTIVATION OF THE CAMPUS FABRIC ON BOTH CAMPUSES**

Consistent with best practices in campus planning and design, the enhanced design approach provides a strategic opportunity to coordinate architectural, landscape, and master-planning efforts from individual projects for complete transformational campus impact. Rather than thinking independently, this approach anticipates that respective design efforts will collaborate in support of overarching campus ideals and value for the FIU community. The resultant FIU campus experience will emerge from outside environments with a local “Miami” flare rather than relying upon individual buildings to support discreet programmatic requirements and needs. The expanded outside activation vision will add campus energy, increase flexibility, engage the campus landscape as a functional extension of interior program functions, and support vital collegiate exchange where respective program and building functions intersect and overlap.

### **2. BUILDING COMMUNITY**

Dining improvements, inside and out, mobile or fixed, will deliver destination quality amenities and spaces to support collaborative engagement and student interaction. In most cases, these locations also serve to augment campus transportation hubs and enhance major pedestrian intersections. These locations will become destinations of choice, places to see and be seen, and support campus neighborhood event programming.

### **3. ELIMINATION OF SAFETY CONCERNS**

With the introduction of the new residential neighborhood located on the outskirts of the existing FIU housing quad on the southern end of campus between Lakeview Hall and University Towers, there is opportunity to build a new dining center to accommodate the increased residential population. This new dining center will be the late-night option for students, keeping them close to their home and ultimately safe. The new zone and offering will promote campus safety, as there will no longer be a need to walk across campus late night for complete dining and hang out options. Landscape and hardscape development in this zone will ensure the area is open and inviting, yet closed to any potential safety issues and concerns.

## Our Vision

# A NEW BRAND... A NEW DAY

We are excited to introduce to you our vision for Florida International University Dining. The “One Twenty-Five” in our new branding celebrates part of what defines FIU—it represents the 125 different countries that comprise the student body here. We took that strong diversity into consideration when developing the following partnership strategy and dining vision presented in the following pages.

**ONE TWENTY•FIVE**  
MODESTO MADIQUE CAMPUS

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**ONE TWENTY•FIVE**  
BISCAYNE BAY CAMPUS





## Our Residential Dining Vision

- Creating specialized services and menus that match FIU student lifestyles
- Transforming experiences through concept refreshes and menu enhancements
- Implementing allergen awareness through our True Balance station
- Creating environments that united the community through enhanced interaction

## The Dining Master Plan

### YOUR SCHOOL. YOUR RESTAURANTS. YOUR DISTINCTIONS.

Dining has a profound impact on multiple facets of a University. In alignment with Florida International University's Strategic Plan, we took a number of items into consideration, ensuring our number one focus was to energize and further enhance the "Student Ecosystem" at Florida International University (FIU).

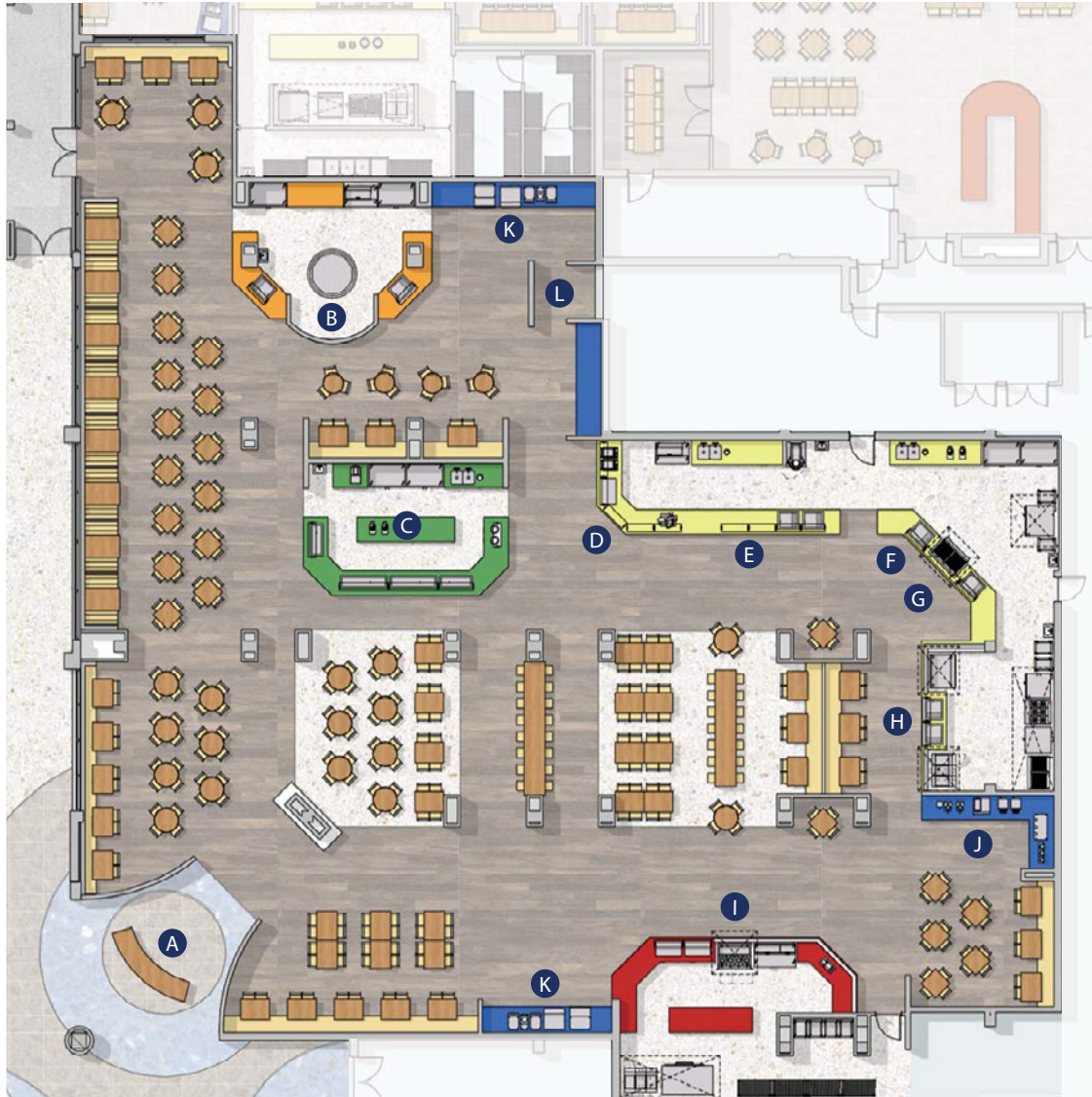
### WHAT DOES THAT MEAN?

It means understanding that the overall student experience is not just in the classroom. It is where students live, socialize, collaborate, and learn. At Aramark, we will collaborate with FIU to serve as a catalyst for elevating the student ecosystem in all that we do. Our alignment and initiatives include:

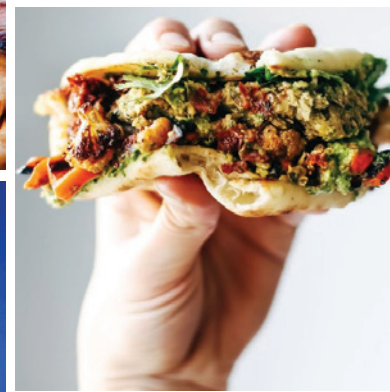
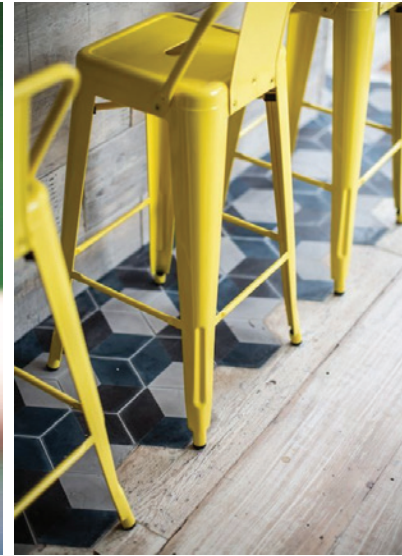
- **Unique Experiences** - Creating a "Uniquely FIU" social dining experience throughout all dining concepts to include our new Local Miami Flavors, Worlds of Taste Pavilion, and New Heritage Market dining experiences.
- **Local Community Partnerships** - Continuing to blur the boundary lines between the campus and local community by continuing our local partnerships program.
- **Leveraging Mobility** - Whether through mobile ordering, our partnership with Tapingo, our Starbucks, Miro's, and barbecue mobile food trucks that go to where the crowds are so there is never a missed meal or our proposed outside kiosk ordering system, services will be at the fingertips of any consumer at any time.
- **Preeminence and First to Market** - Establishing preeminence amongst peer and aspirational schools by bringing the first Panera to a college campus in the region. We further elevate the first to market strategy through offering the first full Sergio's Cuban Café on any college campus nationally.
- **Enhanced Social Destinations** - Activating outdoor dining spaces to facilitate student socialization, while also paying homage to the local Miami culture.
- **Reduction of Meal Plan Costs and Increased Flexibility to Meal Plans** - Creating value through reducing meal plan prices and introducing meal exchange will build a broader community. As the program and pricing is more affordable for the student base, more students will participate in the program and dining environments will be utilized to build lifelong connections.
- **Promote Student Success** - Enabling learning beyond the classroom through programming, internships, educational kitchen expos, and enhancing our partnership with the Chaplin School of Hospitality and Tourism through offering unique micro restaurants students can use for a living, learning lab.

All of this, and more, creates one simple result... A premium five-star dining experience for students, faculty, staff, and the overall FIU community.

# FRESH FOOD COMPANY



- A POS
- B INFUSE
- C GREENS AND GRAINS
- D UPPER CRUST
- E A LA MODE
- F TRUE BALANCE
- G LA COCINA
- H ASADO
- I FUEGO
- J BREAKFAST
- K BEVERAGES
- L DISH RETURN



## Our Vision



## Our Retail Dining Vision

### SATISFYING STUDENTS' NEEDS WITH:

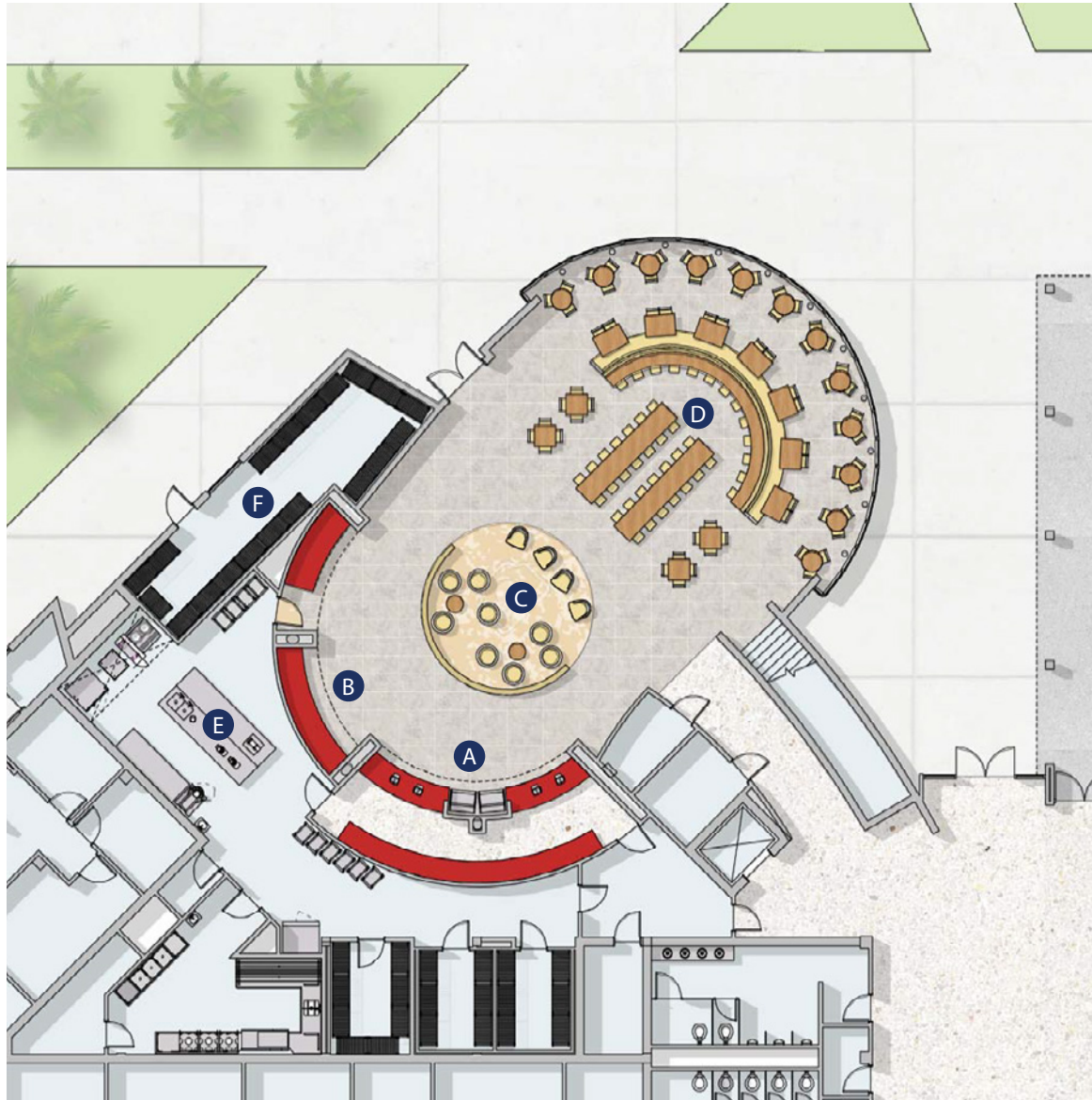
- Continuing local partnerships
- Introducing new national brands, including the first Panera among FIU's peer and aspirational schools
- Implementing mobile solutions through food and coffee trucks, so the food is where the crowds are
- Activating new areas on campus to support the student ecosystem
- Increasing variety through rotating style restaurants that change every couple of weeks
- A balanced mix between quick service and casual sit down experiences





# RETAIL DINING

# PANERA BREAD CO. IN GRAHAM CENTER



- Ⓐ POS
- Ⓑ KIOSK ORDERING
- Ⓒ LOUNGE SEATING
- Ⓓ GENERAL DINING
- Ⓔ BOH KITCHEN
- Ⓕ WORLD OF TASTE STORAGE



# WORLDS OF TASTE PAVILION



- A** MIRO'S
- B** ZEST LOCAL
- C** DELICIOUS DESTINATION
- D** CARIBE LOCALE
- E** BARBECUE DISTRICT FOOD TRUCK
- F** COMMUNITY SEATING
- G** SOLAR PANELS ON PAVILION ROOF



Our Vision



# MOBILE STARBUCKS AND DISTRICT BARBECUE TRUCKS



# SERGIO'S CUBAN CAFÉ AT GRAHAM CENTER



**SERGIO'S** CAFE + GRILL  
CUBAN

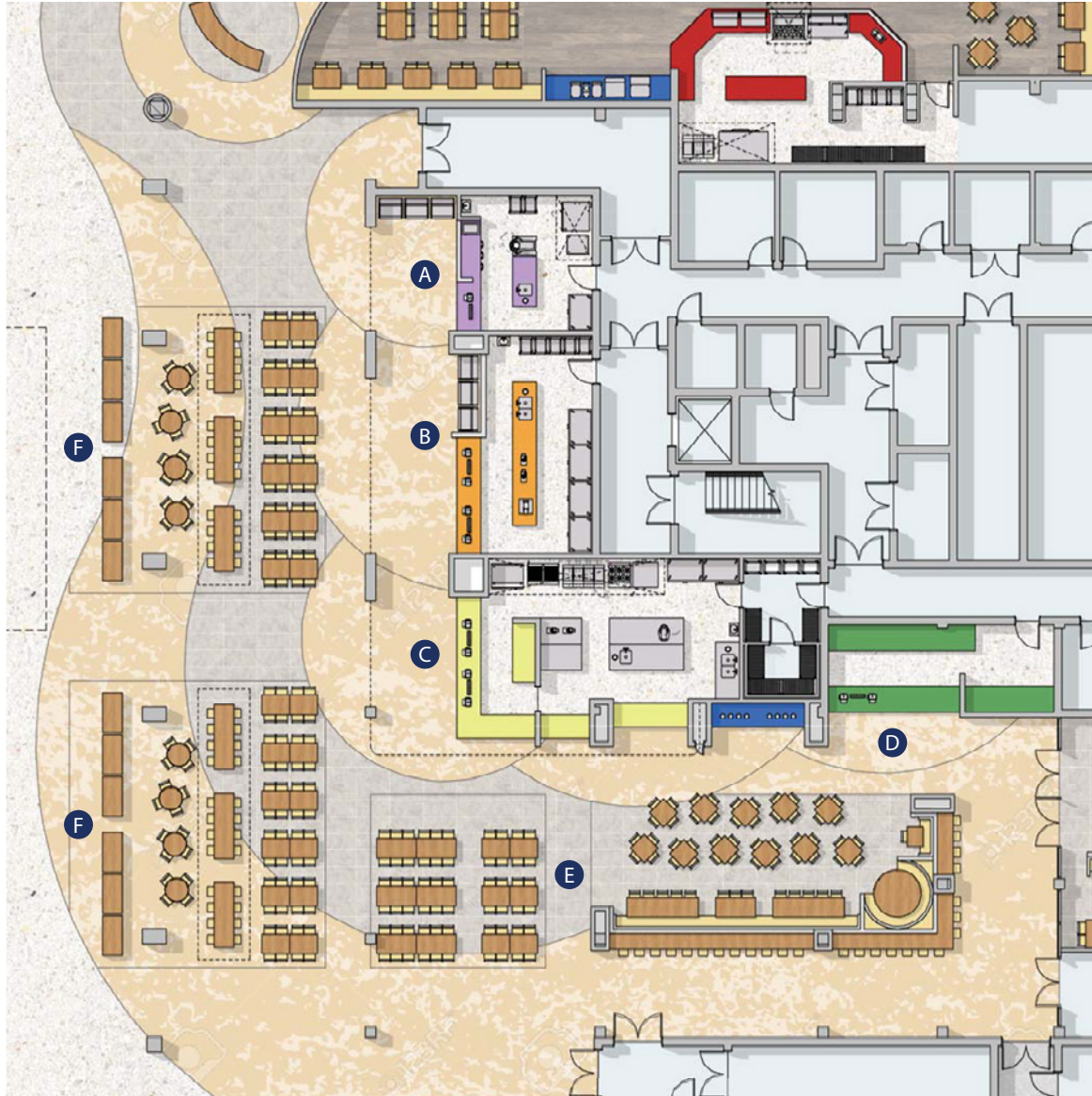


- A** SERGIOS OPEN KITCHEN
- B** POS
- C** SERGIO'S COFFEE WINDOW
- D** OUTDOOR SEATING
- E** FACULTY CLUB DINING





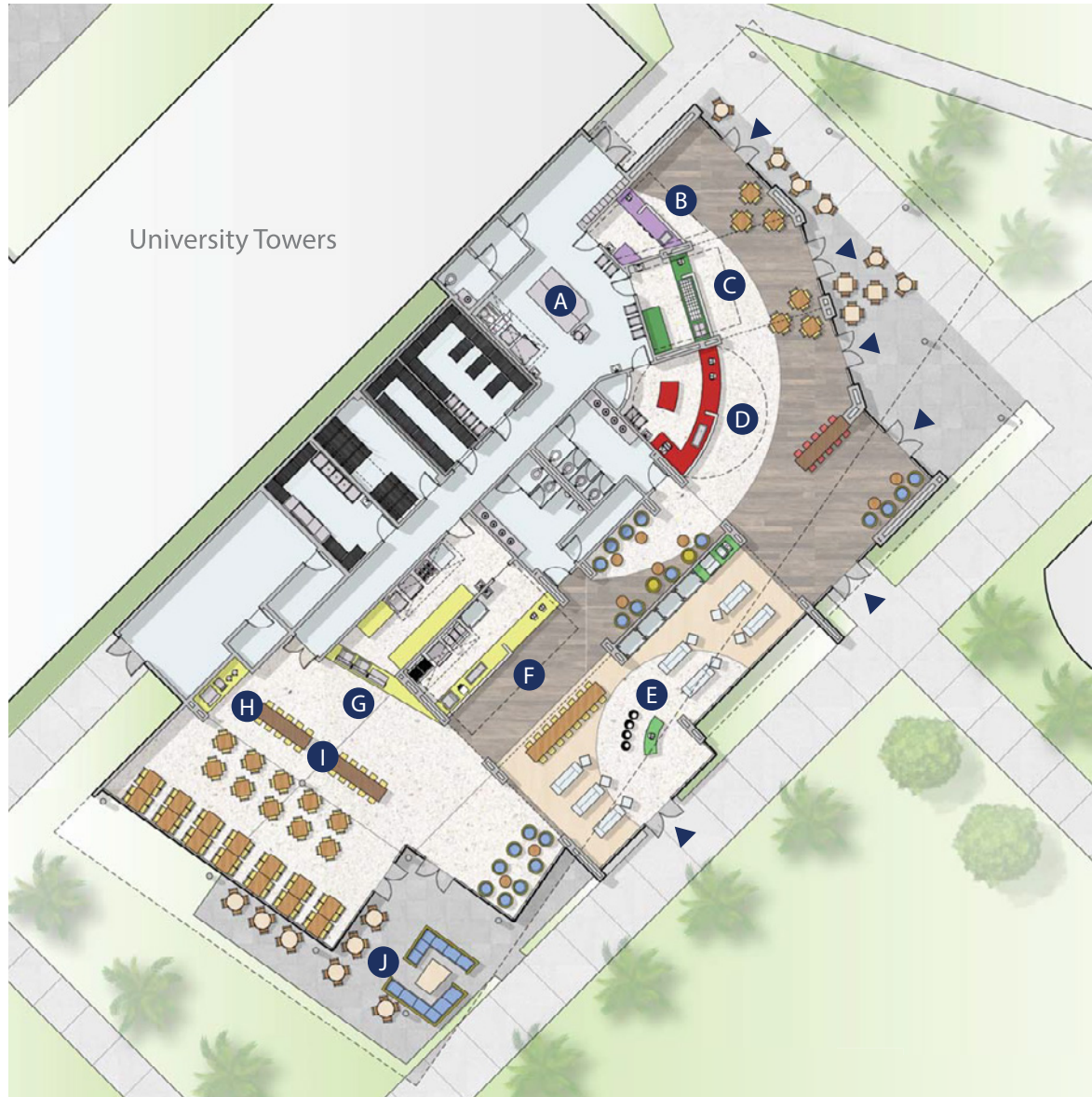
# LOCAL MIAMI FLAVORS IN GRAHAM CENTER



- A** MISHA'S CUPCAKES
- B** SUSHI MAKI
- C** POLLO TROPICAL
- D** ALMAZAR
- E** COMMUNITY SEATING
- F** GRAHAM CENTER PROGRAMMING



# NEW HERITAGE MARKET



- A BAKERY COMMISSARY
- B PANTHER BAKERY WITH EPIC COOKIES
- C SANDWICH SHACK
- D TOPIO'S PIZZA
- E P.O.D. MARKET
- F ASADO
- G LA COCINA
- H BEVERAGES
- I ATHLETIC DINING
- J EXTERIOR SEATING



Our Vision



# GREEN LIBRARY: STARBUCKS







# PARKING GARAGE 5



## PARKING GARAGE #5

- A CAFE BUSTELLO
- B WALK UP COFFEE WINDOW
- C CHICK-FIL-A
- D MOE'S SOUTHWEST GRILL
- E SHOP VENUES CONFERENCE ROOM
- F SUBWAY
- G EXTERIOR SEATING

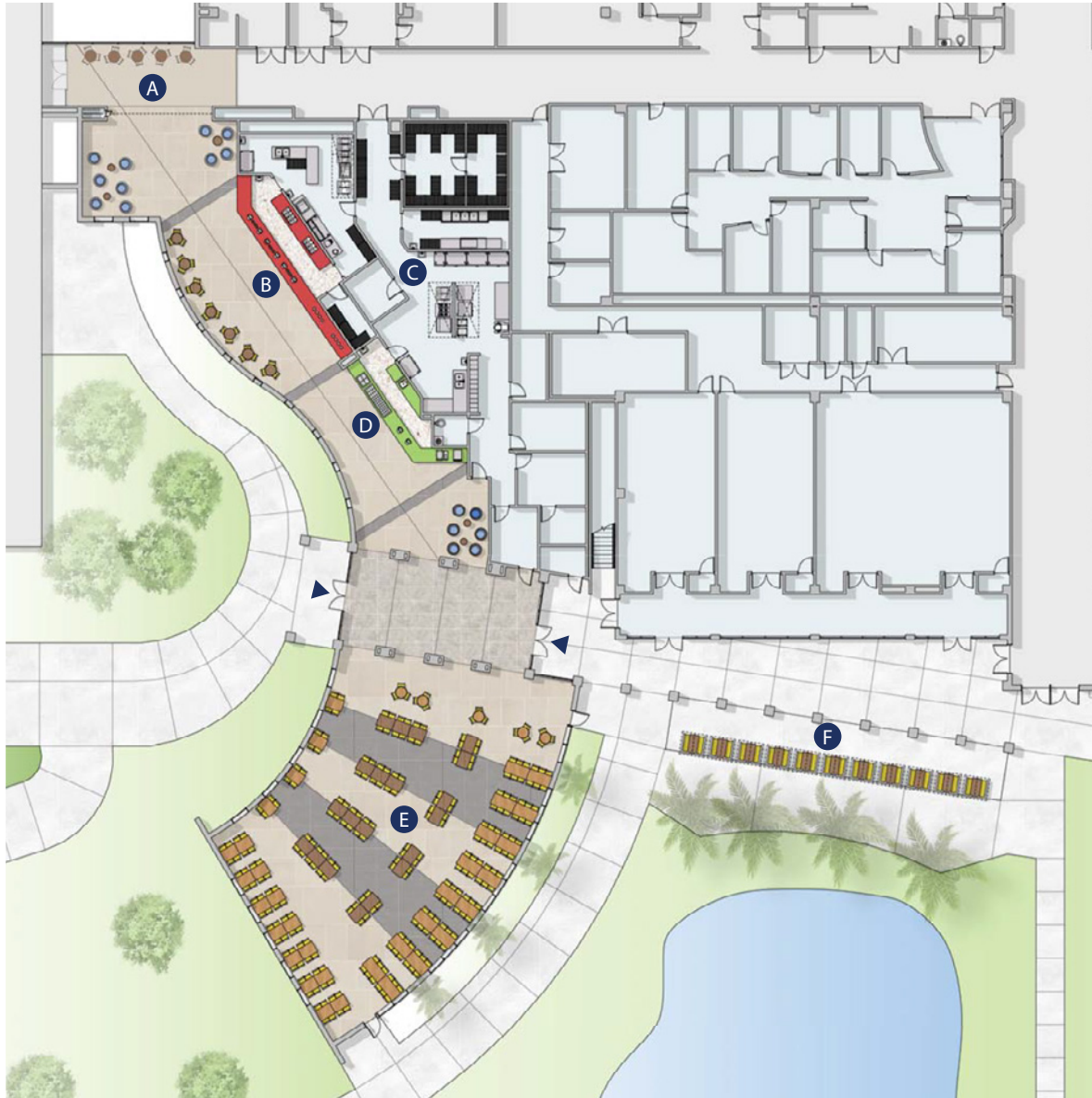






# BBC CAMPUS

# BBC CAMPUS



## ONE TWENTY-FIVE BISCAYNE BAY CAMPUS

- A** NEW ENCLOSED ENTRY AREA
- B** CHICK-FIL-A
- C** CAMPUS CATERING KITCHEN
- D** SUBWAY
- E** DINING SEATING
- F** EXTERIOR SEATING







# Health and Wellness Strategy

WE OFFER A FULLY INTEGRATED HEALTH AND WELLNESS PLATFORM.

- **Enable:** Camps food environment that encourages health and well-being
- **Educate:** An aware, informed, empowered student body
- **Engage:** A campus community that promotes a culture of wellness
- **Encourage:** A heightened level of student interest in excitement about health choices

