



**DINING
PARTICIPATION
RISES BY
17%**

CASE STUDY: Retail Dining Program Transformation
INDUSTRY: Co-ed Independent School Grades K through 12th

Custom Solution Enhances Sales and Satisfaction While Reducing Program Subsidy

MOTIVATION FOR CHANGE

The school was seeking a full transformation from its in-house retail model. The dining program was managed by a foodservice that lacked guidance and a professional understanding of implementing a quality yet cost-effective operation. The space was limited, and the sanitary maintenance of the facility was lacking. Food purchasing did not keep cost initiatives in mind. The menu offerings were deficient, and staff and student satisfaction were at an unacceptable level.

PARTNERSHIP OBJECTIVES

- Create a professionally run operation
- Improve food quality and presentation
- Leverage food cost controls through purchasing power
- Focus on healthy offerings
- Increase participation and speed of service
- Enhance staff and student satisfaction

“ As the parent of two graduates and a current student I have to say “thank you”. My girls love your food and if I don’t send my daughter to school with lunch I’m assured that she’s going to receive a healthy and nutritious meal.

- Claire **”**

BROCK'S IMPACT

Brock approached the transition by aligning with the entire campus community, from senior management to parents, and assessing their goals and expectations. As a collective team, we decided that emptying the space and starting from scratch was the best approach. With the opportunity to create a new solution, we were able to analyze and rebuild the program in its entirety.

The school has benefited in the following ways:

- Product placement and quality of offerings has improved the speed of service
- The design of the hot food menus now fully utilizes the existing equipment and production space
- Our Registered Nutritionist Dietitian helped create healthy quick-serve items that align with the school's nutritional goals
- The implementation of a Point of Sale system to process purchases more efficiently
- Quarterly Business Reviews have strengthened our line of communication and helped to maintain the program's fiscal integrity.

Through a partnership with Brock, the school now has a program of which they are proud. The dining hall is professionally maintained, following Brock standards and those of the local board of health. Food quality and nutritionally-focused menus are appealing to both the students and parents alike. Student participation continues to increase, and the overall satisfaction rating has drastically improved.



ABOUT BROCK

With nearly 95 years of foodservice management experience, we understand that no two clients have the same needs. We take the time to understand our client's past, explore their current situation, and collaborate to design a custom foodservice solution.

If you'd like to learn more about the Brock approach, contact us at sales@brockco.com or 866.468.2783