

Datassential releases its latest report in the Topical Keynote series.

Colleges & Universities

We've asked the questions and mined the data, presenting the insights on:

Colleges & Universities

- **Profile of the C&U operator**-- Who they are by demographic and experience in addition to how, what, and why they purchase, as well as what they desire in the purchasing process, and how students influence their initiatives and choices.
- **Opportunities at C&U beyond traditional on-campus dining**-- We explore what operators menu and how they innovate, their wants, gaps, motivations and challenges, additional foodservice and retail measures beyond traditional campus dining employed to increase revenue streams, and the competition from off-campus options.
- **Operator current & future offerings and processes**-- Including cuisine types and specific menu items, menu planning, dining hall and retail re-designs and renovations, equipment and technology usage, and marketing methodologies.
- **Role of the student in the campus dining and on-site retail environment**-- With input from current students, we review student dining behaviors, satisfaction levels, perceptions, expectations, and primary motivators (besides hunger!).
- **Student views on food**-- We examine student dining and spending habits along with their food attitudes, how and where they source information for their dining options, and how the C&U experience shapes future food preferences and choices.
- **Includes an IDEA tabulation and analysis tool.**

Topical Keynote Reports are priced at **\$6,500 per topic**.

Package pricing is available with the purchase of multiple topics.

Across nearly 5,000 colleges and universities, operators purchase nearly \$7 billion in food and beverage, with student consumers spending over **\$17 billion per year on campus dining**. Learn what inspires students' on-campus and retail food purchasing decisions and understand operators' plans and processes, respond to their existing needs, and uncover opportunities for satisfying future wants.

Topical Keynotes combine the opinions and behaviors of consumers with insights from operators polled using Datassential's OPERA panel, the industry's largest, with over 30,000 restaurant, retail and on-site operators.



Topical
Keynote Reports

For questions or to purchase the report, please contact **Brian Darr** at **312.655.0594** or **brian.darr@datassential.com**