Welcome to the FOOD ADVISORY BOARD
Brain Teasers
Name The Picture

Study each picture and try to determine what it represents
EGG PLANT
DR PEPPER
POOL TABLE
TAP DANCERS
THE KING OF POP
KNIGHT MARE
WHOLE MILK
An Overview
CUSTOMERS, CONVENIENCE, CHOICE

Mission: To believe in and deliver our core values of Customers, Convenience, Choice in every action and decision we make.
Ancillary Campus Service

- Financially responsible for our own operation
- No financial support from UW
<table>
<thead>
<tr>
<th>Expenses</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Utilities</td>
<td>$130,000</td>
</tr>
<tr>
<td>Professional Development</td>
<td>$76,000</td>
</tr>
<tr>
<td>Repairs and Maintenance</td>
<td>$441,000</td>
</tr>
<tr>
<td>Supplies and Paper</td>
<td>$2,211,000</td>
</tr>
<tr>
<td>Food Cost</td>
<td>$7,300,000</td>
</tr>
<tr>
<td>Growth/debt relief</td>
<td>$990,000</td>
</tr>
<tr>
<td>UW administration</td>
<td>$700,000</td>
</tr>
<tr>
<td>Labour Cost</td>
<td>$9,400,000</td>
</tr>
<tr>
<td></td>
<td>$21,248,000</td>
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</tbody>
</table>

UWFS Expense Chart

- Food Cost: 34%
- Supplies and Paper: 11%
- Repairs and Maintenance: 2%
- Professional Development: 0%
- Utilities: 1%
- Growth/debt relief: 5%
- UW administration: 3%
- Labour Cost: 44%
Employees

- 43 salaried staff
- CUPE
- Higher wages
- Benefits
- Pension
Locations

Our locations

- Bon Appetit, Davis Centre
- Browsers, Dana Porter Library
- Brubakers, Student Life Centre
- CEIT Café, EIT Building
- Williams Fresh Café, Environment 3
- Eye Opener Café, Optometry
- South Side Marketplace, South Campus Hall
- ML’s Diner, Modern Languages
- Mudie’s, Village 1
- PAS Lounge, PAS
- REVelation, Ron Eydt Village
- Liquid Assets & Planet Bean
- Starbucks
- Starbucks & Fresh New Eatery, AHS
- Pastry Plus — Needles Hall, Tatham Centre
- Modern Languages
- Davis Centre
- Student Life Centre
- South Campus Hall
- University of Waterloo Place
Org Structure

- Centralized administration (TH5)
- Residences, Area A,B,C,D,E
- Lee Elkas, Director
- Gord Cooledge, Executive Chef
Org Structure - Residences

- V1 and REV
- Full service
- Denise Allen & Daniel Lemay, Unit Chef
- Phil Bland, Manager of Operations REV
- Peter McCarthy, Manager of Operations V1
- Brian Holland, Assistant Supervisor, V1
- Ron Koelewijn, Area Manager
Org Structure - Area A

- Bon Appetit, Tim Hortons DC & Express, CEIT, Eye Opener
- Deb Harrison, Area Manager
- Mike Carbage, Operations Manager
- Roland Lynn, Chef
Org Structure - Area B

- Brubakers, Tim Horton SLC, Browsers
- Deb Harrison, Area Manager
- Tracey Ryan, Operations Manager
Org Structure - Area C

- UW Catering & Conference Services, University Club
- Rob Sexton, Area Manager
- Susanne Keppler, Conference Manager
- Gary Molson, Catering Manager
Org Structure - Area D

- ML Diner, Tim Hortons ML, SCH & UWP, South Side Marketplace
- Deb Harrison, Area Manager
- Marc Villeneuve, Operations Manager
• Liquid Assets, PAS Lounge, Williams, Pastry Plus (NH, Coop), Starbucks
• FRSH, Starbucks-AHS, H³ Cafe (All opening soon!)
• Rob Sexton, Area Manager
• Ka-Mee Law, Operations Manager
Healthy, fresh and made to order
• Burritos
• Wraps and Panini
• Rice & Quinoa Bowls
• Superfood Salads
• Smoothies
• Super Squeezes
New Residence
# Caloric Values on Menu Boards

## CLASSICS

<table>
<thead>
<tr>
<th>Smoothie</th>
<th>Calories</th>
</tr>
</thead>
<tbody>
<tr>
<td>STRAWBERRY SUNSHINE</td>
<td>180 / 360</td>
</tr>
<tr>
<td>VERY BERRY</td>
<td>180 / 330</td>
</tr>
<tr>
<td>THE ORIGINAL</td>
<td>180 / 360</td>
</tr>
<tr>
<td>MANGO HURRICANE</td>
<td>180 / 360</td>
</tr>
<tr>
<td>TROPICAL TORNADO</td>
<td>180 / 360</td>
</tr>
</tbody>
</table>

## SPIRIT

<table>
<thead>
<tr>
<th>Smoothie</th>
<th>Calories</th>
</tr>
</thead>
<tbody>
<tr>
<td>ORANGESICLE</td>
<td>140 / 280</td>
</tr>
<tr>
<td>FUNKY MONKEY</td>
<td>210 / 430</td>
</tr>
<tr>
<td>CANADIAN COLADA</td>
<td>210 / 420</td>
</tr>
<tr>
<td>BERRY CREAM SENSATION</td>
<td>160 / 320</td>
</tr>
<tr>
<td>MEAN MOCHA</td>
<td>210 / 420</td>
</tr>
</tbody>
</table>

## HARDCORE

<table>
<thead>
<tr>
<th>Smoothie</th>
<th>Calories</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARATHON</td>
<td>180 / 370</td>
</tr>
<tr>
<td>SONIC BOOM</td>
<td>200 / 410</td>
</tr>
<tr>
<td>BERRY CREAM SENSATION</td>
<td>160 / 320</td>
</tr>
<tr>
<td>MEAN MOCHA</td>
<td>210 / 420</td>
</tr>
</tbody>
</table>

## SUPERFOOD

<table>
<thead>
<tr>
<th>Smoothie</th>
<th>Calories</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRAZILIAN THUNDER</td>
<td>210 / 430</td>
</tr>
<tr>
<td>POMEGRANATE PASSION</td>
<td>160 / 310</td>
</tr>
<tr>
<td>MATCHA MONSOON</td>
<td>180 / 360</td>
</tr>
<tr>
<td>STRAWBERRY STORM</td>
<td>300</td>
</tr>
</tbody>
</table>

## PROTEIN

<table>
<thead>
<tr>
<th>Smoothie</th>
<th>Calories</th>
</tr>
</thead>
<tbody>
<tr>
<td>BANANAS-A-WHEY</td>
<td>300</td>
</tr>
<tr>
<td>RIPPED BERRY</td>
<td>400</td>
</tr>
<tr>
<td>MIND OVER MATCHA</td>
<td>300</td>
</tr>
<tr>
<td>POMEGRANATE PUNCH</td>
<td>370</td>
</tr>
</tbody>
</table>

## SUPER PROTEIN

<table>
<thead>
<tr>
<th>Smoothie</th>
<th>Calories</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIGH IMPACT AÇAI</td>
<td>420</td>
</tr>
<tr>
<td>MIND OVER MATCHA</td>
<td>300</td>
</tr>
</tbody>
</table>

**Food Guide Recommendation:**
- Canada's Food Guide recommends 4 - 9 servings of fruits and vegetables daily. Most Regular size (355 ml) Booster Juice Smoothies provide 2.5 - 3.5 servings of fruit and/or vegetables.
- All prices listed do not include taxes.

**Booster Juice Menu Allergy Alert:**
- Let us know when placing your order if you have any food allergies. Even our juice smoothies, juices and food items may contain traces of food allergens.
- For more information on our products and ingredients, please visit our website or contact us.
Questions?
Trending in food today...

• Local & Sustainable
• Fresh foods
• Healthy options
• Vegan/Vegetarian
• What trends do you see?
UW Food Services
@UWaterlooFood
@UWaterlooFood

Catering & Event Services – University of Waterloo
@UWaterlooC_ES
@UWaterlooClub