



**UNIVERSITY OF
GEORGIA**

2017 SACUBO BEST PRACTICE ENTRY:

Re-Imagining Dining: Engaging Campus and Refining Processes to Redefine Retail Dining at the University of Georgia.

Robert R. Holden

Associate Vice President
Auxiliary Services
University of Georgia
Athens, GA 30602

Allison H. Brannen

SR. PR. Coordinator
Auxiliary Services
University of Georgia
Athens, GA 30602

Abstract

With an ever-changing campus community of students, faculty/staff and visitors, providing a variety of affordable, convenient and diverse dining options is imperative. Dining choices need to range from nutritious and fulfilling meal options for students living on campus to fast and convenient meals for customers who are “on the go”. For many years, the University of Georgia excelled in residential dining. The well-established program featured two all-access dining plans allowing students to eat in any of UGA’s five dining commons as frequently as they wished for either five or seven days a week. The residential program was a great program for students living on-campus who relied on the dining commons for each meal, but there were untapped opportunities to retain and engage off-campus students, faculty/staff and visitors.

The key to engaging non-residential customer groups was found in retail dining. Underutilized for many years, UGA’s retail dining program needed to be re-imagined. UGA had operated a number of self-branded cafes and eateries for many years, but these locations were not connected to the meal plan. This disconnect discouraged meal plan customers from dining in these locations. The retail dining program fed a number of cash customers each day, but the facilities and concepts had not been revamped for quite some time. Students began expressing the desire for new dining concepts and more variety in terms of quick meal options and convenient locations. This, in combination with new leadership, led Dining Services to begin working with students and campus to identify dining preferences.

By initiating conversations with campus, Dining Services was able to implement a number of changes to re-imagine their dining program. They were able to introduce five new meal plan options geared towards providing flexibility giving students the ability to dine in both residential and retail locations. The plans also aimed to provide feasible options for commuters. With the expanded meal plans came the need to respond to customer dining preferences. Dining Services introduced six new retail dining concepts (many of which are nationally branded) to campus in less than one year and is continuing conversations with customers and administration about additional locations. The season of change led the department to also look internally at what could be done to improve business processes. They were able to maximize efficiencies by gaining more control over recipe standardization and student scheduling.

The University of Georgia went from a primarily residential dining program to one that has engaged a number of different customer groups on campus in just over a year. The results have been both immediate and positive for students, campus, and Dining Services. The changes that took place could not have happened without help from outside perspectives, without the input from student representatives and feedback from campus, and without the tremendous effort from the staff within Dining Services who remain committed to changing a culture and redefining dining.

Introduction of the Organization

The University of Georgia (UGA), established in 1785 as the nation's first state-chartered university, is the flagship institution among the 31 colleges and universities in the University System of Georgia. With just over 36,000 students, approximately 10,000 faculty and staff and an annual budget of nearly \$1.5 billion, UGA is the largest and most comprehensive educational institution in Georgia and a driving force in the state's economic growth.

The University of Georgia's academic reputation is on the rise, and admission is increasingly competitive. Approximately 22,900 applicants applied for the Fall 2016 class of just over 5,400 freshmen. The University of Georgia is ranked 18th among the nation's top public universities by *U.S. News & World Report*, and the institution is consistently recognized as one of the best values in American higher education. Seventeen colleges and schools, along with auxiliary divisions, conduct the University's tripartite mission of teaching, research and service.

The University of Georgia Dining Services provides residential and retail dining programs for students, faculty, and staff. Over 10,000 students participate in one of UGA's seven voluntary meal plans. UGA Dining Services is the largest food service program in the Southeast, serving approximately 30,000 meals per day. Under its auspices are five dining commons, four licensed stores, four self-branded concepts, nine campus eateries, one food truck and a catering department, as well as maintenance, central food storage, IT, nutrition, marketing, training and business offices.

Statement (restatement) of the Problem/Initiative

For many years, the meal plan program at the University of Georgia centered on a strong residential dining program that offered two unlimited, all-access plans. The program, which was (and still is) 100% voluntary for students, brought in over 8,000 meal plan participants each year. The well-established program featured two all-access dining plans allowing students to eat in any of UGA's five dining commons as frequently as they wished for either five or seven days a week. The abundant variety of menu items were supported by an exceptional culinary team and nutrition staff. Community was established with students through a number of special events and educational programs. Many students felt the dining commons provided community, safety, and a home away from home.

In addition to the residential program, the University of Georgia operated a number of retail dining locations consisting of licensees, self-branded cafes, and grab-n-go "c-stores". These dining options operated separately from residential dining and were in no way connected to the meal plan. Not only did this cause retail dining to compete for cash business, but it also discouraged meal plan customers from dining in locations other than the dining commons. With meal plan access limited to the dining commons, customers began to experience increased wait times and crowds in the residential program. Students began expressing the desire to have more variety in terms of quick meal options and convenient locations.

Though the dining program was successful overall, the department began to see that off-campus customers' needs were not being met. Retention rates for returning meal plan customers after their first year was at about 25%. This was a great number, but Dining Services recognized

that there were opportunities to engage off-campus students and redefine the retail dining program to fit their needs while also providing attractive dining options for all of campus.

Engaging the campus community in conversations about dining preferences allowed Dining Services to effectively plan and implement changes to the program. The changes happened in two stages that were mutually dependent on one another for success. First, Dining Services focused on introducing new meal plan options with flexible retail value. Next it was imperative the department revamp its retail dining options by bringing new licensees to campus and updating self-branded concepts. Due to the changes in retail, Dining Services has seen significant improvements in operations, cost controls, team performance, and customer satisfaction.

As the retail program was refined to include new choices, the department found opportunities to fine tune processes and help keep dining options affordable. With no increase to meal plan rates for the past three years, it was imperative to ensure the new changes did not negatively impact the overall financial performance. Opportunities abounded to maximize resources by reducing waste, standardizing recipes, controlling food production, and adjusting student employee scheduling.

Design

Before implementing any of the changes, it was key for Auxiliary and Dining Service administration to bring in outside ideas to carefully review opportunities in dining and gain employee, campus, and student buy-in regarding the proposed plan. The first step involved retaining a consulting group to help administrators analyze the current state of the dining program, engage campus in conversations, and present proposed changes to the dining team and the rest of campus. Engaging campus in discussions about new dining opportunities was

essential. The department needed to initiate a conversation with students, faculty and staff about their dining preferences. The consulting group helped organize a campus-wide survey, multiple open forums with campus, and presentations to student groups. Leadership within Auxiliary and Dining Services began meeting with the Student Government Association to ensure student representatives were a large part of the process.

After the feedback from the surveys and forums had been collected, the consultants helped lead brain-storming sessions with key department heads and managers within Dining Services. During these sessions, the group identified strengths, weaknesses, opportunities and threats for the dining program. The group also worked together to develop a new mission, vision, and set of core values for the department. From there, leadership needed to communicate the new vision and gain buy-in from the rest of the Dining Services team. The new vision and proposed changes to the program were presented to the entire department at the annual employee banquet. The timing worked well as it gave new leadership a chance to help the department visualize the concept of “breaking the plate,” a phrase meant to symbolize change and new beginnings. From that point leadership worked to develop a participatory environment in which every employee felt as though they could participate and their ideas would be heard.

The feedback obtained as a result of the surveys, forums, and brain-storming sessions indicated that Dining Services needed to focus on redefining the retail dining program. The department was also able to identify opportunities to improve internal processes. These opportunities included reducing food waste, controlling costs, and improving student scheduling. Identifying these objectives was essential to helping the department operate more efficiently and providing new dining options to campus without compromising its financial sustainability.

Implementation

Administration began working with a dining consultant in the Spring of 2015. Auxiliary Services worked with campus to send out a survey to all faculty, staff and students. The survey had the following goals:

- Understand the marketability of commuter meal plans for weekday use
- Understand customer satisfaction of campus dining
- Understand the purchasing preference of the campus population
- Understand the extent of special dietary needs of the campus population
- Understand the brand restaurant influence on purchasing behaviors

The survey yielded an impressive 5,388 responses from on-campus and off-campus students, faculty, and staff. The high volume of responses indicated to the department that there was a significant interest in improving dining options as well as a desire to be heard. The survey provided Dining Services with a renewed sense of direction. It showed that there was a huge demand for a meal plan averaging five meals per week with points redeemable in retail, that branded restaurants were in high demand, and that food trucks were desired for the “food deserts” on campus. Some interesting data from the survey:

- 83% of respondents indicated they would purchase from a campus food truck
- Starbucks was ranked as the top voted restaurant with 728 votes
- Asian food was identified as a best example of a restaurant with great food and service with 3,848 responses
- The block-plan with a designated number of points for retail dining was identified as the top meal plan choice for off-campus students.

- Convenience, value, speed of service, good food, and menu options were identified as the top five drivers of on-campus purchasing behaviors.
- Identified which on-campus retail concepts had low and high visitation rates. Chick-fil-A was the most popular of all the existing retail concepts.

This data catapulted Dining Services toward recognizable improvement as the first step in the process was to introduce five new meal plan options aimed at giving residential students the opportunity to eat in retail locations and off-campus students a more practical meal plan. Dining Services had already been hearing that off-campus students desired a lunch-only meal plan. What the students didn't realize was that off-campus dining programs could be so much more than just lunch only. Because dining opened the door to conversations with students, they were able to present a block plan system with the first ever Paw Points (redeemable in dining locations); allowing off-campus students a set number of meals and points to use anytime during the semester as opposed to only during lunch. Below is a list of the five new plans that were added:

- **All-Access 7-Day PLUS 110 Paw Points per Semester** - All-access meal plan service Monday through Sunday plus 110 Paw Points per semester to be used at any dining commons and/or retail location.
- **All-Access 5-Day PLUS 275 Paw Points per Semester** - All-access meal plan service Monday through Friday plus 275 Paw Points per semester to be used at any dining commons and/or retail location.
- **80 Block-Plan PLUS 665 Paw Points per Semester** - 80 meals per semester in any dining commons plus 665 Paw Points per semester to be used at any dining commons and/or retail location.

- **80 Block-Plan PLUS 225 Paw Points per Semester** - 80 meals per semester in any dining commons plus 225 Paw Points per semester to be used at any dining commons and/or retail location.
- **65 Block-Plan PLUS 300 Paw Points per Semester** - 65 meals per semester in any dining commons plus 300 Paw Points per semester to be used at any dining commons and/or retail location.

The new plans went on sale in July of 2015 and by October of 2015, Dining Services had an additional 453 meal plan customers. This was a fantastic win for the team and campus administrators. For Dining Services this small win was evidence that the changes were in fact on target with students' needs, and they were confident meal plan sales would grow as the year progressed. While the increase in meal plans was small at first, it helped to instill confidence in the team and garnered much-needed appreciation from customers that would ultimately energize a large-scale transformation process.

With the meal plans established, Dining Services' next step was to revamp retail dining. The department knew that an increased number of customers meant customer preferences would need to be addressed. Using the data from the survey, Dining Services got to work. They began to focus on the dining locations in UGA's Tate Student Center. The following information details the progression in which the new concepts opened:

The Niche Pizza Co.

Opened: March 2016 • Location: Bulldog Café in Tate Student Center

The survey identified a pizza concept within one of UGA's smaller dining concepts as being incredibly popular with students. Dining Services saw an opportunity to expand that concept into retail dining and develop a self-branded concept with hearth-oven

pizzas, natural sodas, and fresh gelato. The natural sodas (natural fruit juices mixed with carbonated water and infused with fresh herbs and fruit) were developed in-house by the nutrition and culinary teams to provide a healthy alternative to soda. Additionally, the marketing team worked to create a UGA-themed environment since the location resides in the student union and next to the football stadium. Each menu item is named after a UGA tradition (see supporting materials). The Niche Pizza Co. opened with overwhelmingly positive reviews in March of 2016.

Bulldog Burger

Opened: May 2016 • Location: Tate Café in Tate Student Center

Once the Niche Pizza Co was established, Dining Services moved to Tate Café where an under-performing self-branded Asian concept had been identified. Knowing that fresh, natural, and local were important factors for their customers, the team developed a new self-branded concept called Bulldog Burger. This concept opened in May 2016 and serves 100% grass-fed beef burgers on a bun made from a local bakery. The burger can be topped with a cage-free egg and paired with “Tate Tots” and a side of one of four house-made sauces. Tate Café which houses three concepts (Barberitos, Bulldog Burger, and Red Clay Café) has seen a 25.4% sales increase when comparing March – September 2015 to March – September 2016.

Caribou Coffee & Einstein Bros. Bagels

Opened: August 2016 • Location: Science Learning Center

Since customers indicated there was a high desire for different coffee concepts on campus, Dining Services began to look for ways to incorporate coffee and bring brands to campus. The perfect opportunity presented itself when Dining was asked to open a coffee location inside UGA’s new Science Learning Center. Instead of developing a self-

branded concept, Dining Services brought a Caribou Coffee and Einstein Bros. Bagels concept to the location. The timing worked well and this location became the first combined Coffee & Bagels on a university campus. The location opened in August of 2016.

Chick-fil-A Express (Renovation) & Panda Express

Opened: August 2016 • Location: Bulldog Café in Tate Student Center

Knowing from the survey that Asian food was a top customer preference and that Chick-fil-A Express was already a top seller at UGA, Dining Services focused their efforts on renovating Bulldog Café to introduce a Panda Express and expand the Chick-fil-A Express already in that location. The renovations aimed to open up the dining area, making the locations more visible and accessible to customers. Renovations also eliminated central cashier stations and gave each concept designated cashiers. Coke Freestyle machines were added in the space to offer over 140 beverage options as opposed to the limited number of options with previous fountain machines. One month after the location opened, Chick-fil-A's sales increased by 45.2%. The three new concepts within Bulldog Café (Chick-fil-A, Panda Express, and Niche Pizza Co) saw a 64.4% increase from August to September as compared to the previous concepts in the Bulldog Café during the same time the previous year.

Taqueria 1785 Food Truck

Opened: August 2016 • Location: Mobile

In response to customer preferences for a food truck, Dining Services developed a Mexican-themed taco truck with an authentic menu. Since this was the first food truck for UGA, the team quietly brought the truck to campus for practice and a number of soft-openings prior to making a large-scale debut on campus. The soft-openings were

essential in helping the team familiarize themselves with the truck as well as build a customer base and connecting with departments on campus through lunch invitations. Introducing the truck quietly actually made for a fun release as customers were often surprised and excited to “find” the truck on campus. After slowly opening, the truck now communicates on a weekly basis about its location so customers can stay in the know. Though there is no sales data to compare the truck to since it is a new concept, Dining Services has been able to measure its success through customer feedback. The location has received a number of write-ups in both local and campus newspapers (see supporting materials) as well as lots of positive comments and engagement on social media.

Concurrently, Dining Services worked to improve internal processes specifically in regards to recipe standardization and student scheduling. Through the growth process, the department identified locations in which food costs were sometimes as high as 68%. The team had to develop strong inventory and purchasing controls to reduce these costs. A common problem was that food items were identified for purchase during menu build-out, but as teams moved into operations alternate products were often ordered that cost more than originally intended. It was important to connect central purchasing procedures with unit needs so that consistent product ordering could take place. Recipe standardization also became essential to reducing costs. When recipes are standardized, units have guidelines upon which they can act and maintain forecasted costs. This also helps employees who are preparing meals. When recipes do not have standard portion sizes, serving sizes are left to the employees’ discretion which can increase food costs. Dining Services worked with their retail dining staff to implement standardized recipes to ensure portion sizes were accurate when employees prepared meals. In

September of 2016, the location that once had a 68% food cost had reduced its food costs to 46.5%.

Student scheduling was another internal process that the department identified as needing improvement. Traditionally, a student employee's shift could range from less than one hour to upwards of four or more hours. The department identified these inconsistencies in shift length as an area of inefficiency. Not only were shifts that were less than one hour unproductive for the department, they also didn't appropriately prepare students for real-world work experiences. Dining Services developed a Labor Task Team to identify how student scheduling could be improved. The Labor Task Team created a shift schedule for student employees in both retail and residential dining operations. The team identified that for students to be most effective they needed to work a minimum of 3 hours/shift and 9 hours/week in residential dining and a minimum of 3 hours/shift and 6 hours/week in retail dining. Exceptions were made to allow for two hour shifts during rush times when more employees were necessary.

The Labor Task Team also implemented a student attendance policy. The attendance policy includes a point system based on incident or infraction. It provides structure for both students and management. The policy also identified key impact days in which attendance is more highly rated. A student's attendance is included in their performance evaluation. Performance evaluations are essential as students receive raises based on performance evaluations.

Benefits

The changes in team interaction, campus engagement and renovated locations offered extensive advances and the benefits were immediately recognized not only by the

overwhelmingly positive acceptance of the changes by campus, but also by the immediate impact in meal plan sales and overall sales. Expanding the meal plans to include retail dining gave customers more choices on where and when to eat. It also helped spread crowds to other locations. Earlier it was mentioned that prior to these changes, Dining Services typically saw a 25% retention rate for returning meal plan customers. This past semester (Fall 2016), Dining Services retention rate rose to 56% for returning meal plan customers. Overall, the meal plan participation number has grown from 8,383 in Academic Year 2013-2014 to 10,687 at the end of September 2016. In addition to this tremendous growth, the department has seen a 25.6% increase in overall sales for retail dining when comparing March 2015 – September 2015 versus March 2016 – September 2016. The data was measured beginning in March since that was the month the first new retail location (the Niche Pizza Co.) opened. Likewise, the department has benefitted from a 64.4% sales increase in Bulldog Café alone (Niche Pizza Co, Panda Express, and Chick-fil-A Express) when comparing August 2015 – September 2015 to August 2016 – September 2016. The data was measured starting in August as that was the date that Panda Express and Chick-fil-A opened.

The benefits are more than just financial. The changes restored relationships with campus and opened the door for students, faculty and staff to engage Dining Services in conversations about what could be possible on campus. The new locations and meal plans brought customer satisfaction and gave more commuters the ability to dine on campus. In the long-term, these changes could very well have an impact on recruitment of prospective students who visit campus. The process of engaging the entire Dining Service team in the process has reshaped a workplace culture and created an environment in which employees are well-informed and empowered to offer their expertise regarding important decisions. Finally, the changes that

were made to improve operating procedures have helped to reduce food costs and aided in overall affordability of the dining options. Student scheduling improvements offered students more of a real-world work experience and provided managers with reliable staff scheduling.

Retrospect

Dining Services undoubtedly would take the same steps to engage campus and redefine the retail dining program again. The immediacy of the benefits certainly proved that the changes were needed and on target with what campus wanted. Going forward, the department will implement the same strategies more frequently and aim to refresh small projects every five years. By refreshing frequently and on a smaller scale, Dining Services can avoid having to tackle so many large-scale renovation projects at once.

If other universities are considering re-inventing their program on either a large or small scale, Dining Services would advise that it is important to understand that dramatic changes do not have to be implemented all at once. Small wins can be beneficial to build trust and confidence among team members and customers. Too much change can be overwhelming for even the most ambitious groups so be careful not to overload a strong team.

Looking forward, Dining Services will continue to engage campus in conversations about dining preferences, while looking for new opportunities to expand and refresh concepts more frequently. It is essential for the department to continue implementing changes and apprise customers of what else is coming. The next steps to carry on the conversation between UGA Dining Services and its customers include:

- Starbucks: Identified as the number one preference by students it is important for the department to bring its first Starbucks to campus.

- Au Bon Pain: Plans are also in the works to have an Au Bon Pain in UGA's new Terry College of Business.
- Jittery Joe's Coffee: Dining also looks to add a second Jittery Joe's (local coffee company) to the Science Library.

As renovations and new buildings come to campus, Dining aims to be a part of the conversation as to what services can be offered to meet the needs of campus. This keeps the department on-trend with campus and lets campus know that Dining is listening and responding to their preferences. Letting students, faculty and staff be part of the planning process is helping UGA Dining Services ensure its biggest concern is long lines full of customers longing for fare that really hits the spot and makes campus dining a sought after food option.



the Niche
p i z z a c o .



CUSTOM PIZZAS

10" pizza crust • 7" gluten-free crust

SAUCE IT UP

alfredo sauce
basil pesto
bbq sauce
olive oil
pizza sauce

GET CHEESY

bleu cheese
feta
fresh mozzarella
mozzarella-provolone
shredded parmesan

CHOOSE YOUR PROTEIN

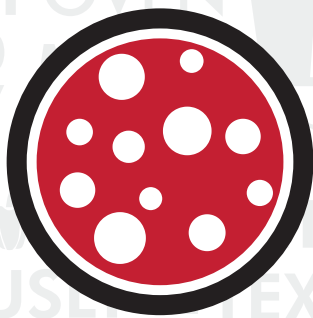
bacon
chicken
ham
meatball
pepperoni
shredded pork
sweet Italian sausage

TOP IT OFF

artichoke hearts
banana peppers
black olives
broccoli
crimini mushrooms
crushed red peppers
diced green peppers
fresh basil
fresh garlic
green onions
jalapeño peppers
kalamata olives
pineapple chunks
red onion
roma tomatoes
spinach
sun dried tomatoes

Hearth-Oven Pizza
Fresh Gelato
Natural Sodas

Custom Pizza 17.95
Fountain Beverages *1.85 - 1.6 oz *1.95 - 2.4 oz
Coca-Cola • Diet Coca-Cola • Coke Zero • Sprite • Powerade



the Niche
p i z z a c o .

CUSTOM PIZZAS

10" pizza crust • 7" gluten-free crust

SAUCE IT UP

alfredo sauce
basil pesto
bbq sauce
olive oil
pizza sauce

GET CHEESY

bleu cheese
feta
fresh mozzarella
mozzarella-provolone
shredded parmesan

CHOOSE YOUR PROTEIN

bacon
chicken
ham
meatball
pepperoni
shredded pork
sweet Italian sausage

TOP IT OFF

artichoke hearts
banana peppers
black olives
broccoli
crimini mushrooms
crushed red peppers
diced green peppers
fresh basil
fresh garlic
green onions
jalapeño peppers
kalamata olives
pineapple chunks
red onion
roma tomatoes
spinach
sun dried tomatoes

Custom Pizza \$7.95

Fountain Beverages \$1.85 - 16 oz \$1.95 - 24 oz

Coco-Cola • Diet Coca-Cola • Coke Zero • Sprite • Powerade

MENU PIZZAS

10" pizza crust • 7" gluten-free crust

GEORGIA® HEDGES \$7.95

broccoli, spinach, red onion, alfredo sauce, and feta

REDCOAT \$7.95

chicken, green onion, buffalo sauce, and bleu cheese

FOUNDERS GARDEN \$7.95

roma tomatoes, fresh basil, olive oil, garlic, and fresh mozzarella

'QUE' (Uga X) \$7.95

bbq pork, red onion, bbq sauce, and shredded mozzarella

ATHENA \$7.95

sun-dried tomatoes, fresh basil, olives, spinach, artichoke hearts, red onion, pizza sauce, and feta

DESSERT CALZONES

SWEET SOUTH \$2.75

cinnamon, brown sugar and butter baked in a folded pizza pie

THE RIVAL \$2.75

creamy hazelnut Nutella and whole fruit baked in a folded pizza pie

NATURAL SODAS

16 oz. \$3.45

24 oz. \$3.95

Natural fruit juices mixed with carbonated water and infused with fresh herbs and whole fruit.

SILVER BRITCHES®

LEMON & LIME

Infused with Mint

CHAPEL BELL

PASSION FRUIT & PINEAPPLE

Infused with Rosemary & Raspberry

GLORY GLORY

GRAPE & GINGER

Infused with Thyme & Blueberry

OLD FASHIONED SODAS

\$3.25 each

Blenheim Ginger Ale
Cheerwine
Diet Cheerwine

Lost Trail Cream Soda
Lost Trail Orange & Cream Soda

Lost Trail Root Beer
Sun Drop
RC Cola

GELATO ASSORTED
FLAVORS
SERVED
DAILY

**TATE
STUDENT
CENTER**

MONDAY - SATURDAY
10:30 AM - 12:00 AM
SUNDAY
12:00 PM - 12:00 AM

Cash • Check Cards • Credit Cards • Paw Points • Bulldog Bucks





Before Renovations



After Renovations



Bulldog Burger with Local Luna Bun and Cage-Free Egg



Tate Tots & Dipping Sauce



Bulldog Cafe Renovations



the Niche
pizza co.



Before Renovations

After Renovations





COFFEE & BAGELS



SIGNATURE

HOT, ICED OR BLENDED
S M L

VANILLA WHITE MOCHA
mocha, vanilla whip + chocolate chips
320-550 | 480-780 | 480-910 Cal

MINT CONDITION MOCHA
mocha, mint whip + Andes®
348-750 | 430-880 | 510-1020 Cal

CARAMEL HIGH RISE
caramel latte, whip + caramel sauce
270-500 | 320-710 | 380-520 Cal

TURTLE MOCHA
mocha, caramel whip + Snickers®
410-510 | 520-670 | 630-1120 Cal

CAMPFIRE MOCHA
mocha, toasted marshmallows, whip + chocolate chips
320-550 | 400-590 | 430-920 Cal

WE'RE REAL CARAMEL SAUCE

CUSTOMIZE ANY DRINK
whipped cream | 50 Cal
caramel sauce | 4 Cal
flavor shot | 0-30 Cal
almond or soy milk | 0 Cal

CLASSICS

HOT OR ICED

LATTE
80-120 | 90-180 | 90-220 Cal

NORTHERN LITE LATTE
45-50 | 50-130 | 50-150 Cal

CHAI TEA LATTE
210-250 | 260-320 | 330-380 Cal

CAPPUCINO
90 | 110 | 130 Cal

BREVE
200-310 | 220-470 | 240-550 Cal

HOT CHOCOLATE
450 | 500 | 740 Cal

MOCHA
250-410 | 320-540 | 390-550 Cal

COLD PRESS

ORIGINAL 5 Cal

CRAFTED PRESS
50-120 | 100-170 | 150-250 Cal

vanilla, chocolate, caramel

TEA

STILL
green tea lemonade, peach black, lemon ginger, pomgranate
90-190 | 140-230 | 180-310 Cal

ICED TEA 0 Cal
classic black, mango black, tropical green, pomgranate, oolong, decaf, rooibos

HOT TEA 0 Cal
red grape, hot cinnamon spice, citron green, pomgranate, oolong, mango black, moist verbena

BLENDED

CARIBOU COOLER
vanilla, chocolate, caramel
520-550 | 600-750 | 650-840 Cal

SNOWDRIFT
cookies & cream, mint
600-650 | 750-800 | 850-940 Cal

SMOOTHE
strawberry banana, white peach, berry, mango, orange, key lime
200-250 | 350-450 | 390-540 Cal

WE'RE REAL CARAMEL SAUCE

ALL-DAY BREAKFAST

BACON + CHEDDAR + EGG 470 Cal

TURKEY SAUSAGE + CHEDDAR + EGG 450 Cal

HAM + SWISS + EGG 440 Cal

CHEDDAR + EGG 420 Cal

GARDEN EGG WHITE + HAM 380 Cal
tomato, spinach + basil shmear on plain Thimatic™ bagel

ASPARAGUS + MUSHROOM EGG WHITE 440 Cal
swiss + roasted tomato spread on honey whole wheat Thimatic™ bagel

FRENCH TOAST + EGG 640 Cal
bacon, cheddar + maple shmear on french toast bagel

SANTA FE + EGG 530 Cal
hot fire sauce, roasted tomato salsa, pepper jack + jalapeno salsa shmear on asiago bagel

SPINACH + MUSHROOM + SWISS + EGG 500 Cal
sauteed mushrooms + spinach, Swiss cheese on plain bagel

BAGELS, SHMEAR...

CLASSIC
POWER PROTEIN GOURMET 350 Cal
BAKER'S DOZEN + 2 TUBS SHMEAR
HALF DOZEN + 1 TUB SHMEAR

FAVES

NOVA LOX 450 Cal
red onions, capers, tomato + plain shmear on plain bagel

TASTY TURKEY 500 Cal
spinach, cucumber, lettuce, tomato + onion + olive shmear on asiago bagel

BAGEL TOPPERS

THE HERBIVORE 190 Cal

NUTTY MONKEY 290 Cal

SANDWICHES

HOT CHICKEN PESTO 640 Cal
spinach, roasted red peppers + mozzarella on potato roll

TURKEY CLUB TOSTINI 700 Cal
bacon, spinach, tomato, mozzarella + roasted tomato spread on potato roll

BBO CHICKEN TOSTINI 560 Cal
mozzarella + red onions on potato roll

ROASTED VEGGIE TOSTINI 520 Cal
zucchini, sauteed mushrooms, spinach, floriflorentina, roasted red peppers, red onions, mozzarella + garlic & herb shmear on potato roll

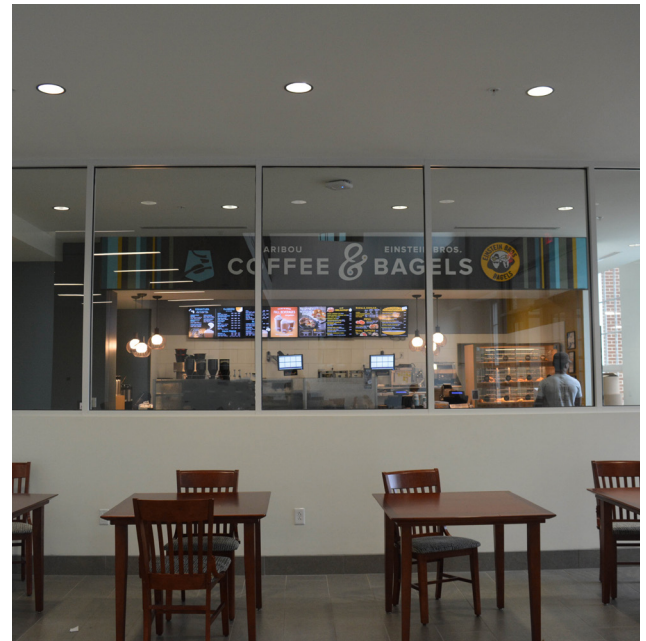
TURKEY + BACON + AVOCADO 680 Cal
lettuce, tomato + roasted tomato spread on potato roll

HUMMUS VEG OUT 420 Cal
tomato, red onions, spinach, roasted red peppers, cucumber + veggie shmear on multigrain roll

WE'RE REAL CARAMEL SAUCE

VEGETARIAN

COATING W/EGGS





TAQUERIA

1785

OFFICIAL FOOD TRUCK OF UGA



TACO COMBO \$ 8.00

TWO TACOS PER ORDER SERVED ON CORN TORTILLAS
WITH YOUR CHOICE OF A SIDE ITEM

CHICKEN TINGA TACO

Tender hand shredded chicken in a smoky chipotle sauce with queso fresco, pico de gallo salsa and garnished with cilantro.

PORK CECINA TACO

Oaxacan inspired braised pork butt served with a creamy avocado-tomatillo salsa and garnished with freshly chopped onion, radish slivers and cilantro.

NORTH OF THE BORDER BEEF & BEAN TACO

Braised chili beef and beans with crisp shredded lettuce, onions, cheddar cheese and topped with a creamy avocado-tomatillo salsa.

HEARTS OF PALM BARBACOA TACO

Smoky hearts of palm barbacoa with a cumin-lime slaw and a citrus garlic aioli.

SEARED FISH TACO

Flaky Atlantic cod with queso fresco, crunchy cumin-lime slaw and a lemon-caper aioli.

SERVED ONLY ON FRIDAYS AND SERVED ON FLOUR TORTILLAS

SIDES

A LA CARTE
\$ 3.00

SOFRITO RICE & SLOW BRAISED BEANS

SALSA MACARONI AND CHEESE

CHILI LIME CHIPS WITH SALSA

DESSERT \$ 4.00

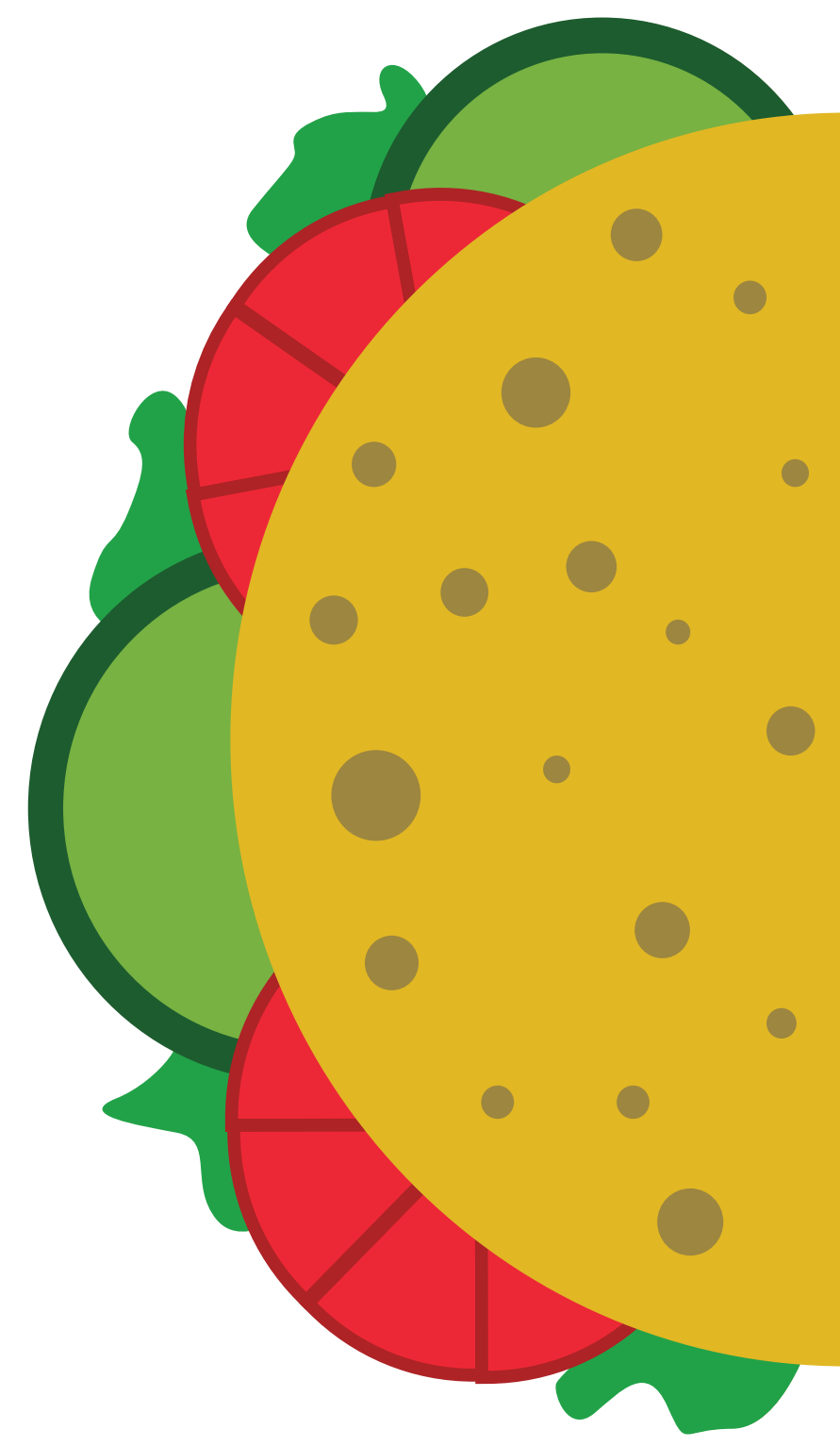
CRISPY & SWEET FUNNEL CAKE FRIES

Served with your choice of Mexican Hot Chocolate Dip and/or Dulce de Leche dip.

TAQUERIA 1785

ME

NU



PRICES INCLUDE TAX

QUESADILLAS \$ 8.00

MADE WITH FLOUR TORTILLAS

ROASTED CAULIFLOWER QUESADILLA

Roasted cauliflower and roasted Anaheim chilies with mozzarella and provolone.

CHICKEN TINGA QUESADILLA

Tender hand shredded chicken in a smoky chipotle sauce with mozzarella and provolone.

ALL QUESADILLAS SERVED WITH EITHER:
Pico de Gallo, Tatemada "Roasted Tomato"
or Avocado-Tomatillo salsa.

ADD SOUR CREAM OR EXTRA SALSA FOR \$.50 EACH

DRINKS

JARRITOS PINEAPPLE \$ 2.75

SANGRIA SENORIAL \$ 2.75

SIDRAL MUNDET APPLE SODA \$ 2.75

COKE CLASSIC, DIET COKE AND
DASANI WATER \$ 1.50

Cash • Check Cards • Credit Cards • Paw Points • Bulldog Bucks



@TAQUERIA1785



The University of Georgia
Dining Services

flagpole

COLORBEARER OF ATHENS, GEORGIA

LOCALLY OWNED

SINCE 1987

FOOD & DRINK > GRUB NOTES

October 12, 2016

UGA Has Its Very Own Taco Truck

Grub Notes

By [Hillary Brown](#)

Like 206

Tweet

G+ 0



Photo Credit: [Joshua L. Jones](#)
Tacqueria 1785

I'M TRUCKIN': Even if you love UGA, you probably recognize that it doesn't tend to pursue hot trends. It's big, it's old, and one of the three pillars of its arch stands for moderation. That makes it all the more surprising that it now has its very own food truck, **Tacqueria 1785**, which can be found from one end of campus to the other, serving up a small but tasty menu.

"A taco truck?" you say, readying your Marco Gutierrez/Donald Trump jokes. Yup. A taco truck. It's not as classic in what it offers as some of the ones on the outskirts of Atlanta, but Athens isn't exactly so awash in food trucks that it can afford to get snooty about complex concepts like authenticity. The real question is: Is it good? And the answer is: Hell yeah. Not only is it pretty good considered in the light of a food truck run by a

university food-services operation, but it is pretty good compared to food trucks generally and pretty good compared to tacos generally.

The pork cecina tacos with avocado-tomatillo salsa, sliced radishes, raw onion and cilantro are straight out of Rick Bayless' book, and although they're a mess to eat, they're worth getting a red line of meat juice down your arm. The "North of the Border" beef and bean taco is Americana—chili powder in the beef and beans, shredded cheddar, lettuce, onions—which means it tastes like a lot of people's childhoods. A fish taco (seared, not fried, cod with a cumin-lime slaw, queso fresco and a lemon-caper aioli) is light and bright and not greasy, but only available on Fridays.

Also, the vegetarian options are not an afterthought. Rather than slapping some sad mix of grilled vegetables, barely salted, into a taco and calling it a day, the folks in charge created an excellent version of barbacoa that uses shredded hearts of palm to mimic the texture of slow-cooked beef, pairing them with the cumin-lime slaw and a citrus-garlic aioli. There's also a quesadilla that combines roasted cauliflower with roasted Anaheim chiles, mozzarella and provolone. All kinds of crispy bits of this and that hang out of the edges, and you don't feel like you're missing a thing for there being no meat.

The quesadillas are big and come with your choice of salsa for \$8. The tacos are much smaller, and also \$8, but you get two plus a side, which ends up being a decent meal, although perhaps not if you have a big appetite. If you really need chips and salsa, it's one of the three sides, although why not get the cup of sofrito rice and beans or the salsa-infused macaroni and cheese, which is remarkably successful? If you can handle them, you can also order funnel-cake fries, which are freshly fried strips of funnel cake, drizzled with either caramel or chocolate sauce. The menu is, on the whole, unafraid of big flavors, as you can guess from reading the list of sauces, salsas, slaws, etc., all of which assert themselves pleasantly.

Being a well-backed operation, the truck runs smoothly, with one window for ordering and another for pick-up, a tailgate tent for shade, some high-boy tables occasionally, plenty of napkins, a neat little credit card swiper built right into the side and two pull-out trays of cold beverages, from Coke to pineapple Jarritos, a sangria-flavored soft drink and an apple soda.

The truck has a twitter account (@taqueria1785) on which it publicizes its location and hours (mostly but not exclusively lunchtime, Monday through Friday), usually well enough in advance for planning. It takes Paw Points and Bulldog Bucks as well as credit cards and cash.

HIDDEN DELIGHTS: Winder isn't exactly known as a gourmet destination, but it does have a notable Hmong population, a fact you might recall if you wander into **Pho & Deli** (53 Monroe Hwy., 678-900-1619), a small restaurant attached to a Valero gas station, and discover that it is not, in fact, a Vietnamese restaurant. Oh, sure, it has pho, the classic beef-broth-based noodle soup that is a foundational element of Vietnamese cuisine, plus banh mi sandwiches, both of which are totally good, but it also has other things.

The Hmong sausage, served with sticky rice, is chunky and mild, pork-based and fragrant of garlic and green onions. Long, sticky rolls made of glutinous rice are stuffed with ground lean pork, cooked with mushrooms, and served with a thin, mild dipping sauce. If you order the green papaya salad (tam maak hoong) for take-out, you may at first not understand what appears to be a knotted plastic bag of brownish goop, but have faith and dig in. You'll find something spicy, fresh and complexly delicious in a way that keeps you coming back to figure it out.

Pho & Deli is open for lunch and dinner every day, retails low-country boils ready to go, has a cooler full of interesting soft drinks and some tables. It's been open for about a year and a half and takes credit cards.

WHAT UP?: Creature Comforts' funky new saison, Transmission, is out now. **Koyla Sizzling Grill & Hookah Lounge** is open on Milledge. **E3 Thai Cuisine** is open in the former Speakeasy space. Keep up with all local food news on the [Grub Notes blog at flagpole.com](http://flagpole.com).

comments

0 Comments

Sort by Oldest



Add a comment...

 Facebook Comments Plugin

COLUMNS

THE ONLINE NEWSPAPER FOR THE UNIVERSITY OF GEORGIA COMMUNITY

October 3, 2016 COLUMNS ARTICLES | [INSIDE UGA](#) | [MOBILE MENU: UGA'S FIRST FOOD TRUCK, TAQUERIA...](#)



Students waiting to order and pick up food at Taqueria 1785 the Official Food Truck of UGA. Photo by Chad Osburn

Mobile menu: UGA's first food truck, Taqueria 1785, rolls out dishes

By [Krista Richmond](#) | October 3, 2016

[Share](#)

Like 21

[Share](#)

Mix one part red truck with a griddle with one part creative Mexican-inspired menu, and you have the recipe for Taqueria 1785, UGA's official food truck.

Not only does this addition to UGA Food Services allow them to serve more people, it also allows them to reach more areas of campus.

"There are pockets of campus that are 'food deserts' where there are not dining options in the immediate vicinity," said Bryan Varin, interim director of food services. "There may be dining options a short walk away, but, in that particular area, there may not be a lot going on, and so food trucks are really good for us. We're able to feed people in those areas very conveniently without them having to walk too far to get to a dining commons or to a retail location."

So far, locations have included Herty Drive, Cedar Street near the biological sciences building and the Zell B. Miller Learning Center. The quickest way to find out where Taqueria 1785 will be each weekday is to follow its social media accounts—@Taqueria1785. The truck also can be hired for special events on campus.

Food services started working with Webb Foodservice Design to review the department's offerings about 18 months ago. The idea of a food truck came up in those conversations, and food services began talking to students about it. Specifically, they partnered with the Student Government Association to help decide the truck's concept with an informal survey. Different types of cuisine were ranked, and tacos were the clear winner.

Executive Chef Jorge Noriega designed the menu, which includes a variety of items from pork cecina tacos to hearts of palm barbacoa tacos to funnel cake fries with Mexican hot chocolate dip and/or dulce de leche dip. Noriega spent the last 12 years living in California, admittedly eating at many taco trucks. That, blended with his knowledge of Mexican culture and visits to Mexico City, inspired the flavor profile.

"Everything came together," he said. "We did go for authentic flavors."

<http://columns.uga.edu/news/article/ugas-first-food-truck-taqueria-1785-rolls-out-dishes/>

INSIDE LATEST ISSUE

[Hide Index](#)

[CAMPUS NEWS](#)

[PEOPLE](#)

[BULLETIN BOARD](#)

AROUND ACADEME

[SUNY discontinues disclosure of felony convictions on applications](#)

[Grad student enrollment increases, minority representation grows](#)

NEWS TO USE

[EITS and Franklin College to hold Computer Health and Security Fair](#)

BY THE NUMBERS

[Solar savings at UGA](#)

INSIDE UGA

[University rededicates historic H.H. Tift Building](#)

[Record number of UGA students, alumni offered Fulbright awards](#)

[FACS Week to celebrate communities, families and academic excellence](#)

[School spirit](#)

[Peabody Awards appoints six new members to board](#)

[Six UGA alumni to be honored for their service](#)

[University receives grants to broaden STEM participation](#)

DIGEST

[College of Environment and Design hosts lecture with CEO of Design Workshop](#)

[UGA Skidaway Institute receives \\$79,000 gift to support marine research](#)

[Oct. 13 Hollowell Lecture canceled](#)

RESEARCH NEWS

[Father-son faculty members team up on NSF grant](#)

UGA GUIDE (MORE EVENTS ON MASTER CALENDAR)

[UGA Homecoming Week is steeped in pride and tradition](#)

[Sustainable food systems expert to give Odum Environmental Ethics Lecture](#)

[Center City Brass Quintet sets Oct. 19 concert](#)

WEEKLY READER

[Book helps define counseling practices](#)

CYBERSIGHTS

[University's annual security report online](#)

Everything came together, he said. We did go for authentic flavors.

And those flavors resonate with customers. Noriega has his favorite dish—the roasted cauliflower quesadilla, one of two vegetarian options—and added that customers are loving the chicken tinga quesadilla.

The reaction in general has been overwhelmingly positive, according to Varin. It is open to the public and accepts Paw Points and Bulldog Bucks.

"The core of our mission is to further the educational mission of the university. And we believe very strongly that we do that through feeding people," Varin said. "You've got to fuel people for them to be able to perform academically and on the job, too. The truck ties right into that. It's a new mode of service for us, but when you think about it, it's really not a lot different than our retail locations."

More from this issue

October 3, 2016

Graduate Student Travel Awards enhance international research efforts

For the second year in a row, three UGA students have been named recipients of Graduate International Travel Awards from the UGA Office of Global Programs in the College of Agricultural and Environmental Sciences. [Continue](#)

October 3, 2016

Brainstorm central

A new interactive learning space in the UGA College of Engineering is designed to foster the type of collaborative spirit found in high-tech startups. [Continue](#)

October 3, 2016

Noel Fallows named associate provost for international education

Noel Fallows, an administrator with a proven record of fostering international partnerships in research, instruction and outreach, has been named associate provost for international education. [Continue](#)

October 3, 2016

Franklin College researchers reveal that magnetic 'rust' performs as gold at nanoscale

Researchers from UGA are giving new meaning to the phrase "turning rust into gold" and making the use of gold in research settings and industrial applications far more affordable. [Continue](#)

October 3, 2016

Faculty, students assess community health needs, get hands-on experience

An assessment of community health needs, led by UGA faculty and facilitated by the UGA Archway Partnership, has contributed to a new urgent care center for one middle Georgia county and resulted in a scholarly article in the Journal of the Georgia Public Health Association. [Continue](#)

October 3, 2016

Study: Rural location, race influence college access

Students from rural communities who want to attend college face challenges on their pathways to higher education, according to a new study from a UGA researcher. [Continue](#)

October 3, 2016

UGA scientists lead team developing test for Chagas disease

An international team of researchers, led by UGA infectious disease experts, has received \$5.2 million from the National Institutes of Health to develop a more accurate, affordable diagnostic test for Chagas disease. The parasitic infection kills more than 50,000 people each year in Central and South America. [Continue](#)

October 3, 2016

Three UGA faculty members named PSO Fellows

Three UGA faculty members selected as 2016-2017 Public Service and Outreach Fellows are spending the fall conducting research with one of the university's eight public service and outreach units.

[Continue](#)

October 3, 2016

Georgia Informatics Institutes for Research and Education launched

UGA will significantly expand its instruction and research in the critical area of informatics with the formation of the Georgia Informatics Institutes for Research and Education. [Continue](#)

October 3, 2016

UGA joins national arts consortium committed to advancing research

UGA has joined the Alliance for the Arts in Research Universities, known as a2ru, a consortium of almost three dozen research-intensive universities committed to advancing interdisciplinary, arts-oriented research. [Continue](#)

October 3, 2016

Portuguese professor leads students down path to be 'global professionals'

As curriculum coordinator of the UGA Portuguese Flagship Program, Cecilia Rodrigues advocates for international opportunities for students with a twist on an old saying: Practice what you teach. [Continue](#)

October 3, 2016

University receives diversity recognition for third year

For the third year in a row, UGA received national recognition for its efforts to foster an inclusive, diverse campus. [Continue](#)

FOR MORE ONLINE

[Food Services](#)

Columns is produced by the University of Georgia | Division of Marketing & Communications | Feedback



[Publication Schedule \[pdf\]](#) | [Editorial Staff](#) | [Campus contacts](#) | [How to opt-out of the printed version of Columns](#) | [Submit news items](#) | [ARCHIVE](#)

Voted best plan for off-campus residents on a meal plan

1

Plan	1	2	3	4	5	6	7
7 days, unlimited access for \$3956 /yr.						X	
5 days, unlimited access for \$3754 /yr.							
7 days, unlimited access plus 110 pts/sem. for \$4156 /yr.						X	X
5 days, unlimited access plus 275 pts/sem. for \$4254 /yr.				X			
80 meals/sem., ave. 5/wk., at Dining Commons plus 665 pts./sem. to use anywhere for \$2802			X		X		
80 meals/sem., ave. 5/wk., at Dining Commons plus 605 pts./sem. to use anywhere for \$2700		X					
80 meals/sem., ave. 5/wk., at Dining Commons plus 510 pts./sem. to use anywhere for \$2530	X						

Voted best plan for those who do NOT have a meal plan

Plan (voted in order of highest number votes 1-7)	1	2	3	4	5	6	7
7 days, unlimited access for \$3956 /yr.							
5 days, unlimited access for \$3754 /yr.				X			
7 days, unlimited access plus 110 pts/sem. for \$4156 /yr.						X	X
5 days, unlimited access plus 275 pts/sem. for \$4254 /yr.					X		
80 meals/sem., ave. 5/wk., at Dining Commons plus 665 pts./sem. to use anywhere for \$2802			X				
80 meals/sem., ave. 5/wk., at Dining Commons plus 605 pts./sem. to use anywhere for \$2700		X					
80 meals/sem., ave. 5/wk., at Dining Commons plus 510 pts./sem. to use anywhere for \$2530	X						

Drivers of on-campus purchasing behaviors-*very influential*

3

Behaviors (in order of importance)

Proximity to classes



Convenient

Best value for the money



My idea of value

Speed of service



Fast

Food tastes great



Good food

Diverse menu offerings



Menu options

I have a meal plan

Healthy choices

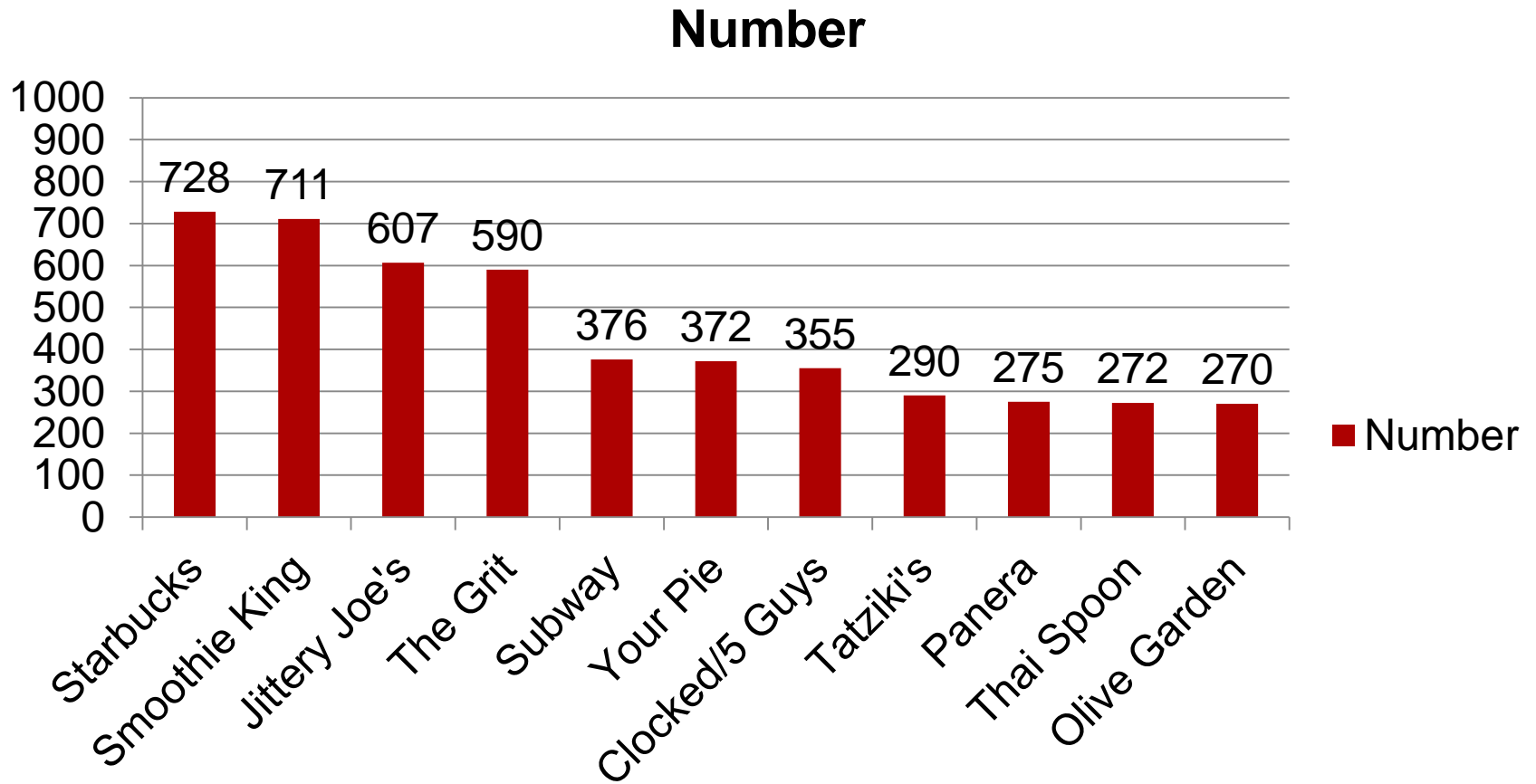
Wi-Fi connection

Friendly service

Food is made to order

My friends go there

Top voted restaurants



792 comments

Most frequent comments

5

- ❑ 5 day commuter plan
- ❑ More vegetarian food
- ❑ Healthy food, not fried
- ❑ Local fresh options for faculty and staff
- ❑ More Asian food
- ❑ Gourmet food trucks
- ❑ More training for staff
- ❑ Great job!
- ❑ Impressed with UGA catering
- ❑ Worried about overcrowding with opening up meal plans to commuters
- ❑ 80 meal plan too expensive at \$12-\$15/meal (they don't understand the plan or the points; meals are \$9 all access unlimited)
- ❑ Food too expensive

Voted best plan for off campus meal plan holders

6

Q6. I live off campus and have a meal plan.

Answer Options	%	Count
Yes	7.5%	384
No	92.5%	4750

Q7. Please rank in order of preference the best meal plan for you..

Answer Options	1	2	3	4	5	6	7
7 days, unlt. access at DC during reg. op hours for \$3,956/yr.	84	35	18	48	26	55	27
5 days, unlt.access M-F during reg. op hours at DC for \$3,754/yr.	29	67	28	78	54	25	16
7 days, unlt. access at DC during reg. op hours, PLUS 110 points/sem.to spend in any FS op for \$4,156/yr.	16	28	56	22	33	58	72
5 days, unlt.access M-F at DC during reg. op hours, PLUS 275 points /sem. to spend in any FS op for \$4,254/yr.	9	10	28	100	56	38	53
80 meals/sem., ave.5/week, at DC during reg. op. hours PLUS 665 DB points/sem. to spend in any FS for \$2,802 /yr.	52	27	96	27	76	10	19
80 meals/sem., ave. 5/week, at DC during reg. op. hours PLUS 605 DB points/sem. to spend in any FS for \$2,700/yr.	27	127	24	17	26	75	11
80 meals/sem., ave. 5/week, at DC during reg. op. hours PLUS 510 DB points/sem. to spend in any FS for \$2,530 /yr.	105	22	60	6	20	22	74

Voted best meal plan for those who do not have a meal plan

Q8. I do not have a UGA meal plan but would like to if there were different options.

Answer Options	%	Count
Yes	58.2%	2916
No	41.8%	2094

Q9. Please rank in order of preference the best meal plan for you..

Answer Options	1	2	3	4	5	6	7	N/A
7 days, unlt. access at DC during reg. op hrs. for \$3,956/yr.	150	123	70	289	415	486	380	496
5 days, unlt.access M-F during reg. op hrs. at DC for \$3,754/yr.	77	167	148	863	463	197	62	433
7 days, unlt. access at DC during reg. op hrs., PLUS 110 points/sem.to spend in any FS op for \$4,156/yr.	33	63	144	175	238	698	579	481
5 days, unlt.access M-F at DC during reg. op hrs., PLUS 275 points /sem. to spend in any FS op for \$4,254/yr.	31	48	76	509	553	217	540	436
80 meals/sem., ave.5/week, at DC during reg. op. hrs. PLUS 665 DB points/sem. to spend in any FS for \$2,802 /yr.	278	276	1291	79	184	87	43	174
80 meals/sem., ave. 5/week, at DC during reg. op. hrs. PLUS 605 DB points/sem. to spend in any FS for \$2,700/yr.	231	1405	245	46	57	189	75	163
80 meals/sem., ave. 5/week, at DC during reg. op. hrs. PLUS 510 DB points/sem. to spend in any FS for \$2,530 /yr.	1504	189	265	33	48	43	181	146

Drivers of on campus purchasing

Q10. What factors influence where you choose to dine on or near campus

Answer Options

	Very influential	Moderately influential	Not influential
I have a meal plan	2446	400	1336
Food tastes great	2534	1466	249
Healthy choices	2249	1528	458
Diverse menu offerings	2571	1388	283
Local ingredients	1082	1431	1696
Food is made to order	1743	1886	598
Friendly service	1958	1752	520
Speed of service	2719	1307	212
Dining room appearance/comfortable seating	1656	1940	626
Proximity to where I live	2630	895	684
Proximity to classes	3040	603	560
My friends go there	1713	1382	1102
Wi-Fi connection	2159	1173	870
Best value for the money	2868	989	363

Gourmet food truck experience and purchase preference

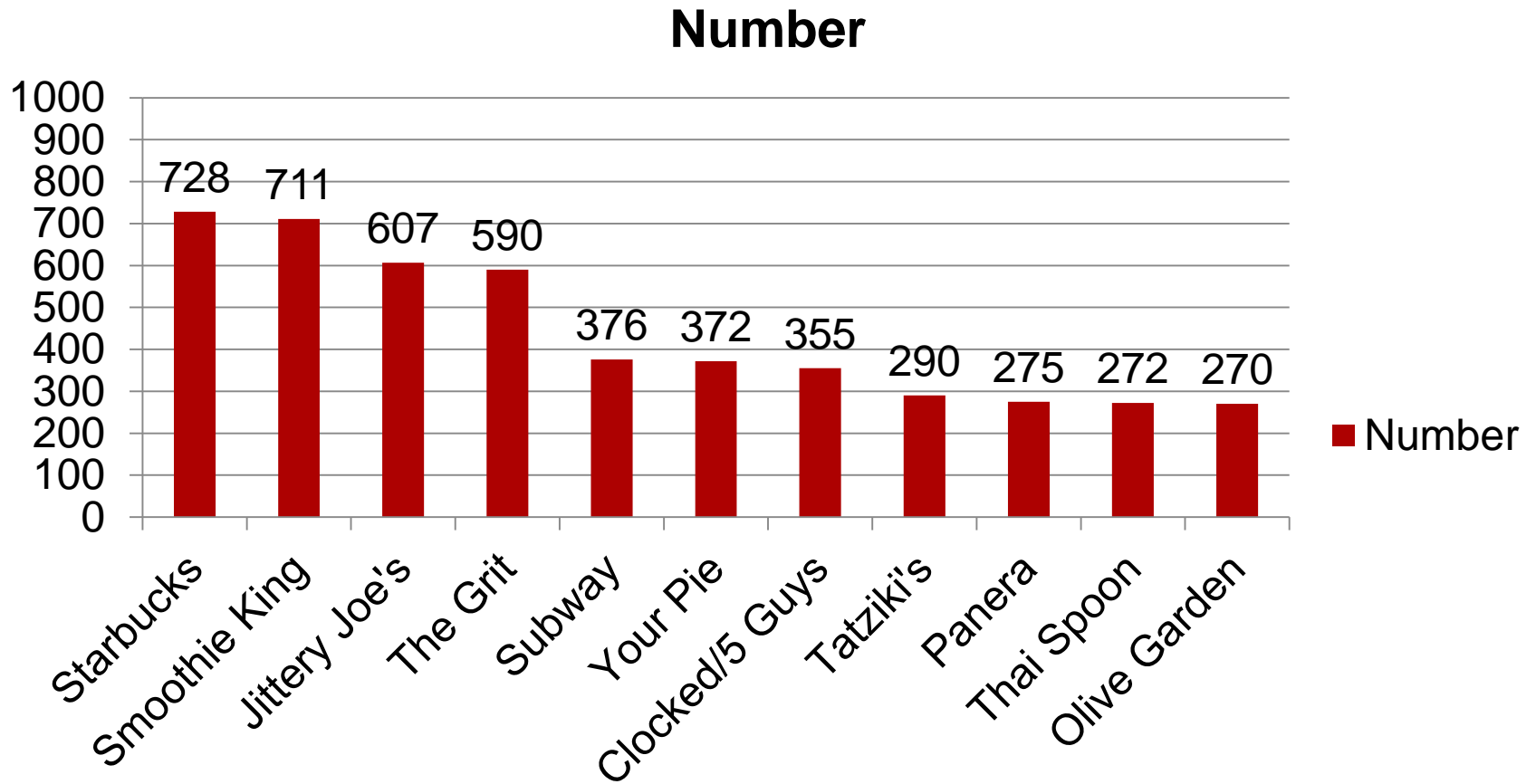
Q43. Have you ever purchased food from a gourmet food truck?

Answer Options	%	Count
Yes	27.1%	1111
No	72.9%	2992

Q44. Would you purchase food from a gourmet food truck?

Answer Options	%	Count
Yes	82.7%	3393
No	17.3%	712

Top voted restaurants



best example of a restaurant with great food and service.

Overall Asian*		3,848
Pizza	79%	2297
Mexican/Latin	72%	2085
Coffee/tea house	70%	2035
Sandwich/Deli	65%	1868
Burger/Hot sandwiches	59%	1712
Italian	52%	1504
Bakery	52%	1497
Smoothie/juice bar	48%	1376
Barbecue	47%	1345
Chinese*	35%	1014
Japanese*	34%	981
Salads	33%	948
Thai*	29%	825
Vegetarian/Vegan	27%	777
Mediterranean/Greek	25%	719
Pub grub	25%	719
Middle Eastern/Indian	15%	436
Vietnamese*	15%	422
Korean*	11%	326
Food truck	10%	301
Other	10%	283
Other Asian*	10%	280

Top concepts/categories:

1. All Asian
2. Pizza
3. Mexican/Latin
4. Coffee
5. Sandwich/deli
6. Burgers
7. Italian
8. Bakery
9. Smoothies
10. Barbeque
11. Salads
12. Vegetarian
13. Greek/Pub food
14. Middle Eastern
15. Food truck