

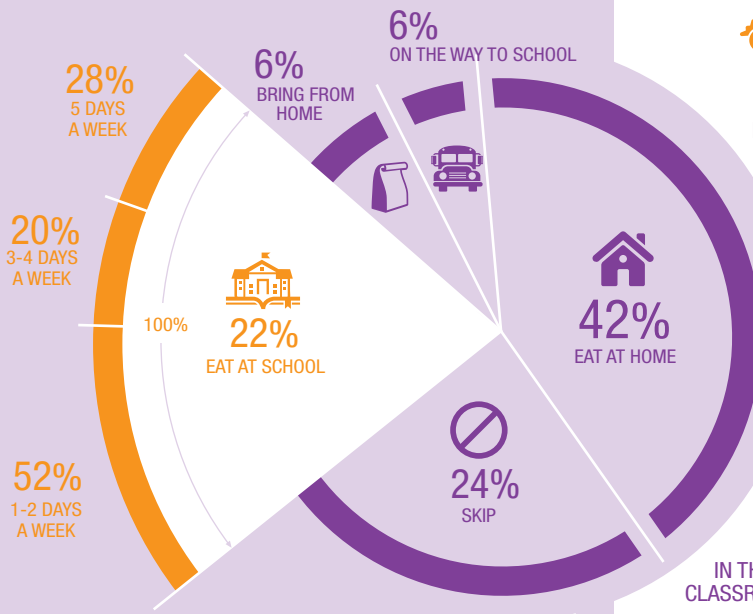
Insights -> Innovation -> Impact
Aramark's Survey



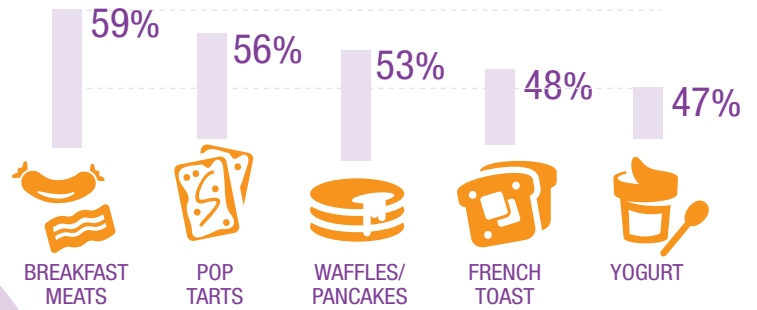
Aramark uses critical insights to continually innovate in K-12 food and nutrition programs. With over 100,000 responses, our Student ViewPOINT™ survey helps us discover student dining needs, attitudes, and behaviors. These insights allow us to develop customized solutions that provide continuous improvement and impact for the districts we serve.

Breakfast

Where do students eat and how often?



Most preferred breakfast items *...



Reasons for *not* eating at school more often

- 1 Foods they like are not offered
- 2 Not hungry
- 3 Not enough time

...and where students want to eat at school



55% of students are interested in *making healthy choices* (at least some of the time)

Top health-related factors influencing purchase



FRESHLY PREPARED FOODS



AVAILABILITY OF FRESH FRUITS & VEGGIES



LOCALLY GROWN FOODS



VS.



> 1/3

of students say they eat more fruits and veggies at school than at home.

Almost as many have tried fruits and veggies at school they haven't had before.

*



On Average

Students say they would eat breakfast at school an *additional 2 days/week* if favorite foods were offered.

Lunch

Where do students eat and how often?



61% of students surveyed would eat lunch **5** days a week...

...if their favorites were offered.



PIZZA



TACOS & TACO BAR



CHICKEN TENDERS & NUGGETS




BURGERS





CHICKEN PATTY SANDWICHES


Top reasons students don't purchase school lunch more often

 *I can bring my favorites from home.*

 *Food from home tastes better.*

 *The options are not appealing to me.*

 *I am not hungry.*

 *School cafe lines are too long.*

What's most important to students?

food quality is the **#1** key driver and has the most impact on purchase decision!

TASTE FRESHNESS APPEAL

Average lunch meals consumed per student each week

