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MassAmherst UMass Dining







# Mission & Vision



## Mission:

Our mission is to proactively enhance the quality of life of the University community and, as a channel leader, set a global standard for auxiliary enterprises in higher education.



## Vision:

Creating Extraordinary and Inspiring Experiences.



**Customer  
Experience**

**Organizational  
Excellence**

**Financial  
Success**

**Sustainability**

**Health &  
Wellness**

**Premier Campus  
Storyteller**

# STRATEGIC PRIORITIES





# 8 DINING PRINCIPLES FOR SUSTAINED SUCCESS

- Value
- Convenience
- Experience
- Variety
- Authenticity
- Sustainability
- Healthfulness
- Deliciousness





# CHANGING FACE OF HIGHER EDUCATION

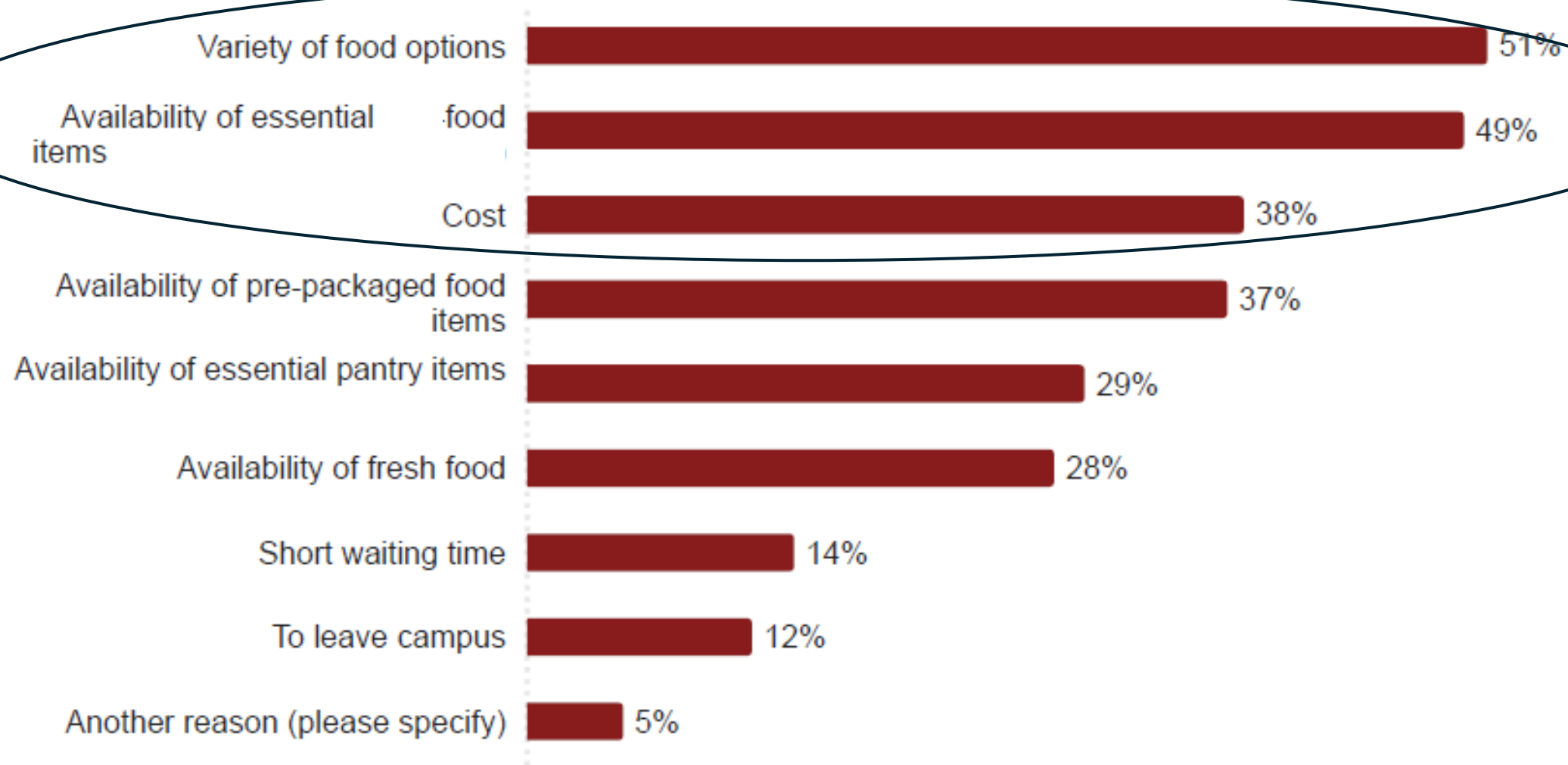
## DEMOGRAPHIC SHIFT

- The Class of 2029 ranks as the most diverse in the university's history
- **39%** of its 5,350 members composed of **ALANA** (African, Latino/Hispanic, Asian, Hawaiian/Pacific Islander and Native American) students
- **19%** of the class being **under-represented minority students**
- **Female** students account for nearly **53%** of the class



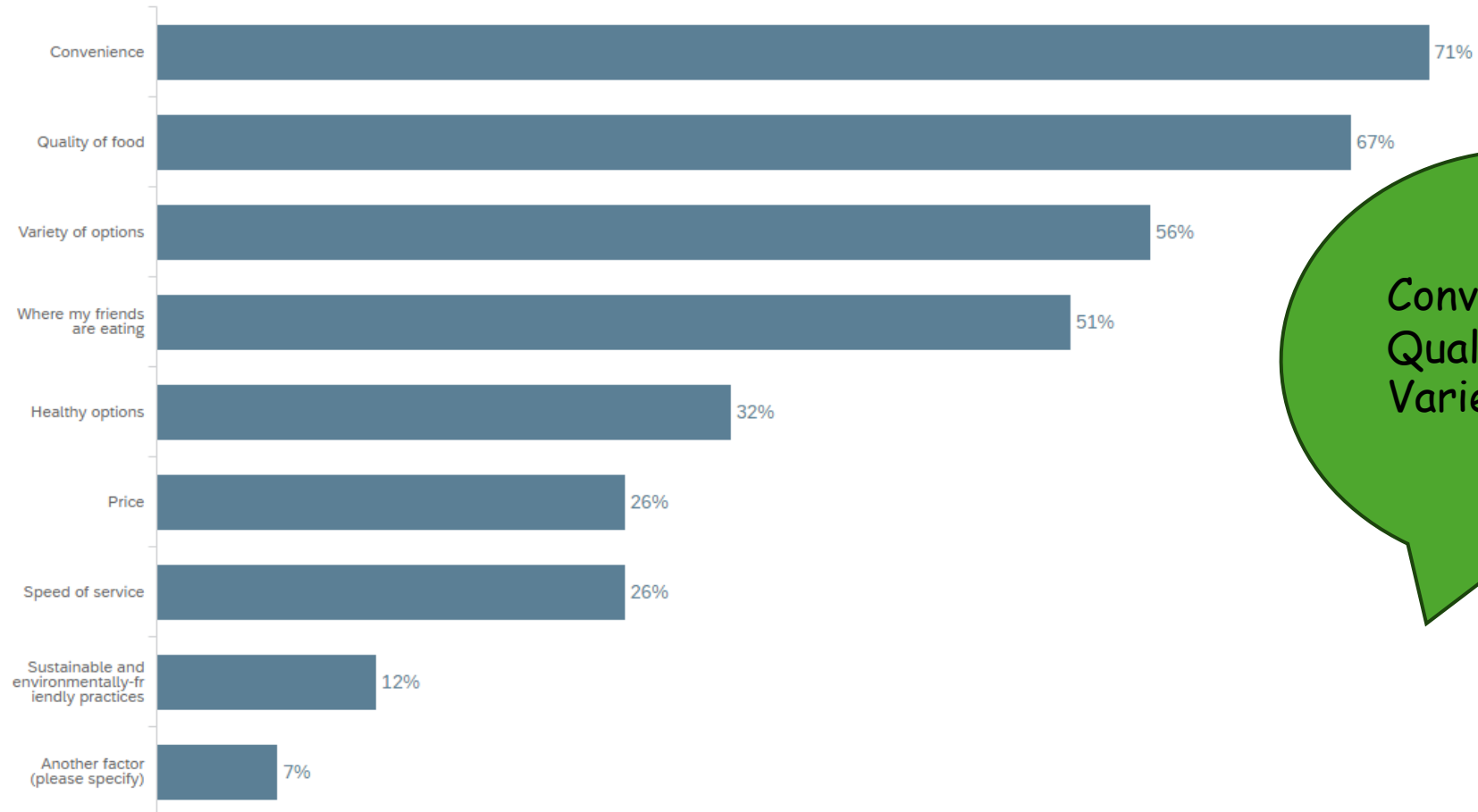


# Key Factors Influencing Retail Purchase Decisions





# Student Dining Decision Factors: What is most important when you decide to eat on campus?

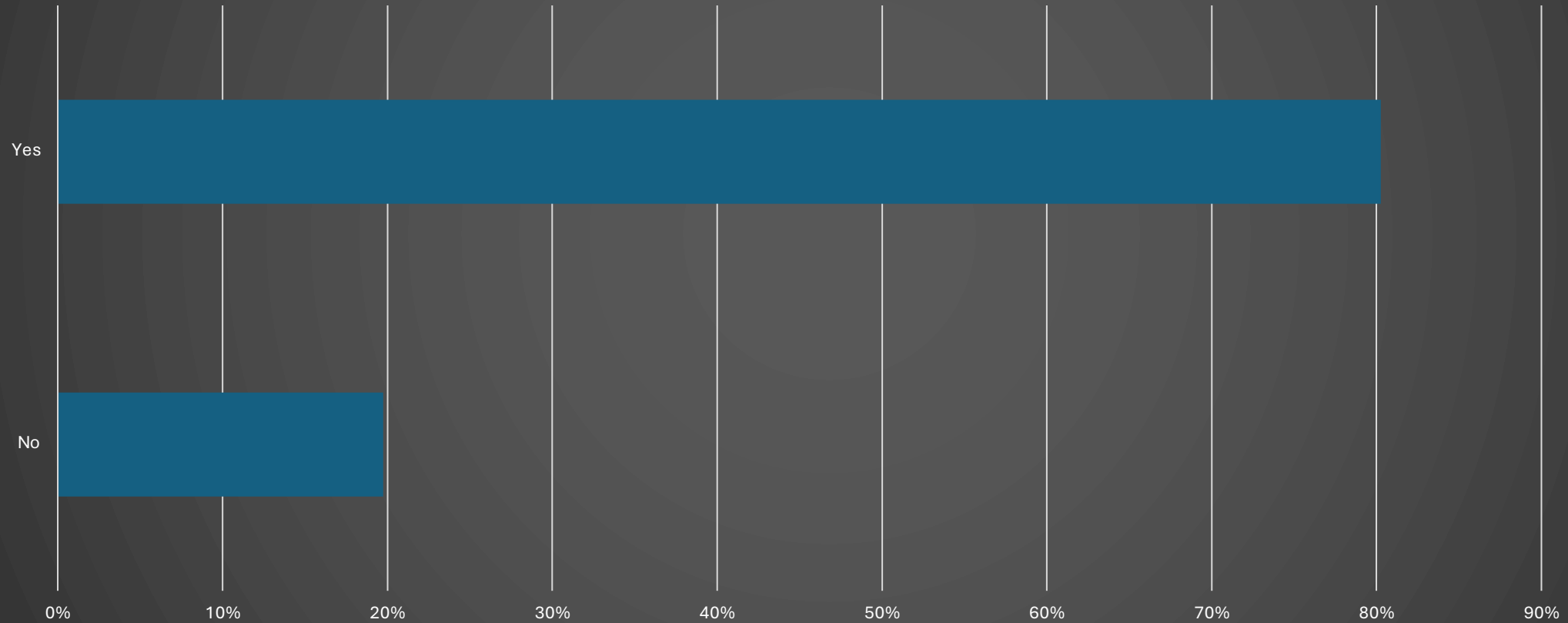


Convenience,  
Quality and  
Variety



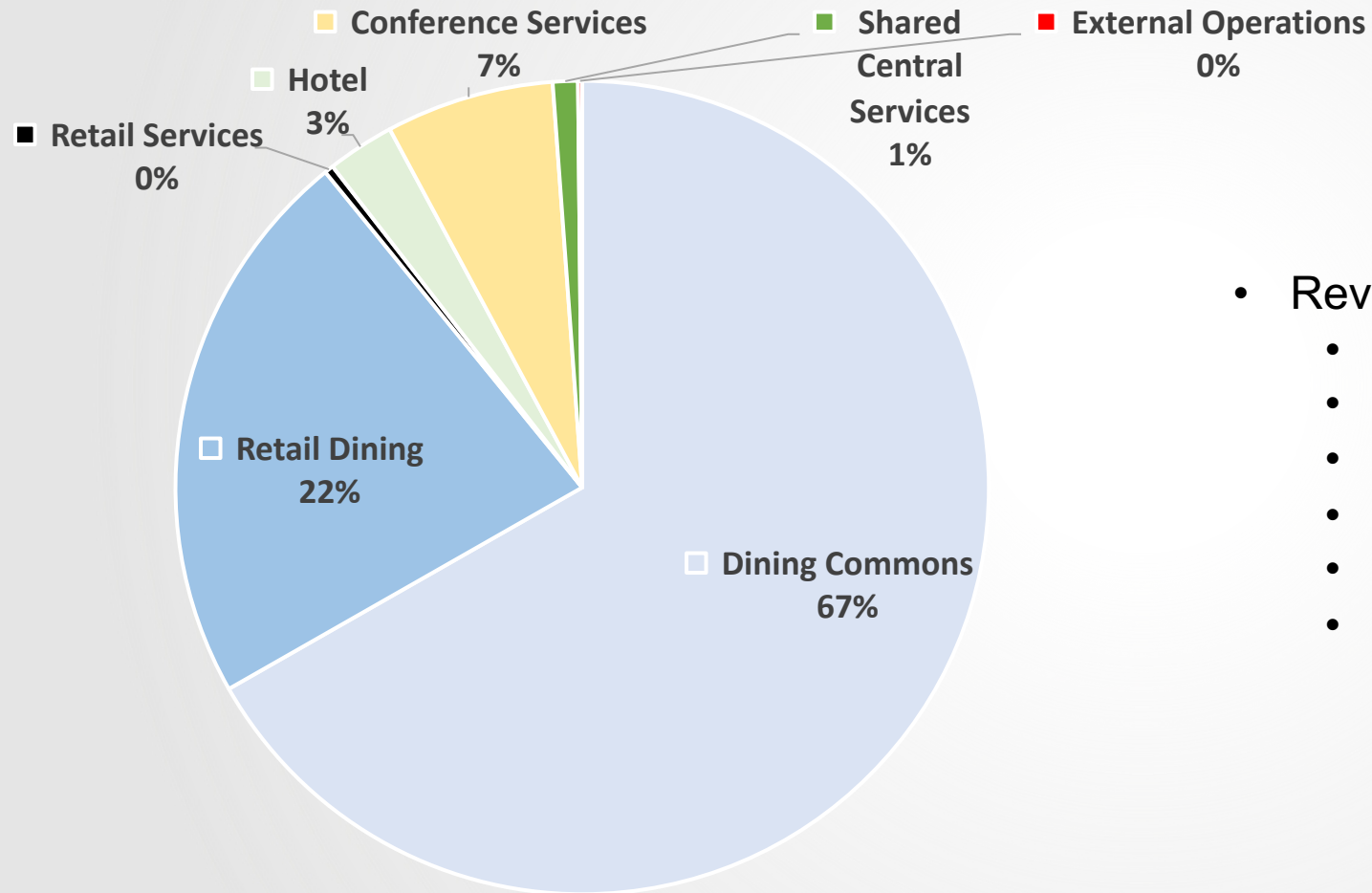
# Consumption Trends

Will you continue your dining habits practiced at UMass once you graduate?





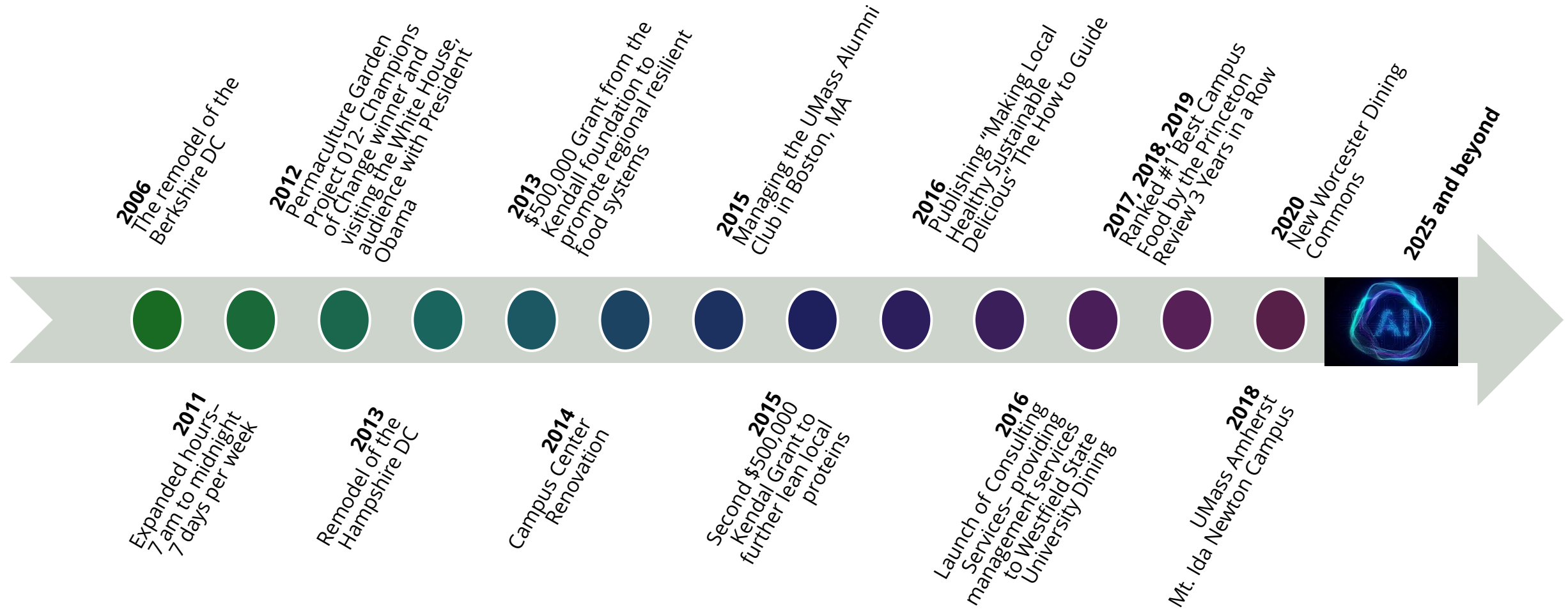
# REVENUE DRIVERS



- Revenue Drivers
  - Meal Plan Participation Rates
  - Housing Occupancy
  - Number of Conferences
  - Average Revenue/Event
  - Hotel Occupancy
  - Average Hotel Rate per Room Night



# TIMELINE








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## Culinary Innovation: AI and UMass Dining

What is the future of food service and how is the number one dining program using technology?





A strong collegiate dining program can attract top students to a university and positively impact habits for a healthier lifestyle.

**HEALTHY. SUSTAINABLE. DELICIOUS.**





# The Chef

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*A professional craftsman;*

*A cook*

*The Chef takes the fowl from the air; the fish from the waters; fruits, vegetables, and grain from the land; the animals that walk on the earth... and through the chef's skill and art transforms the raw product to edible food. The Chef serves to sustain life in Man, Woman and Child daily –yearly. He has the sacred duty through his effort and art to sustain and maintain the healthy body that God has given us to House our Soul.*

# UMassAmherst | UMass Dining



BE REVOLUTIONARY™