

How We Alleviate Labor Challenges & Boost Food Revenue for Campus Concessions



ABOUT THE UNIVERSITY

- Top 10 ranked university in the U.S.
- 100+ on-campus dining locations
- Self-operated foodservice
- 25,000+ meals served per day

SEGMENT



Higher Education

PROBLEMS & PAIN POINTS

- ⚠ Needed a turnkey program in 2 spaces on-campus that would deliver consistent food quality with minimal labor and training resources
- ⚠ The concessions facility needed a high quality, easy-to-implement food program that could uplevel existing offerings without adding operational complexity
- ⚠ The campus wanted to broaden their cafe's menu to reflect diverse tastes and drive incremental revenue growth



WONDER'S SOLUTION

- 💡 Delivered a plug-and-play food program that included premium pizzas and breakfast sandwiches for campus concessions and cafes
- 💡 Provided a diverse SKU mix to expand the venues' menu during various dayparts
- 💡 Leveraged multi-use equipment to prepare a range of items using existing staff without adding operational complexity

KEY RESULTS



Able to train existing staff and implement a solution quickly due to the agile nature of our program



Achieved strong early traction with 600 breakfast sandwiches sold in a small cafe



Enhanced food quality and consistency which improved the value proposition for students and faculty in campus dining outlets



Expanded menu options without incurring additional labor costs