

For Immediate Release

Contact: [Lee Feldman](mailto:leefeld@ix.netcom.com), Peters & Feldman
Phone: (203) 854-5848 E-mail: leefeld@ix.netcom.com

**FOOD MANAGEMENT MAGAZINE ANNOUNCES WINNERS
OF ITS 2007 "BEST CONCEPT" AWARDS COMPETITION**

NEW YORK (June 14, 2007)— Penton Media's *Food Management*[®] magazine has announced the winners of its 2007 "Best Concepts" awards competition. The annual program recognizes exceptional achievement and innovation in key areas of noncommercial foodservice, as judged by the *FM* editorial staff. Categories range from initiatives in new and renovated foodservice facility design to menu innovation, wellness initiatives, special event planning and convenience retailing. The awards will be featured in a special editorial section of the July issue of *Food Management* and will be presented at the magazine's annual IDEAS Conference October 30-Nov.1 at the Red Rock Hotel & Resort in Las Vegas.

The top honor for "Best of Show" in 2007 was awarded to Google, Inc. and its director of foodservice, John Dickman. It recognizes the world-class foodservice operations Google supports in its many facilities in the U.S. and worldwide and the impact they have had on business dining and other segments. *Food Management* has reported on Google's foodservice programs over the years, as it grew from a small Silicon Valley startup into a global giant. Google has set a standard of excellence for the role and contributions foodservice can play in establishing, maintaining and enriching a corporate and employee culture.

Individual category winners are as follows:

Best of Show:

Google, Inc.: for overall excellence in a company-wide program to elevate food as a valuable employee amenity and, in the process, setting an example that has significantly influenced other major corporations to do the same.

Best Menu:

- **"Ancient Food Made Modern,"** a menu developed by Bon Appetit Management Co. (Compass Group) for the Getty Museum. It is based on ancient dishes and ingredients and was designed to reflect and promote that institution's special emphasis on antiquities.

- **“Hot Out of the Oven,”** a novel dessert concept created by Restaurant Associates (Compass Group) that not only presents a creative and attractive menu but also merchandises itself (through its fresh baked aromas) and emphasizes a mealpart (dessert) that is often critical to the profitability of many accounts.
- **“Sweet Shots.”** a creative presentation concept (mini-desserts in shot glasses) developed by Sodexo that overcomes the satiety and price objections that often limit dessert sales. The concept meshes well with the current focus on portion control as a component of healthy dining, emphasizes value and gives customers a way to be indulgent and sensible eaters at the same time.

Best New Facility:

- **University of Cincinnati, CenterCourt dining hall.** a visually striking new dining facility that immediately elevates on-campus dining and gives the urban university a first-class gathering spot it did not before have before.
- **University of Southern Mississippi, Power House Restaurant** is a fine example of a bold makeover of a previously non-foodservice structure. It meshes tradition, modernity and the visually striking advantages of the space (an old powerhouse building) to create a unique destination eatery and campus social focal point.
- **Hearst Publications/Restaurant Associates, Café 57.** It’s hard to construct a stand-out-of-the-crowd business dining eatery in midtown Manhattan, but this space impressively reflects the publishing company’s culture. Fabulous food, prepared and merchandised by Restaurant Associates, is consumed in a collegial atmosphere in which employees enjoy their meals amid the spacious, daylit surroundings of the new Hearst building’s lobby balcony, overlooking a rainwater-fed waterwall.

Best Wellness Initiative:

- **Univ. of North Texas, Mean Greens.** This concept offers students a highly innovative approach to wellness that reserves one campus dining hall for portion-controlled entrees, healthy choices and an emphasis on fresh produce and grains. In contrast with the all-you-care-to-eat tradition of many college dining facilities, a decision to dine at Mean Greens is a “one click/one-choice” decision to eat well and healthfully.
- **Fairfax County (VA) Schools, Nutrition Integrity in the Energy Zone** is a comprehensive wellness and nutrition program that encompasses a variety of age-appropriate messages and activities to combat obesity and poor health habits in a highly diverse school district.
- **Eastman Chemical Co., corporate wellness program:** an initiative that balances the company’s desire to encourage employee wellness with the financial needs of different food contractors operating on premise.

Best Renovation:

- **Univ. of Massachusetts, Berkshire Dining Commons:** a highly stylized, multi-station, food-forward eatery that has significantly upgraded board dining on the campus. Highly

flexible, the facility's stations are specifically designed to be adapted over time for a variety of cuisines, prep and serving styles and traffic flows.

- **Mt. Rushmore, Carvers Café** (operated by Xanterra) was recognized for its impressive retrofit of a lackluster, outdated snack bar-type space, putting in its place a contemporary, multi-station eatery that celebrates the history of the national monument where it is located and lauds the contribution of those who labored anonymously over many years to construct it.
- **DCH Regional Medical Center** (Tuscaloosa, AL), **The Patio Grill & Café** was recognized as a striking example of how a healthcare facility maximizes a rare opportunity to expand/renovate its primary retail cafeteria venue, transforming it into a modern multi-station café. Clever building design converted what was an open inter-building patio area into an enclosed, skylighted dining space.

Best Station/Unit Concept:

- **St. Paul, MN Public Schools, Good to Go:** shows how a creative foodservice director can successfully package and merchandise healthful meals in a high school environment. It's a serving concept that mimics the trappings and menus of fast-food restaurants but sells healthy salads, sandwiches, soups and sides.
- **UCLA Associated Students, Greenhouse:** With this well-thought-out unit concept, students and visitors on the UCLA campus can enjoy a well-balanced meal at a healthful food bar that is competitive even as it is located next to more traditional, branded quickservice outlets
- **Virtues restaurant, Akron Summa Health** (Akron, OH) represents an ambitious effort to make an onsite hospital eatery a destination restaurant. Sited within the hospital and only a few hundred feet from the entrance to its emergency room, employees, physicians, guests and others can enjoy high-quality menu and service at a great value. Dining here once gives one a completely new standard by which to judge "hospital food."

Best Management Company Program/Concept:

- **Sodexo, Inc., Circle of Customer Excellence.** Establishing the value and standards expected of a customer service program can be a huge challenge in the foodservice environment. This corporate program formalizes a training process that can be used at the account level to elevate customer service as a core value for front-line employees.
- **Aramark, Merchology, the Art & Science of Food Presentation.** Effective foodservice merchandising is as much art as skill. This program was developed to standardize the management company's approach to optimum food presentation and provides a toolset that can be used to teach best-practice merchandising across the many levels of a large national organization.
- **Chartwells (Compass Group) College Dining, Pulse on Dining.** College dining is executed in a demographic potpourri characterized by wide ranging ethnic, cultural, age and racial diversity. This comprehensive program seeks to use extensive research on

demographic and lifestyle preferences to help individual college operators create an optimal eating environment that plays to all elements in the mix.

Best Special Event:

- **Pawtucket/Newport (RI) School Districts, Feeding Rhode Island's Future**, an innovative program developed by Sodexo for that location that increased applications for free/reduced price meals for qualified applicants. The program used local radio personalities and prizes to encourage applications in a way that minimized the stigma sometimes associated with filing them. Efforts are now underway to expand the program across the state.
- **Philadelphia School District, Breakfast Commercial Contest**. This Aramark-operated foodservice program sponsored a television commercial contest for district students, who created 30- and 60-second commercials to promote the importance of eating breakfast.

Best Convenience Retailing:

- **Vanderbilt University, "Nectar"**. Vanderbilt University, long an innovator with its convenience store program, was recognized for its pioneering effort to create a c-store that emphasizes healthy, organic and natural products.
- **Vista USD, for its vended reimbursable meals program**. The Vista Unified School district pioneered one of the first efforts to ease serving line pressures in the cafeterias of fast-growing schools while still providing lunches that could be documented for reimbursement purposes.
- **Aramark, Cash Wrap Impulse Program**: a flexible and meticulously-researched program designed to help managers of Aramark's client operations optimize the frequency of impulse add-on sales at different kinds of convenience retailing outlets.

Food Management's editors based their award decisions on a variety of factors, ranging from the impact of a given program, its effectiveness in achieving targeted results, the impact it may have on others in the field and, most importantly, the level of innovation it represents given standard practices in a given noncommercial segment of the foodservice industry.

Nominations are solicited from the industry over the course of the preceding year and are also made by the editors. Up to three winners are selected in each category but are not ranked. In many cases, the winning concepts are the result of team efforts and team members are cited individually in the special Best Concepts editorial package that will be published in July and posted online.

For more information on the Best Concepts awards program, contact John Lawn, editor in chief of the magazine at (216) 931-9620 or email johnlawn@penton.com. For more information on the

FM IDEAS Conference, contact Katie Smith, conference manager, at (216) 931-9559 or email ksmith@penton.com. Online content from *FM* can be viewed at www.food-managment.com.

Food Management, published by Penton Media, Inc., is the leading business publication for foodservice directors, managers, contract management executives and others in the non-commercial or “onsite” sector of the foodservice industry. Its readers oversee foodservice operations in colleges and universities, business dining, healthcare, K-12 schools, museums, sports and entertainment venues and similar segments.

Penton Media, Inc. is the largest independent business-to-business media company in the U.S., serving more than six million business professionals every month. The company's market-leading brands are focused on 30 industries and include 113 trade magazines, 145 Web sites, 150 industry trade shows and conferences, and more than 500 information data products. Headquartered in New York City, the privately held company is owned by MidOcean Partners and U.S. Equity Partners II, an investment fund sponsored by Wasserstein & Co., LP, and its co-investors. For additional information on the company and its businesses, visit www.penton.com.

###