

KEEP STUDENTS ON CAMPUS WITH THE BRANDS THEY KNOW AND TRUST



Conagra Foodservice is home to a portfolio of products that C&U operators can utilize across all campus menus.

With 90% of college and university foodservice operators saying that student feedback plays a large role in their decision process,¹ it's critical to stay on top of the flavors, formats and services that today's students are looking for.

- ✓ Dining locations specific to dietary restrictions, i.e. food allergies and meatless meals
- ✓ Flexibility, customization and delivery options, rather than set mealtimes and pre-made dishes
- ✓ Authentic global flavors in exciting formats

KEY TRENDS



PLANT-BASED OPTIONS

Even though only 5% identify as vegan and 7% as vegetarian, almost half of college students say they're limiting their consumption of meat.

47%

of students are limiting their meat consumption.²

48%

of consumers say that plant-based foods can be just as satisfying as animal proteins and products.³



AUTHENTIC ETHNIC

About half of students consider themselves "foodies," willing and eager to give new flavors and cuisines a try. Many C&U foodservice operators are now serving authentic fare inspired by Indian, Korean, Moroccan and Peruvian cuisines.

86%

of operators say students are increasingly requesting more ethnic food and beverages on campus.⁴



GRAB-AND-GO/C-STORE

For busy students, convenience is key. Having the ability to grab delicious, satisfying meals and snacks in between classes can keep students on campus and away from off-site QSRs.

31%

of operators say sales are increasing at grab-and-go kiosks.⁵

46%

of the time, students take their meals to go.⁶

TRENDS IN ACTION: FEATURED RECIPES

Products from Conagra Foodservice make it easy to create menu items that reflect the trends we're seeing in C&U foodservice. Here are some recipe ideas that add signature flair to your offerings.



GARDEIN™ CHICK'N COCONUT CURRY

Sweet, savory and tangy flavors combine in this hearty plant-based entrée. Stir-fry **Gardein™ Teriyaki Chick'n Strips** with garlic, ginger, curry paste, coconut milk and broccoli. Serve over a bed of rice with a drizzle of lime juice and cilantro garnish.

GARDEIN™ KOREAN BEEFLESS TIPS RICE BOWL

Korean cuisine has inspired menu innovation across the country, and this *galbi*-inspired dish is no exception! Sauté **Gardein™ Beefless Tips** with a medley of onion, carrot, zucchini and spinach in a sticky-sweet soy, sesame oil, ginger, garlic and brown sugar sauce. Serve the stir-fry over steamed rice and top with toasted sesame seeds.



SPANISH CHORIZO AREPAS

Bring global flavors to your breakfast offerings by griddling corn arepas on a flat-top grill prepped with **PAM® Extra Virgin Olive Oil Cooking Spray**. Top each arepa with scrambled eggs, sliced avocado, queso blanco and chorizo that's been sautéed in **Angela Mia® Diced Tomatoes in Juice**.

BRANDED SOLUTIONS FOR THE COLLEGE AND UNIVERSITY CHANNEL



A delicious blend of ancient grains, veggies and other Non-GMO Project Verified ingredients that deliver real meat taste and texture



Premium smoked sausages and brisket strip snacks available in on-trend flavors



The #1 dedicated gluten free brand,⁷ providing exceptional products without sacrificing taste, texture or quality



Delicious seeds that meet students' needs for quality, convenience, portability, nutrition and variety



Authentic maple-tasting syrup with no high fructose corn syrup



A full portfolio of front- and back-of-house options, including 100% natural ketchup with no high fructose corn syrup



America's #1 cooking spray,⁸ delivering the performance foodservice operators demand



Mustards that add zesty flavor to sandwiches, with unique and on-trend varieties available



Premium, Non-GMO Project Verified tomatoes and sauces available in a variety of formats and flavors, including organic and fire roasted



Franks made with 100% kosher beef, for exceptional taste and quality



Meat sticks and jerky with the famous snap and spicy kick that students can't resist



Hugely flavorful popcorn made with real, simple ingredients—bringing the fun to everyday snacking



^{1,2,5} Datassential, "FoodBytes: Get a Sneak Peek at College & University Dining," July 2019.

³ Datassential, "SNAP! Keynote: Plant-based Eating," March 2018.

⁴ IFMA, "Webinar: Trends in the College & University Segment," September 2019.

⁶ Technomic, "Noncommercial 2022: Outlook and Opportunities," January 2018.

⁷ IRI MULO data, last 52 weeks ending 6/23/19

⁸ IRI Liquid Data, Latest 52 Week Pd Ending 10-20-19, Total US - Multi Outlet



For product information, insights and solutions for the college and university channel, please visit conagrafoodservice.com or call 1.800.357.6543.

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