

2024 Food Services RFP
Addenda #6 re: Questions/Answers

1	How much of the student meal plan dollars are currently used with off campus partners?
	Approx. \$11,000 annually.
2	What challenges is King’s currently experiencing that you are trying to resolve? What is not working for you today?
	<p>There is room for improvement in the quality aspect as we are seeking a food service provider who consistently provides freshly prepared meals, with a focus on high-quality ingredients, and meals that are thoughtfully crafted with diversity and dietary challenges in mind.</p> <p>Price point is an issue in that people are seeing the cost as prohibitive or too high for the food quality. This applies to all food services including cafeteria, catering and vending services. We understand that high quality suggests higher costs, but having a budget friendly option available for each of these categories would be important.</p> <p>We need a new marketing strategy to inform our consumers to use food services. Need to think about the whole campus just not residence as there is a potentially untapped market for optional meal plan consumers.</p>
3	If you were to make a move to a new service provider, what three or four things are critical to see in place? What are the things that must be in place in order for you to make this move?
	<p>Quality/diverse food selection</p> <p>Price point for all services (meal plans, catering, vending).</p> <p>Overall dining experience including after-hours options.</p> <p>Would like to see improvement in customer relations in-line with new Strategic plan (see here - https://www.kings.uwo.ca/about-kings/office-of-the-president/strategic-planning/).</p> <p>Students are seeking hours of operation that meet their daily needs – often later hours. Residents in particular are seeking longer hours and more open stations during these hours.</p>