

DESTINATION DINING

"Fordham's bridge from the past to the future"

FORDHAM UNIVERSITY

OVERVIEW

What's Happening

Rose Hill's residential dining hall, The Marketplace, is being transformed into a state-of-the-art, world class university dining facility.

Objective:

Destination Dining to offer even more options and excitement than the dining program in place currently.

Project Timeline

Fall 2023- Summer 2024

Details

Summer 2023

- We will use the time leading up to move in to build excitement and push out information about the new programming and concepts.

September 2023

- The Marketplace will open briefly at the beginning of Fall 2023 with the current dining program.
- First-year students will have fall orientation to get comfortable with their routine at Rose Hill.
- Following orientation, returning students will have the opening of the semester to get acclimated.

October 2023

- The bridge to the future, Destination Dining begins!





8 New Destination Dining Locations

Upon the start of Destination Dining, the number of dining options will nearly double on the Rose Hill campus, increasing from eight to fourteen sites that students can visit for a variety of different concepts.

Destination Dining's 8 new locations for Rose Hill:

1. McShane Campus Center 2nd Floor Ballroom: All-You Care-To-Eat Dining Hub #1
2. Bepler Commons: All-You Care-To-Eat Dining Hub #2
3. Dagger John's Pub: New Retail Concept Added!
4. Full-Service Food Truck
5. Electric Mobile Kitchen #1: Coffee/Vending
6. Electric Mobile Kitchen #2: Coffee/Vending
7. Pop-Up Push Cart
8. New! Grab N Go Retail Store - McShane Campus Center, 1st floor

MCSHANE CENTER UPSTAIRS BALLROOM

- The McShane Center upstairs ballroom will function as the new main all-you-care-to-eat Marketplace hub.
- The space will feature food offerings similar to existing Marketplace concepts.
- 250 seats

Stations Defined:

Hot Stations

Station One: Piazza (Pizza)/ Specialty (Pasta)

Station Two: Grill (Burgers, Grilled Chicken, Hot Dogs, etc.)/ Global Exchange (International Cuisine)

Station Three: True Balance (Top 9 Allergen Friendly Station with Entrees & Sides)/ Root (Vegan Station with Entrees & Sides)

Cold Stations

Station One: Salad Bar/Condiments

Station Two: Variety of Cereals/ Yogurt /Toppings/ Fresh Cut Fruit

Station Three: Waffle Bar/ Beverages

Station Four: Bakery/ Desserts/Ice Cream

*Additional beverages will be located in the Student Lounge seating area

MCSHANE CENTER UPSTAIRS BALLROOM

Serving/Cutlery

We will fully utilize disposables allowing students the option to either dine in or take out.

Seating

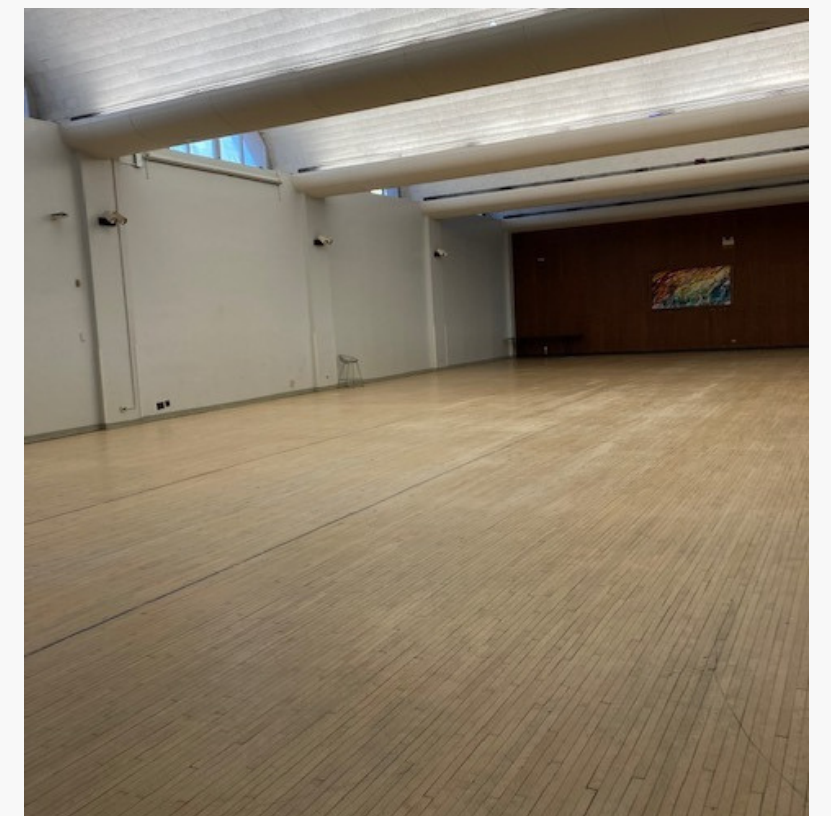
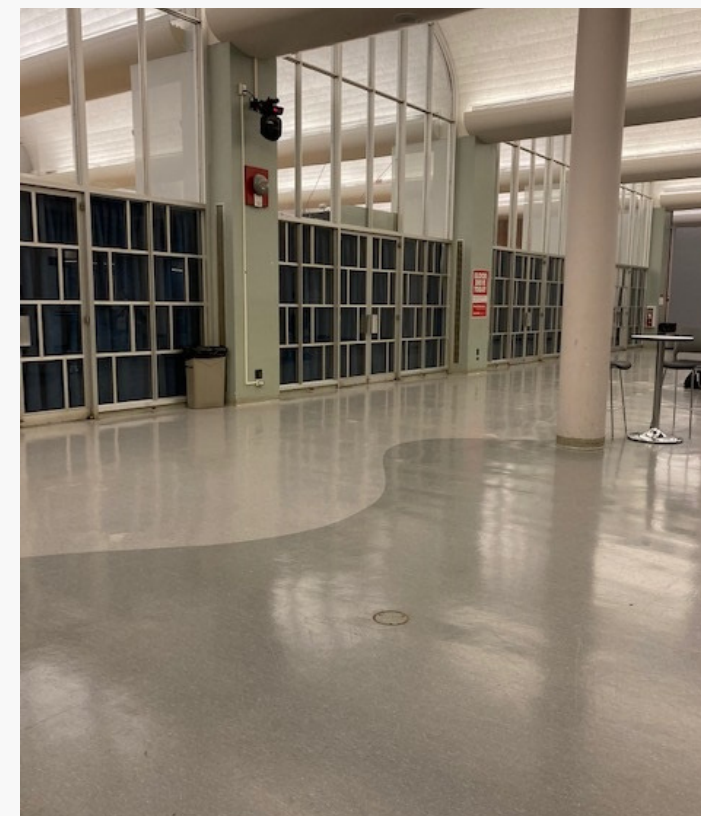
A variety of seating from The Marketplace will be moved to the outer ballroom area.- 250 Seats

Swipe Counter/Help Desk

The check-in counter & meal plan help desk will be brought in from The Marketplace.

Tenders Accepted

Meal swipes, declining balance, cash, credit and debit.



MCSHANE CENTER UPSTAIRS BALLROOM

To elevate the student experience, we will expand our marketing programming to the ballroom. The events historically taking place in The Marketplace will be moved upstairs, infusing a sense of excitement and engagement in the program.

Frequency

Pop-ups, events and specials will be hosted several times a month in this space.

Theme Events

These fun and exciting events will also provide a unique full meal solution in exchange for a swipe (meal plan holders) or door rate charge (non-meal plan holders).

Theme Event Examples: Chef Demos, National Food Holidays, Cooking Classes, Holiday Specials, Cookie Decorating, Y2K Lunch, Mardi Gras Celebration, Carnival, Paris Evening Cafe etc.

Tenders Accepted

Meal swipes, declining balance, cash, credit and debit.

Partnerships

We will continue to work with campus clubs, organizations and departments for cohosted events to not only boost student engagement but to strengthen on-campus relationships within the Fordham community.



BEPLER COMMONS

Bepler Commons will be converted into a second all-you-care-to-eat residential dining hub featuring additional stations from the Marketplace. Signage and display screens would be added to this space.

We intend to deliver customizable options while accommodating the high-volume experienced at these stations. Bepler allows us to provide additional seating for those students who prefer to dine in.

Stations Defined:

Hot Stations

Station One: Revolve (Made-to-order omelets daily) / (Made-to-order stir-fry and pasta options during dinner)

Station Two: Piazza (Pizza)/ Specialty (Pasta)

Station Three: The Grill (Chicken, burgers, hot dogs, fries, etc.) (Vegan options included)

Station Four: True Balance (Top 9 Allergen Friendly Station with Entrees & Sides)/ Root (Vegan Station with Entrees & Sides)

Cold Stations

Station One: Salad Bar/Condiments

Station Two: Variety of Cereals/ Yogurt /Toppings/ Fresh Cut Fruit

Station Three: Waffle Bar/ Beverages

Station Four: Bakery/ Desserts/Ice Cream

BEPLER

Location Access

Access through the Loyola porch and into the Bepler lobby. A swipe in desk will be added to the lobby entrance.

Tenders Accepted

Accepts all meal plans (Meal swipes & declining balance dollars),cash, credit & debit cards

Service Types

China, disposable and take-out service

Seating Capacity

250 seats (Indoor and outdoor with heated/lighted tents)



DAGGER JOHN'S

Main Retail Area

The three retail concepts will remain active, including BonMi, Saiko Sushi & Poke and Bubble Tea.

Pub Area

We will add another brand new retail concept to the current pub area to expand options on campus.

New Concept: New York style bagel shop

The menu will include various bagels, spreads, toppings and sandwiches.

Drinks would consist of fresh smoothies, coffee and juices.

Station Configuration

The station will incorporate the use of the existing bar area. The pub will additionally support game day activities and events.

Mobile Ordering

We plan to set up Grubhub for this new concept, similar to other retail locations across campus.

Tenders Accepted

Meal exchange, declining balance, cash, credit and debit.

Seating Capacity

Dagger John's Pub: 100



MOBILE KITCHENS, FOOD TRUCKS & SOLUTIONS

3 Mobile Dining Solutions

- (1) Mobile Full Service Food truck: Rotating Concepts
- (2) Electric Mobile Kitchen: Coffee/ Beverages / Grab & Go Items
- Pop-Up Push Cart

BONUS!! These will stay for future years' use for the dining program, sports concessions, catering and events.

Potential Locations

These mobile trucks will allow us to shift locations around based on traffic and preferred areas.

Potential on-campus locations include:

- Cosi
- Keating Circle
- Football Field

Tenders Accepted

Meal exchange, declining balance, cash, credit and debit.



GRAB N GO RETAIL STORE

Open in June 2023. The store is located on the 1st floor of the McShane Campus Center (next to the Marketplace).

- Open during full operating hours of the McShane Center
- Complete Meal Solutions Available – ex. Ramen Noodle Bowls, Salad Jars
- Snacks: Performance Fuel, Gluten Free, Dietary Restricted, Organic, & More
- Beverages
- Vendor: BKG Coffee Roasters – Fresh Coffee
- Vendor: Sambazon Acai Bowls & Smoothies

Seating is available outside the store in the new building addition and in the new Arcade between the Campus Center and The Gym.

TENT COVERAGE/OUTDOOR SEATING

To build on seating options, we plan to have tented coverage in locations that usually experience heavy foot traffic that would benefit from additional seating.

Tent Locations & Capacities:

Starbucks: 80 Outdoor Capacity

Cosi: 208 Outdoor Capacity

Bepler: 192 Outdoor Capacity

Tents will have seating, lighting and heating





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