



## **GOFRESH CAFÉ**

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## **SUMMARY**

Research has shown that students are able to learn better when they're well nourished, and eating healthy meals has been linked to higher grades, better memory and alertness, and faster information processing. GoFresh Café at College of the Canyons will be Grab N' Go Café where students, faculty and staff can choose from healthy packaged meals or healthy drink options, pay, and go about their day. Serving a variety of healthy food and drink options such as smoothies, natural juices, bowls, salads and small bites at an affordable price! Many of us are on the go, no better place than to have access to healthy quality food options. Our student ran Café would train our student's first hand, on how it is like to run a café, from customer service, food preparations and the financial aspects. All of the profits would assist the culinary program on campus. A win win for all!

## RESEARCH

### MARKET OPPORTUNITY

As an initial stage of the planning process – a student survey should be created to address the needs and wants of the students in terms of healthier food options. (APPENDIX A)

Grab and Go is a market sector that used to consist of packaged and microwavable options, now includes fresh sandwiched, salads, sushi and plant-based options due to consumer demand for interesting and healthful options (From The Future of Food – (<https://futureoffood.winsightmedia.com>) – Grab-and-Go’s Growth Curve). Grabbing and Going is a food trend that isn’t going anywhere but up. An annual growth rate of 10.4 percent between 2006 and 2014 launches the supermarket fresh prepared foods segment into the food industry’s group of highest performing subdivisions. It isn’t just in supermarkets, but also in educational institutions that there is a need being addressed by adding grab-and-go options to take advantage of an unprecedented rise in impulse-driven food sales (from <https://www.thenafemshow.org/news-and-insights/trend-watch-whats-new-grab-go/>).

It makes sense – College of the Canyons is a hive of quick, high-intensity customer movement, and there are a variety of possible successful locations on the Valencia or Canyon Country campuses.

### LESS TIME TO COOK – LESS TIME TO EAT

“The top triggers that prompt consumers to purchase grab-and-go items include more options, less time to cook, higher quality offerings, less time to dine and improvements in –grab-and-go packaging.” These food options are becoming a part of the consumers routine, as long as the lines move quickly, the options are constantly restocked (from <https://www.thenafemshow.org/news-and-insights/trend-watch-whats-new-grab-go/>).

### HEALTHY VS. CRAVEABLE COMFORT

There needs to be an eye to trends, but also to keeping an eye on new protein options, for forms of familiar staples and consumers’ desire to indulge and eat right. While better-for-you options are the future of grab-and-go, data suggests there will always be an appetite for “craveable” or indulgent items. In 2019 30% of consumers said they visited a convenience store to purchase an indulgent food item – the highest of any reason, according to Consumer Brand Metrics, a foodservice tracking program from Technomic, Chicago. The need for craveability outpaced needing an item to go (24%) and needing a healthy option (10%). (From The Future of Food – (<https://futureoffood.winsightmedia.com>) – Grab-and-Go’s Growth Curve).

As mentioned, that food trends change quickly – it seems that those food items that you loved when you were 12 years old are always a welcome and comforting option...especially in busy times.

### NOT JUST SWEET – BUT GLOBALLY DIVERSE SAVORY FLAVORS

Savory snacking – and snack kits – global flavors – in the US specifically consumers replace meals with snacks – snack size products are well suited for the on-the-go and busy students  
Classic flavors – garlic, onion, salt and pepper, buffalo, cheddar cheese, ranch, and barbeque and may have added claims as cracked, roasted, toasted, slow-cooked or fried to add a depth of flavor.

Authentic global flavors – US consumers have become familiar with global cuisines from Mediterranean to Mexican and Moroccan, authenticity has become central to the conversations about flavor. Consumers want to understand the story behind the food or the flavor with relates back to storytelling – region specific global flavors: West Africa, Japan, Middle East, Mexico, Korean.

#### ECO-FRIENDLY PACKAGING & SAFETY IN POST-COVID ENVIRONMENT

Other trends include accessibility – packaging – there needs to be a happy medium between being able to see the food and the packaging being compostable, also keeping compliant with whatever the post-COVID-19 world requires to keep people safe and healthy.

Another important trend is the importance of innovation, meaningfulness, clean labeling and social responsibility (from Kalsec.com/food-trends-2020/).

#### MEALS WITH A MESSAGE

Connecting with Consumers – consumers want to know where their food came from, how it was raised, or grown, whether the product and the company are sustainable and believe that there is a good story behind it. For food “companies” they must connect with the consumer and not just tell the story, but tell the story well – using events, data and technology ad campaigns, store signage and package claims to catch consumers attention.

Young people are driving food trends to meet their personal values and morals.

Plant-based proteins – consumer interest is now looking to cleaner labels, less processed products and “free from” options. Some consumers are cutting back on meat and animal products and looking for replacement, plant-based foods as they better understand environmental impact.

## FINANCIAL PLAN

#### GOFRESH CAFÉ FINANCIAL PHILOSOPHY

The financial goal for GoFresh Café at College of the Canyons will be to create a self-sustaining model in which the revenue produced through the sale of Café food will pay for staffing/personnel, food/supply inventory, other associated business costs, and funds for meal vouchers/gift cards to be distributed to students who use the BaNC.

The model will be “grab-and-go” in which meals are pre-prepared and pre-packaged for quick service. Culinary students in the iCue and/or students working in the Café will prepare the meals according to the Café’s healthy approach.

The intention is *not* to compete with other food options on either campus (Coffee Kiosk, cafeteria, vending machines), but instead provide a unique alternative that focuses on

unprocessed, nutrient-dense meals sold at price point that will be reasonable for a student on a limited budget. College staff will also benefit from the Café's offerings.

Providing this additional option on the campus(es) will decrease the likelihood of students leaving campus to purchase food, and instead keep them on campus to build community and take advantage of other College resources.

Initial Phase (Year Zero/Planning Year)

Funding will be secured through grants, e.g.: USDA...

The costs below are average estimates.

#### FIXED COSTS

Initial funding needed, a minimum \$75,000 in planning year for start-up costs, not including personnel

- \$12,500 – The Dual EzKiosk<sup>1</sup>
- \$10,000 – Remodeling/Construction for Kiosk location
- \$50,000 (equipment & supplies)

#### ANNUAL/VARIABLE COSTS

Implementation Phase – Opening (Year One, Fall to Spring)

\$221,200 Total Annual Budget for 25,600 meals in a year (800 meals per week x 32 weeks). We would need to charge at least \$8.65 per person to break even on this budget.

- \$19,200<sup>2</sup> - Student Workers (2 students, 4 hours/day, 5 days/week, ~16 weeks during Fall & Spring semesters)
- \$17,600 – Short Term Employee per year (\$20/hour, 25 hours/week, 32 weeks + benefits (10%) – short-term employee to oversee initial phase)
- \$20,800 Total for year (Cost for one week= \$650 – Food container, 30 oz., biodegradable base w/recyclable lid - \$162.55/case, 4 cases, 1,000 total and there are 32 weeks in the operation)
- \$153,600- Cost of Ingredients for initial menus estimate (based on discussion with the Culinary Arts department chair of having items cost maybe \$6/unit or person for a meal; this is \$6 x 200 meals/day x 4 days per week x 32 weeks for fall and spring semester).
- \$10,000 - Cost of Estimated Supplies (napkins, plastic flatware, cleaning supplies, condiments)

Expected revenues company will generate (depends on what we charge students and how many meals would be sold; survey to gauge interest is required). If we charged (\$9.00 per meal on average, we would generate a small mark up)

- Drinks have not been calculated into this total yet. We could sell bottled drinks and water that could be a revenue generator (maybe a 100 percent markup over cost).

Risks Associated with the GoFresh Café:

- Existing food vendor agreements on campus + competition
- Unclear whether there will be a reliable customer base with the current unknowns related to COVID-19
- Budget for a classified personnel person to oversee Café operations and manage student workers

- Initial funding (grants) may not come through, and given the budget reality, it's unlikely there will be institutional funds to support
- Competition from other food sources on campus (cafeteria, bookstore, coffee kiosk, vending machines)
- The average student food budget per day is too low to support the Café's sustainability; this could be offset if employees regularly patronized the Café

## SWOT ANALYSIS

### STRENGTHS – WEAKNESSES – OPPORTUNITIES - THREATS

The following list of Strengths, Weaknesses, Opportunities and Threats for the GoFresh project is listed below. This exercise documents a thoughtful process of the benefits to success and the obstacles to overcome in the implementation of this project.

#### STRENGTHS

- Connecting the drive to provide food for the students at College of the Canyons with a humanitarian mission of serving the food insecure
- Possible connection to a class or series of classes through student development, Workforce development, Internships, Entrepreneurship, Business School offerings.
- Utilize Federal Work-study programs
- Providing students with healthier options
- Keeps students on campus vs. leaving and returning to campus for class
- Goal is to be self-sustaining
- Not a new Concept – other community colleges have thriving student-run food service
  - American River College
  - City College of San Francisco
  - Cypress College
  - Lake County Campus – Woodland Community College
  - Mercer County College
  - Mission College
  - Lake County Campus – Woodland Community College
- Only Half of the learning is about food – there is so much to learn about the business of food services.
- Potentially provide opportunities for staff as well to have healthier quick options for food.
- Canyon Country Campus (growth)
- COC has a Culinary Arts Program to help support this
- Future planned for remodeling of student center at Valencia Campus may create an opportunity for this
- Need for a better option for students currently for what is being offered right now

## WEAKNESSES

- Funding –
- Start-up funds – as well as on-going funding to get to a stable business.
- Grant funding is not a good on-going source
- Business Services –
- Other Vendor contracts on campus – may have do not compete clauses
- Accepting only cash has been a challenge – (perhaps is resolved.)
- Is there Education Code red tape as well?
- COVID-19 – creates future uncertainty and will limit when, where and how students return to campus – perhaps the demand for additional food options will be eliminated
- Health and Safety vs eco-friendly

## OPPORTUNITIES –

- No current option for food on Canyon Country Campus other than vending machines
- Entrepreneurship Program
- Potential SBDC partnership
- Economic Development partnership
- Business School partnership
- Setting up a ghost kitchen with the ICUE
- Locating inside the new Student Center

## THREATS

- Funding is not certain or easy – startup and sustaining
- Student eating habits bounce on both sides of healthy and conscious and craveable low-nutrient-rich foods –
- Easy to go off campus for a variety of food options at various price points.

## **BUILDING OUT THE CAFÉ**

### LOCATION

Multiple opportunities for location – outside ICUE, inside the NEW Student Center, on Canyon Country Campus – each would be welcome.

### BUILDING

Go Fresh Café would be a grab and go place with a fresh look of modern meets healthy. Featuring new and innovative ways to serve food and provide service while abiding health regulations and guidelines of our new norm. Examples of what it may look like provided. (APPENDIX B)

### MENU PLAN

The Go Fresh menu will cater to the student looking for fresh grab-and-go items made with healthy, high quality ingredients including veggie wraps, premade salads with fresh ingredients, fruit and veggie smoothies with plant based protein and whole grain breakfast bowls made with

quinoa and whole rolled oats. Our healthy options also include alternative milk and protein choices. Our grab-and-go items are perfect for all students whether carnivore, vegetarian or vegan. (APPENDIX C)

#### OPENING CAFE

Media opportunities ranging from student brand ambassadors and student influencers to out-of-home displays, digital strategies, student-targeted email, college newspaper advertising, campus event marketing.

- Via the COC Culinary Arts Facebook Page
- On campus television broadcast
- Grand Opening Flyer
- Instagram page: [www.instagram.com/gofreshcafe/](http://www.instagram.com/gofreshcafe/)
  - (APPENDIX D)

## APPENDIXES

### Appendix A

#### Survey

As an initial stage of the planning process – a student survey should be created to address the needs and wants of the students in terms of healthier food options.

Survey of Students – possible questions but not limited to:

- Are you satisfied with the current food options on Campus?
- Would you purchase food on campus more often if healthier options existed?
- How often do you purchase food on campus?
- How often do leave campus to purchase food only to return to campus?
- Is vegetarian food important? Would you buy?
- Is vegan food important? Would you buy if available?
- Is allergy sensitive food important? Would you buy if available?
- Are you satisfied with the options at the cafeteria? Coffee kiosk? Bookstore? Icue?
- Are you in support of increasing or expanding the local, healthy and sustainable food options on campus?
- What is the price range that you typically spend for breakfast/lunch on campus?

### Appendix B

#### Building



Images: Jamba Juice Mockup Store



Appendix C  
Menu

# Go Fresh

## Sample Menu

### Fruit & Veggie Smoothies & Bowls

#### Berry Banana Smoothie

Strawberries

Blueberries

Banana

Spinach

Plant-based Vanilla Protein Powder

Choice of milk/milk alternative

#### Ultimate Green Smoothie

Spinach

Cucumber

Green Apple

Celery

Avocado

Kiwi

Coconut Water

#### Acai Berry Bowl

Acai

Greek Yogurt

Mixed Berry Blend

Topped with sliced berries, bananas, chia seeds and dark chocolate & coconut shavings

#### Almond Berry Oatmeal

Old Fashioned oats

Chia Seeds

Topped with almond butter, sliced almonds, blueberries and strawberries

### Sandwiches, Wraps & Salads

#### Chicken Pasta Salad on greens

Grilled Chicken Breast

Penne Pasta w/ marinara

Grape tomatoes

Hard-boiled eggs

Mixed Salad greens

Choice of Salad Dressing

Turkey Sandwich Deli Wrap

Sliced Turkey Breast

Swiss Cheese

Lettuce

Tomato

Whole Wheat Tortilla

Choice of Salad Dressing

Mediterranean Salad Bowl

Tri Colored Quinoa

Cucumber

Kalamata Olives

Grape tomatoes

Chick Peas

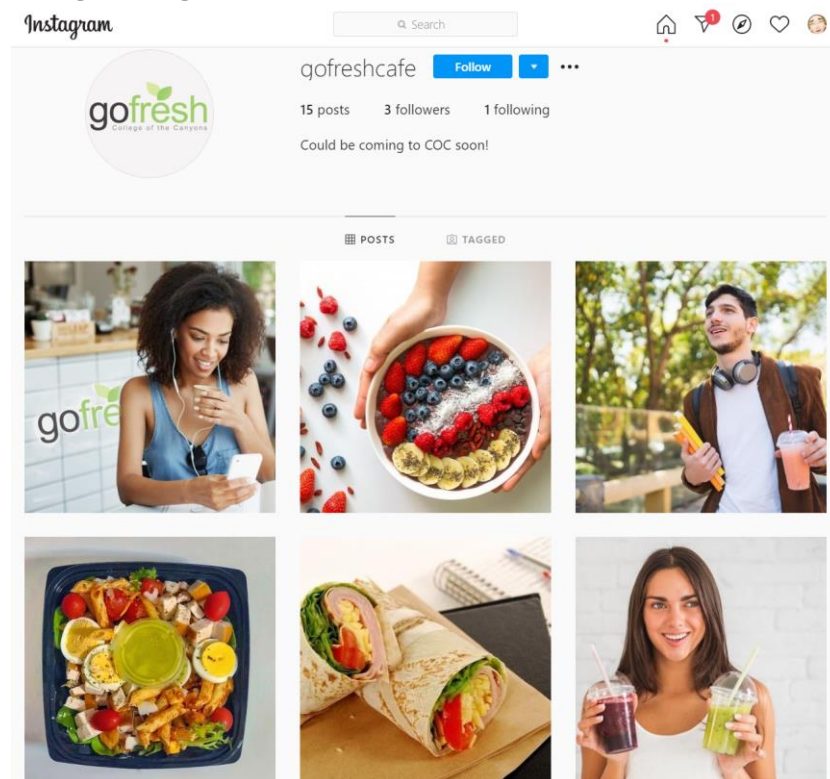
Hummus

Tzatziki Sauce

Bed of Italian Parsley & Romaine Lettuce

**Appendix D**

Instagram Page



[www.instagram.com/gofreshcafe/](https://www.instagram.com/gofreshcafe/)