



Well, we are winding down another year that has had its ups and downs with membership numbers, shortened semesters and lengthened vacations. I know that we all are hoping for a somewhat “new” normal for Fall 2021. The good news is that many Universities and Colleges are seeing increased freshman enrollment applications for Fall 2021 that are trending more to 2019 numbers.

The online classes and other coronavirus pandemic-induced practices have altered the college dining landscape, at least temporarily. The challenge for chapter meal plans, (i.e. food service) is to maintain the quality, remain competitive and enhance the brotherhood experience. While we expect some of the restrictions from this past year to loosen up, especially as more schools are coming out with full in person classes, football season full steam ahead – we may still see the University or Health Departments look at Greek Life with a different lens.

So with challenges you may be struggling with on food quality, employee inconsistency and employee management, we can help with that – **please just reach out to me and I can get you a quote or talk through any questions you may have.** In being competitive with your meal pricing and making a profit off your kitchen/meal plan (YES this should be happening), the best thing to do is to compare your plan to your University plan and price accordingly. This method also works when looking at room rates too. Remember to add into your meal plan pricing structure those purchase order items (i.e. to go boxes, styro cups, etc.) and repair & maintenance on kitchen equipment, etc.

The final piece that everyone struggled with this year is the brotherhood experience which food plays a major role and either didn't happen this year or was limited to a few live in brothers. The brotherhood experience will be big this fall, as many of you have new brothers that haven't been in your chapter house or have a very limited view of the chapter house. Some ideas for this fall may include:

- Welcome home BBQ
- Tailgate for a Fall event
- Recruitment event for potential new members
- Parent's Weekend – it is always good to let the parent's see what their son is eating or experiencing
- Tie into school calendar events
- And finally communicate with the chef and plan a great event for the brothers!

We are looking forward to this fall and working with all of you. We want you to all know that we are here to support the Phi Gamma Delta chapter houses and make the experience with meals, the very best it can be. Looking forward to a very busy fall and positive steps forward.

If you have questions about your kitchen and the current COVID restrictions feel free to contact Upper Crust Food Service at the information below. If you are interested in receiving a quote about food service for this upcoming Fall 2021, please reach out to Shana Smith at the contact information below, Shana is available via Zoom or phone.

If you want food service COVID-19 information, **please visit our website for more of our COVID-19 resources,** <https://www.uppercrustfoodservice.com/COVID/>.

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Upper Crust Food Service is the preferred food service provider of 1848 Properties and Phi Gamma Delta. For more information and a no obligation proposal visit [www.uppercrustfoodservice.com/phi-gamma-delta/](http://www.uppercrustfoodservice.com/phi-gamma-delta/) or email Shana Smith, Director of Strategic Partnerships at [shana@uppercrustfoodservice.com](mailto:shana@uppercrustfoodservice.com).