

CAMPUS
RESTAURANT

'Berg Focus

Welcome to a New Level of Dining



Fall 2010

Creating a Future Distinct from the Past



Necessity may be the mother of invention, but after 62 years of providing dining service to the Muhlenberg campus community, our focus was on the challenge of “re-invention.” How do we go about re-inventing the Muhlenberg dining experience into something new and exciting while preserving the strong campus ethos of community that distinguishes this college? How do we create a future distinct from the past?

First and foremost, we talked to many of you, the students that we serve every day. We wanted to make sure that we understood what worked, what you loved, and what you thought needed to be improved. We then enlisted all of the creative resources that we have within Sodexo to dream big and envision what a dynamic dining program within a state-of-the-art renovation would look like. With a team of local, regional and national chefs, marketing experts, and key executives, we set out to develop a vision that we hope will represent the most innovative dining program in the country.

Without question, the emphasis is on the food. Fresh ingredients of the highest quality prepared simply to enhance the flavors of each dish. Sodexo is committed to increasing opportunities for local farmers and producers. As a large company, we seek to make a positive impact on the food service industry by changing our purchasing practices and, ultimately, the way the supply chain works. As a local foods advocate and activist, Director of Culinary Operations Jon Middleton will continue to expand the quality and quantity of local goods offered at Muhlenberg College.

While the food may be at center stage, our dining service team is the crucial supporting cast. Customer service is at the core of our company's culture and we will bring you our best on a daily basis. General Manager John Pasquarello sets the standard and the example for all of our employees with a positive approach that embodies our service spirit. His philosophy is underscored with comprehensive training to reinforce the importance of service and the art of hospitality for every member of our team.

Finally, to be part of a partnership that has endured for over six decades is an extraordinary honor. While we have great respect for the past and its traditions, we are most excited about what Muhlenberg College and Sodexo can accomplish for the future.



Welcome to Muhlenberg's Premier Campus Restaurant!

By Glenn Gerchman, Director of Seegers Union and Campus Events

Over the course of the past eighteen months, Muhlenberg has embarked on a series of assessments and changes that have created the perfect storm in terms of a unique and state of the art dining experience; all deliberately focused on supporting Muhlenberg's strong sense of community.

Efforts have been under way to bring balance to the dining program and meet (or exceed) expectations resulting in execution of a new dining program development of a new meal plan program to meet student lifestyles maximizing access to the Campus Restaurant.

Concurrently, through an extensive design-development phase in which input and involvement of many students, a number of college stakeholders, consultants, architects and our culinary team, we created a facility that enables these new programs and expectations to be accommodated in style.

The Heart of the House

The facility was designed from the back or "Heart of the House" forward. The college invested in the development of an extremely efficient dock area, catering and production kitchens, as well as refrigeration and food storage to enable a focus of resources in the Food Gallery that offers transparency, convenience and service in a bright, new functional facility.



Food Platforms

Food platforms, eight in total, have been designed to offer something for everyone. We no longer inadvertently segregate customers by their dietary restrictions. Instead, we have integrated Gluten friendly, Vegan and Vegetarian options into several menus at each platform, for each meal, offering increased variety. Even the Wildfire Grille has independent griddles, grills and fryers, with color coded utensils to maintain separate preparation of meat and vegan/vegetarian menus.

Kosher Experience

Gaining national interest, we have designed kosher meat and dairy platforms with two complete independent kitchens that operate concurrently and are open to the entire campus community, right within the Food Gallery.

Style of Service

Our chef-attended platforms offer two types of service; if you are in a hurry, feel free to take advantage of several core and specialty menu items prepared "just in time". If you have a few extra minutes, feel free to have one of our culinary staff prepare something to order. This is particularly helpful if you have dietary restrictions, as there will be staff at nearly every platform to assist you in meeting your dietary needs. While it may require a little extra time, it certainly supports our objective of a true restaurant style experience. Our platforms also offer a complete meal with each platform. Feel like Italian tonight? Stop by Mangia Mangia and enjoy an antipasto side salad, a ceramic dish baked ziti and finish it off with a cannoli, hand filled right there!

We have upgraded to full size dinner napkins that are 100% recycled and designed multiple beverage and dessert centers through-out the Food Gallery, Dining Room and Mezzanine, for the convenience of



our customers. We still offer trays (that actually fit on all tables) in our facility, however, due to the scale of our dining room and the considerable flight of steps to the Mezzanine, we promote "Think Before You Tray" suggesting that you take a tray only if you need it, based on your meal selection.

The Dining Room

Beautiful hardwood tables with comfortable wooden chairs that have the college seal proudly engraved were selected by our community last year. Soft furniture in front of a handsome and inviting fireplace can be seen upon entering the front doors of Seegers at the other end of the building.

There are spectacular views through two story windows from both the main floor of the dining room and the Mezzanine. There is a terrace that overlooks Brown Mall that will be available for our customers seasonally. It is an incredible, upscale dining experience, designed with the input of our students and driven by how our students choose to dine and how they utilize Seegers Union. Just as students from the early 60's had direct impact on the original design of Seegers Union, I look forward to sharing the result of our collective efforts today in support of generations of students to come.

The Story of the "Muhlenberg Time-Warp"

By Glenn Gerchman, Director of Seegers Union and Campus Events

Several years ago we began serious discussions with students on what the expansion and renovation of Seegers Union and a new dining facility could offer and might look like. This discussion evolved into a comparison between speed of service in the General's Quarters (GQ), our retail food court, and the Garden Room, the beloved board-plan dining room. A particular student noted that it was much faster to go through the GQ than to end up in the Garden Room. I was perplexed. For years we have combated long, long lines in the GQ, particularly at lunch. While in the Garden Room one may have encountered lines, however they move fairly quickly as a result of service. When I pressed the student to explain, he said, "Glenn, you don't understand. When we go through the line in the GQ, while it may take time, we get our meal and we go, off to class or a meeting or to catch a professor. When we go into the Garden Room, we have that second cup of coffee, we hang out with friends and laugh, and the next time we look at our watches, one and a half to two hours has gone by – like a Time Warp!" The Muhlenberg Time Warp! That was an a-ha moment for me. I realized that as part of the design concept, we needed to capture the Muhlenberg Time Warp in this design and only enhance what is already naturally occurring around a meal in our dining room. This became the foundation of the design development process and was part of our discussion as we designed the dining facility and complementing program.



Restaurant Appeal

By Jon Middleton, Director of Culinary Operations,
Muhlenberg Dining

One culinary truism is universal: quality starts with the freshest quality ingredients. This is captured in the points of our Culinary Commitments. There's nothing more important to the Muhlenberg guest than that. This means restaurant quality foods, prepared fresh food to order at the point of service. Our program is based on that simple basic premise...

We're excited to serve you Fresh, Delicious, Restaurant style food from any one of 8 of our new venues. Fresh grilled cheese burgers and sandwiches made to order at "Wildfire Grille", Hot baked flatbreads, rolls and muffins at "Basic Kneads", Fresh Salads tossed to order at "Croutons" or fresh Kosher home cooking at the Noshery.

Food that is fresh and delicious is only the beginning. You will experience foods that are prepared before your eyes and served to you right away in a lively vibrant atmosphere. This meeting of fresh, delicious food within a true restaurant environment means dining is more than just a meal...it's the **Muhlenberg Experience.**



NOSHERY



Introducing a New Kosher Dining Experience

by Jonathan Powers, Mashgiach, Muhlenberg Dining



The Noshery is unique to Muhlenberg as it is the first integrated kosher meat and kosher dairy kitchens offered on a college campus. The Noshery resides in the Campus Restaurant, and is available to any customer. Noshery North offers kosher dairy items, and Noshery South offers kosher meat items. I supervise all of the cuisine at the Noshery from the ordering process to serving the customer. My family and I reside in the Lehigh Valley, and I look forward to becoming a member of the Muhlenberg

community! One of Muhlenberg Dining's beloved team members, Chef Sherry, who supports Hillel House for their Shabbat dinners will also be joining me at the Noshery for this exciting new program.



Nosh & Go is another option for kosher cuisine at Muhlenberg. This program offers conveniently packaged items. The General's Quarters will feature a variety of offerings including salads, sandwiches, and microwaveable entrees.

All items are prepared in the Noshery under Star-K supervision.

Our Own Student Director



Adam Neufeld, Muhlenberg Class of 2013, was nominated for Sodexo's Student Board of Directors while working as a Student Promotion Coordinator here on campus with the Muhlenberg Dining management team. He was offered the position this summer against 100 other students across the country.

The Student Board of Directors is a national team responsible for enhancing and promoting the entire campus dining experience through their ideas, feedback, and suggestions on what today's college student wants and expects. Adam will be a part of shaping the future of campus dining not only here at Muhlenberg but across the entire country! Adam is Muhlenberg's second Student Director following in the footsteps of Kim Nguyen, Class of 2007. Please join us in congratulating Adam Neufeld.

A Smooth Transition for our Customers, Priority One!

by Jesse Breidinger, Marketing Manager, Muhlenberg Dining Services

The Owner's Manual

We know that things can be a little confusing when there are big changes on campus. We want to make the process as easy as possible. We've planned to meet with the students who arrive on campus early, including SAs, RAs, and athletes. These students are great resources for helping you get familiar with the new Campus Restaurant, the Mule Express, and the new meal plans.

For students who need a quick question answered, we will have Sodexo representatives on campus throughout the first week of the Campus Restaurant opening. Our Muhlenberg Dining managers and culinary staff are always willing to discuss any topic with you.

Look for our Meal Plan Information Table at the entrance of the Campus Restaurant as well as our Concierge Desk right past the cashiers. If you need a complete run down on all the changes, We will be having short info sessions on the following dates and times in Seegers Union.

Info Sessions

Wed Sept. 1 @ 3pm & 6:15 in SU 110
Thurs. Sept. 2nd @ 12pm & 4pm in SU 108
Tues Sept. 7th @ 11:30am in SU 108

How to Maximize Your Meal Plan

Here are a few tips on how to get the most out of your meal plan:

If you have a **Platinum Membership**, use your meal swipes in the Campus Restaurant for snacks or coffee instead of digging into your Dining Dollars at retail locations. It is unlimited, right?

On a budget? Look for our **"Bang for Your Buck"** Menus and other Value Items in the GQ. These are great options when you are conscious about how much you are spending.

Create a Combo! Add a fountain beverage and a side for just \$1.59 in our retail locations. Can't beat that!

Don't want to spend all of your Dining Dollars too quickly, and in a hurry? Grab a complete meal on the go from the **Mule Express**.

Use your **Frequent Buyer Card** at Java Joe. Buy 9 and get the 10th beverage free!



There's an App for That!

Muhlenberg Dining is at the forefront of technology!. We know you need something convenient and fast to find the information you are looking for. That's why we created a Muhlenberg Dining App for your iPhone. You can access the menus for any of our locations on your way from class. You can look up hours of operation, break schedules, events, and you can even contact our management team. No more walking across campus to find out what's for lunch. We made it easy!



Available on the App Store

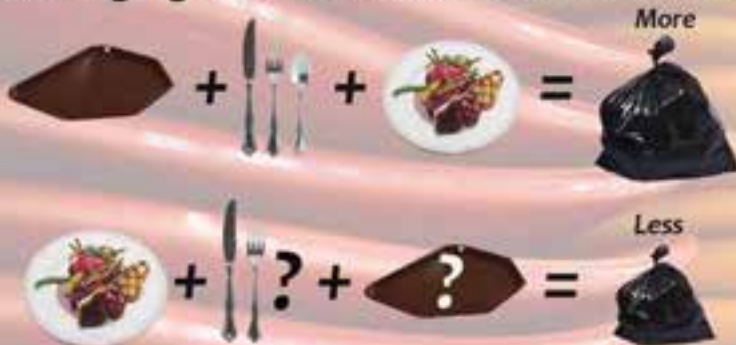


Download from the Apps Store by searching

"Berg Dining"

Think Before You Tray

Encouraging You to Make a Conscious Decision on What you Need



- ✓ Less Food is Wasted
- ✓ Less Water is Used
- ✓ Less Energy is Used

By making a conscious effort to decide what you need, when you need it, you are taking a step towards less food waste and a better environment. When a tray is not necessary and not used, data has shown that less water, food, and energy is wasted.

By making your food selection and THEN assessing if you need a fork, spoon, knife, or tray, you are making a choice based on your needs rather than an automatic process.

Coming Soon!



The Mule Express is a new location in Seegers Union offering a complete restaurant quality meal on-the-go exclusively for meal plan members! These meals are freshly prepared and packaged for your busy lifestyle. You can use your meals to swipe for an entree, sides, beverage, and a dessert! This is the best deal on campus! The Mule Express became a reality thanks in large part to a generous gift from Muhlenberg's Student Government Association and their determination in seeing this integral part of the new Seegers Union through to completion.



Nutrition Made Easy

by Susan Hurd, Regional Sodexo Dietitian



We are committed to serving fresh foods, local foods, real foods. The best nutrition comes from eating sensibly, in moderation and eating for flavor.

We will be using an indicator icon key to help guide you to your favorite vegetarian, vegan and gluten friendly foods at all 8 of our venues. There will always be vegetarian and vegan foods available at Croutons, The Noshery, Chew St. Deli, Wildfire Grille and Chef's Table on a regular basis and you'll find vegetarian, vegan and gluten friendly specials at Mangia Mangia and Magellan's.

We are increasing gluten friendly offerings by making them easier to spot while incorporating them into our menus all through the restaurant!

Stop by the Nutrition Center in the Campus Restaurant during our grand opening week to speak with me about you or your group eating well on campus. Plus, visit my table at the college's Health Fair in Seegers on Sept. 14th for food and fitness facts!

Look for the following labels when choosing options for your particular diet:

Vegetarian



Vegan



Gluten Friendly



If you need accommodation for any other dietary requirements, our chefs can work with you on a personal basis to satisfy your particular needs.

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