Vaughn Vargus, Senior Executive Chef
Jeff Palmer, Director of Dining
Zach Lowman, Dining Ambassador
Kat Marin, Communications Officer
Dave DeCaro, Director of Marketing and Communications
Today’s Menu

Egg white scramble with spinach, Swiss cheese, diced yams and grape tomatoes

Vegan hash: Diced potatoes and sweet potatoes sautéed with mushrooms, onions, brown rice and fresh herbs

Broccomole naan

Sweet potato pancakes served with apple compote and warm maple syrup

Chocolate banana overnight oats

Seasonal fruits
What is Rooted in Flavor?

This fall, UC San Diego Housing, Dining and Hospitality (HDH) launched “Rooted in Flavor,” an initiative inspired by Menus of Change, a groundbreaking movement from The Culinary Institute of America and Harvard T.H. Chan School of Public Health that promotes principles of healthy and sustainable menus.

By providing nutritious, delicious and environmentally sustainable food options, HDH aims to show that small choices make a big difference.
Why We’re Different

UC San Diego is now the third university in the UC system to adopt principles of more nutritious and sustainable menus, along with UC Riverside and UCLA.

While UC Riverside promotes specific recipes as “Seeds of Change” items, and UCLA operates the sustainably sourced “Bruin Plate” restaurant, HDH adopted Rooted in Flavor as its menu development philosophy across all locations.
The Roots of Rooted In Flavor
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Planting the Seed: Raise Awareness, Build Excitement, Generate Buzz

Spring - Launch

- Gathered student feedback at taste sessions using Qualtrics surveys (spring and summer quarters)
- Presentation to HDH Undergraduate Advisory Committee and quarterly student forum
- Food photo shoots during taste sessions with Warren community for the new Canyon Vista
- Updated Dining Mailer with Rooted in Flavor messaging and images
- Presentation and tasting with directors of Residential Life
- Training presentation to resident assistants (RAs) and house advisors (HAs)
- Student input on giveaways/stickers
- Sustainable Dining page update on HDH website
- Special edition of monthly staff e-newsletter highlighting initiative and chefs
Rajas Burger Mini Campaign (May)

- Mondays only for five weeks at 64 Degrees, Pines and Café Ventanas
- Shift from “Meatless Monday” to “Try our NEW... limited time...”
- Social media driven, supported by digital displays
- Tested viability of coupon offer
- Included in HDH spring student forum
- Grill stations saw a 78% increase in plant protein sales on the Mondays Rajas burger was offered
- More than 130 Rajas burgers sold daily (Mondays)
**Social Media Engagement**

**Instagram**
- Highlighting new menu items, detailing Rooted In Flavor summer tastings and giving sneak peeks of Canyon Vista Marketplace, our new Rooted In Flavor inspired restaurant
- Distributing media through both Instagram posts and more personal Instagram Stories
- Posts featuring students generated 25% more responses compared to other posts

**Videos**
- Created Rooted In Flavor Videos that can be found online include:
  - Rooted In Flavor recipes from your Residential Markets
  - Construction updates on Canyon Vista
  - Rooted In Flavor menu at Convocation
- General Rooted in Flavor videos
  - What’s Rooted in Flavor?
  - Tips on Eating Well on Campus

Social media also supported by digital signage at HDH locations highlighting Rooted in Flavor events, menus and new additions.
Staff Training

- Rooted in Flavor infographics posted in units
- Small group orientations at HDH dining locations
- Dietitian-led trainings on sustainability, wellness and nutrition (classroom setting)
- Dining all-staff meeting
- Culinary challenge for staff to build a plant-forward, Rooted in Flavor inspired dish
- In-unit tastings ahead of Move-In Week
- Information cards for stations, highlighting Rooted in Flavor ingredients and key talking points for staff reference
Ready to Sprout: Launch and Activate
Fall Quarter

- Collaborated with University Communications on Rooted in Flavor/Dining coverage for This Week @ UC San Diego’s back-to-school issue
- Presentation and tasting at HDH managers, supervisors and Residential Life meeting
- Harvest Festival at Pines
  - Rooted in Flavor themed menu, sustainability
- Social media
  - Continued coverage and features
- Canyon Vista launch
- Additional opportunities: Additional This Week coverage, Triton magazine, trade magazines, The San Diego Union-Tribune
Restaurant and Market Activations

Laptop/Water Bottle Stickers

Napkin Inserts

Pager Stickers

Rooted in Flavor Recipes on Market End Caps
Move-In Experience and First Wave

• Move-In Week
  • Provided reusable silicone food bags and had build-your-own trail mix stations, as well as complimentary fruits, water and coffee

• First Wave
  • Campus Movie Night
  • Night Bazaar: Preview of Canyon Vista items highlighting Rooted in Flavor

These events really helped engage students during their first week here on campus and allowed students to begin familiarizing themselves with the healthier food options and sustainability of Rooted In Flavor.
What They’re Saying So Far...

“Really good, I didn’t even mind that it was vegan”

“Thank you for offering more veggie options”

“Really good flavor”

“Surprisingly spicy. Very tasty”

“Explosive with flavor”

“Delicious, I would have this every morning”

“Fantastic! Love the flavors and innovation”

“Great texture and great flavor”

“Delicious, nice balance between acidity and sweetness”

“Way better than I thought”

“I love it, super flavorful!”

“Really nice, I didn’t even mind that it was vegan”

“I really like it more!”

“Love, gorgeous color, lots of flavor”

“My favorite flavor – crunch and seasoning on point”

“Yes, best seller. A+”

“The flavors are so rich and refreshing”

“Colorful and very appealing”

“Very nice texture and great flavor”

“Excellent, fresh and balanced”

“Lots of flavors that work together”

“Very good, definitely a favorite”

“Tasty, fresh”

“Really good flavor”

“Surprisingly spicy. Very tasty”

“Yes! Tastes awesome”

“I like it better than the normal stuff”

“Thank you for offering more veggie options”

“Fantastic! Love the flavors and innovation”

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