Aramark Collegiate Hospitality Launches “Bites That Do It Right™" Recipes to Encourage Student Wellness

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New items to debut in March to celebrate National Nutrition Month®

PHILADELPHIA--(BUSINESS WIRE)--Mar. 5, 2025-- Aramark Collegiate Hospitality is launching its *Bites That Do It Right* ™recipes during March’s National Nutrition Month® to support college students with a variety of easy-to-prepare, healthy foods as part of Aramark’s Take 15 program designed to help college students refuel with healthier snack choices and take 15 minutes for themselves throughout the day.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20250305274598/en/

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"Many college students feel stressed and overwhelmed," said Brandi Heatherly, Collegiate Hospitality’s Health and Wellness Council lead and Performance Excellence Vice President. "*Bites That Do It Right* encourages them to take a break and enjoy nutritious snacks that support their health and well-being. Our goal is to make students more self-sufficient and aware of the foods they can prepare on their own.”

In a 2024 survey, Deloitte found that 40% of Gen Z feel stressed or anxious most of the time. Aramark’s Dining Styles Survey 2024 revealed that nearly 40% of participating students say that "Mindful Eating" is one of the most important factors in their mental well-being. Additionally, 60% of students surveyed prefer healthy food options, and 59% want fresh food options. *Bites That Do It Right* helps to address these needs by offering convenient, nutritious snacks that support students' health and well-being.

The recipes featured in *Bites That Do It Right* are a collaboration among Aramark Collegiate Hospitality’s Registered Dietitians, culinarians, and marketers, and the concept was named by Aramark’s Collegiate Hospitality’s Council of Student Advisors. Each recipe uses limited ingredients and short preparation time, making them accessible and convenient for students.

Chef Masa Yamashita, Regional Culinary Director and part of the *Bites That Do It Right* development team noted, “We designed these recipes using readily available ingredients and made sure that none of them need an oven or stove, allowing students to make these on campus.”

The Bites That Do It Right

- **Energy Bites:** Oatmeal-based bites that don’t require any cooking, and are available in flavors including chocolate, pumpkin spice, and banana.
- **Overnight Oats:** A popular breakfast and snack option, customizable for different dietary needs and preferences, with flavors such as apple cranberry, pear pecan, and pineapple.
- **Fruit Smoothies:** Easy-to-make smoothies that incorporate a variety of fruits and vegetables, available in flavors including chocolate strawberry, raspberry peach, and watermelon strawberry.

To celebrate National Nutrition Month® in March, Aramark Collegiate campuses across the country will hold campus pop-up events featuring samples of these nutritious snacks, such as Sunflower Butter Chocolate Energy Bites, Blueberry-Banana Smoothies, and Strawberry Overnight Oats.

During the celebration, Aramark’s campus dietitians and managers will meet with students, dining programs will host giveaways and Take 15 events, and hospitality social media accounts will share Take 15 tips. These campus events aim to engage students and provide them with hands-on experience in enjoying healthful foods and learning about lifestyle practices to enhance their well-being.

About Aramark Collegiate Hospitality

Aramark Collegiate Hospitality is a premier provider for hospitality ecosystems in higher education, renowned for its commitment to the whole student and enhancing student life through exceptional culinary experiences and innovative dining solutions. With a presence in more than 275 colleges and universities, Collegiate Hospitality uses data driven consumer insights to curate experiences to meet the unique needs of each campus, fostering a vibrant community with diverse and inclusive dining offerings. This intentional integration of campus identity, world class hospitality, and professional opportunity provides a foundational path to student success. Connect with Collegiate Hospitality on LinkedIn.

About Aramark

Aramark (NYSE: ARMK) proudly serves the world’s leading educational institutions, Fortune 500 companies, world champion sports teams, prominent healthcare providers, iconic destinations and cultural attractions, and numerous municipalities in 16 countries around the world with food and facilities management. Because of our hospitality culture, our employees strive to do great things for each other, our partners, our communities, and the planet. Learn more at www.aramark.com and connect with us on LinkedIn, Facebook, X, and Instagram.

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