Aramark Collegiate Hospitality Meets Student Tastes for Unique Campus Experiences

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Intentional Listening and Action Inform Culinary Innovation and Foster Community

PHILADELPHIA--(BUSINESS WIRE)--Aug. 11, 2025-- As the 2025–2026 school year begins, Aramark Collegiate Hospitality is responding to today's campus needs by listening closely and taking thoughtful action to align with each university's unique culture. From tailored food options to updated meal plans, Aramark shows that campus dining is about more than just meals—it's about building connection, community, and belonging.

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"Students are telling us what matters to them, and we're responding in real time," said Jack Donovan, President and CEO for Aramark Collegiate Hospitality. "It's not just about collecting data—it's about creating campus hospitality experiences that feel personal and purposeful and understanding students on a deeper level."

Aramark is reworking its entire suite of listening and survey tools to better capture the voice of the current student. These updates include retooled intuitive and student-friendly surveys that feature refined terminology and question design, as well as enhanced analytics and reporting capabilities. These improvements allow for sharper, more meaningful insights and faster, more effective responses to student needs.

Culinary Innovation That Reflects Student Tastes

Aramark is leading the way in culinary creativity with new concepts and partnerships that align with popular "create-your-own" trends including:

- **MEDI** – A Mediterranean-inspired dining solution piloted in Spring 2025 and rolling out widely this fall, MEDI is affordable, flexible, and on-trend—earning high marks from students during pilot testing. Signature dishes include a Chicken Shawarma Grain Bowl, a Lamb Meatball Bowl, and a make-your-own option designed to satisfy individual preferences.
- **Chef Grace Ramirez Partnership** – In the fall 2025, Aramark's ongoing collaboration with Chef Grace Ramirez expands *La Latina Cocina* to bring Latin American flavors to campuses. Students will choose from signature and made-to-order plates, bowls, tacos, and more. One highlight is the El Choripán Platter—grilled chorizo with guasacaca, pickled cabbage, and cilantro crema on a roll, served with chili-lime chips.
- **Campus Smokehouse** – Campus Smokehouse is rooted in time-honored smoking techniques and bold ingredients. Guests will be offered slow-smoked BBQ staples like pulled pork, smoked chicken, saucy wings, and even smoky jackfruit for a plant-based option, and pair them with down-home sides including baked beans and country-style green beans.

Dining Concepts That Foster Community

Beyond the plate, Aramark is investing in spaces that foster belonging and support campus pride and affinity. The upcoming **The Gathering Place** ™ , set to pilot in Spring 2026, is designed as a personalized campus space where students can celebrate traditions, build school spirit, and develop friendships.

Restaurant DestiNATIONS continues to bring global cuisine to campus through rotating restaurant-style takeovers, offering both customizable and chef-curated options that enable students to explore the world through food.

Rolling out throughout 2025-2026, **REVIVE** is a wellness-focused residential dining concept that nurtures mental, emotional, and physical health. With its "Nourish to Flourish" philosophy, it offers a health-forward culinary program and a welcoming campus hub where everyone on campus can come to recharge, connect, and thrive through smart eating and community engagement.

A Future Fueled by Insights

Aramark has launched **TrendScoop**, a quarterly review of culinary, collegiate, and generational insights for both operators and campus partners. And this fall, the debut of **StudentLounge** ™—an online platform for asynchronous student feedback—will deepen the company's connection with its audience in ways that students are most comfortable providing feedback.

Insights gleaned from Aramark's research show that students give the highest marks for flexibility, personalization, and convenience. To meet that need, Aramark has developed several solutions.

- **Next Gen Meal Plans** – "Create Your Own" and "Try Before You Buy" options put students in control, and a new graduate student meal program has been added to the suite of plans. These options give students the power to match personal preferences with meal plans that fit their lifestyles.
- **Fingertip Tech Access** – The next generation of campus dining web and app access will be rolling out via Collegiate

Hospitality's new *myDiningHub* platform. Starting this fall, campuses will be upgrading their current websites, and the next phase will feature an app roll-out.

- **Grab & Gather** ™ – After a successful pilot program, Grab & Gather will be available for use at all Aramark Collegiate Hospitality accounts that offer mobile ordering for their retail locations. This small-scale catering solution bridges the gap between take-out and formal event catering in a way that is convenient and affordable for student campus groups' meetings and get-togethers.

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.

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.

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