



# 2023-2024 Pflugerville ISD/Aramark Annual Report





# 2023-2024 Pflugerville ISD Food Service in Review

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# Aramark & Pflugerville ISD

A Twenty-Six Year Collaboration Invested in Our Children's Health & Wellness

## FINANCIAL

- Aramark has been a partner for over 25 years, including financial and fiscal responsibility, returning our contractual guarantee to the client annually.
- Aramark has helped ensure that Food Services fund balance is robust and can offset General Fund and bond funding where allowable by USDA regulations (equipment, utilities)
- Aramark utilizes partnerships and programs to help ensure USDA compliance as well as EDGAR and procurement audit success
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- [REDACTED]

## COMMUNITY & DISTRICT ENGAGEMENT

- Aramark in Pflugerville has been recognized for our robust community relations initiatives, including but not limited to-
  - Donating 300+ bikes and helmets to PfISD students
  - 32,000 pounds of donated food to Pflugerville area food banks
  - Initiated and partnered with Pflugerville Pfriends weekend backpack programs.
  - Book donations to local PfISD elementary schools
  - CTE sponsorships for culinary arts
  - Pflugerville Rotary, PfISD Education Foundation, & Pflugerville Chamber of Commerce memberships
  - SHAC, DAAC, Safety & Construction committee leadership
  - Samaritan's Feet shoe donations and events for PfISD students
  - Partnerships with PfISD 18+ student programs, including job shadowing & work opportunities
  - Mentoring, job shadowing, and interview skills opportunities for PfISD students
  - Culinary programs and curriculum
  - Junior Chef competitions (and cookbooks) and Aramark state-wide culinary competition
  - Initiated partnerships with local schools and communities with weekend backpack programs
  - PACE partnerships and Serve Safe training
  - Meet regularly with principals and student focal groups to discuss opportunities

## PfISD & Aramark Partnership

Through innovation, customer service, and commitment to quality, we have been privileged to partner with the District to provide a second-to-none food service program and become a member of the District and the community. Through our relationships, we have been fortunate to provide solutions within and beyond the boundaries of PfISD and offer insight and expertise as well as a helping hand as a district and community partner

## INNOVATION

- "Go For More" fresh fruit and vegetable offering (recognized nationally and locally)
- Our food trailers were in response to the needs of PfISD and were the first in K12, recognized even by The Food Network
- POD concepts to address campus traffic and growth
- Culinary and nutrition education through our chefs and Registered Dietitian
- Student Viewpoint surveys to listen to our customers and provide solutions.
- Discovery Fruit & Vegetable offerings, introducing students to new fruits and vegetables
- Monthly promotions that tie to surveys and current culinary trends
- Tailored offerings and concepts to address the needs of specific campuses
- Worked to provide universal/all-free breakfast to PfISD students
- Delivered "Breakfast in the Classroom" option to qualifying campuses, serving, on average, 20% more students than traditional breakfast.
- We were one of the first districts to offer supper programs to qualifying campuses.
- Work with TDA resources to include PfISD campuses in available programs.
- Reduced waste in PfISD through Aramark initiatives averaging \$400K/ year and reducing the need for additional refuse collections.
- Aramark safety initiatives for our employees have decreased accidents by ten base points, including multiple years without accidents.
- Award-winning Rally Café concepts at all PfISD high schools

## COMPLIANCE

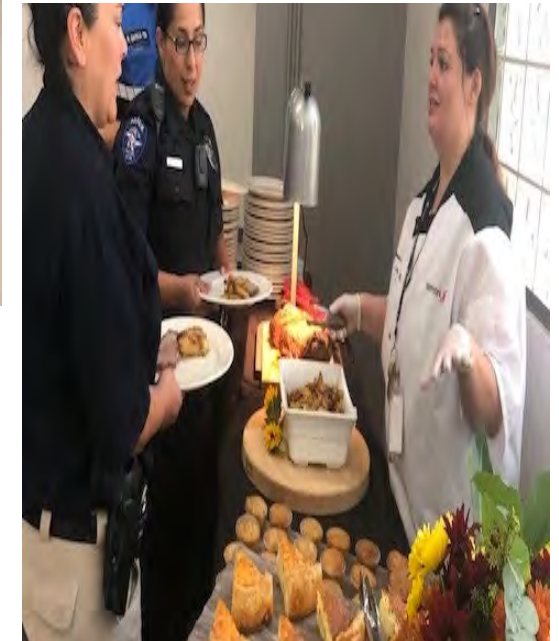
- Aramark leads all food service audits, including USDA/ TDA compliance. There have been no financial findings in 8 audits, one as recent as Summer 2023)
- Aramark manages all food service employees, including training, payroll/benefits; safety
- Through Aramark in PfISD, we perform food safety & quality assessments at each location monthly, and employ third party vendors to perform additional reviews
- Our department leadership works with city and county health departments, construction, and permitting to ensure CO's and inspections are complete, including permitting.
- Aramark donated two pallets of water during water outages to meet local health codes and ensure hydration safety (2018)

# Aramark & Pflugerville ISD

A Twenty-Six Year Collaboration Invested in Our Children's Health & Wellness

## DISTRICT INITIATIVES

- Led through innovative solutions COVID initiatives without missing one meal service period during closures
- Provided all-free meals to students through COVID feeding as allowed by USDA (through 22SY)
- Back-to-school orientations and parent meetings
- Feed up to four meals per day in qualifying PfISD campuses (50% F&R or greater)
- Pre-K roundup and family engagement participation
- Chefs and Registered Dietitians at health & wellness fairs and science nights
- Lead and collaborate on Free & Reduced and socio-economic form engagement & submission that has led to increases in free and reduced percentages.
- Aramark has worked to ensure universal free breakfast at all PfISD campuses
- Breakfast in the Classroom initiatives, introduced by Aramark in 2007, have led to feeding 20% more students than traditional breakfast prior year/campus
- Worked with USDA and TDA partners to offer Community Eligibility Provision at seven PfISD campuses
- Utilized government programs to ensure all-free meals during COVID, including curbside feeding
- Seamless Summer (SSO) offering not only offers students free breakfast and lunch at qualifying campuses, but any student 18 or younger!
- Introduced ASSP snack programs in 2007 (all-free to qualifying campuses)
- Were one of first districts in Texas to offer CACFP supper meals to qualifying campuses
- Food Service leadership partners to drive Capital Expenditure replacement initiatives.
- Provide leadership and initiatives for free & reduced household data collection which is vital to district funding beyond meal service
- Weekend Backpack program initiatives were introduced to PfISD and local churches in 2012
- Led efforts to thank First Responders during breakfast events
- Aramark hosts Annual Thanksgiving Luncheon for Support Services since 2005





# Powering Potential



## CULINARY INNOVATORS



## CULTURE CONNECTORS



## IMAGINATIVE PARTNERS



**Barbara Flanagan**  
President and CEO  
Aramark Student Nutrition

We're making this year the most memorable for students:

- ✓ Meals that are nutritious and delicious, including menu offerings from our **Culinary Alliance-crafted limited time offers** and **Chef Spotlight** program.
- ✓ Nutrition education opportunities that get students on the right track to health and wellbeing with **Fresh Fruits and Veggies Promotions** and **Health & Wellness Resources**.
- ✓ Fun, engaging events, such as our **Culinary Star Competition** and **Chef Pop-Ups**, that students look forward to.

# Pflugerville ISD Food Services/ Aramark

OPERATING PRIORITIES FOR SCHOOL YEAR 2024–2025  
“HELP MAKE PflSD THE OBVIOUS CHOICE FOR PARENTS & STUDENTS!”



Engage Students & Stakeholders on Health & Wellness Initiatives/ District & Community Partnerships



Culinary Innovation & Meal Programs



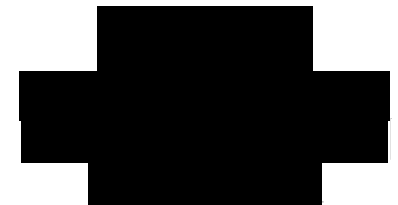
Drive Free & Reduced Initiatives/ Provide Responsible Fiscal Stewardship & Compliance

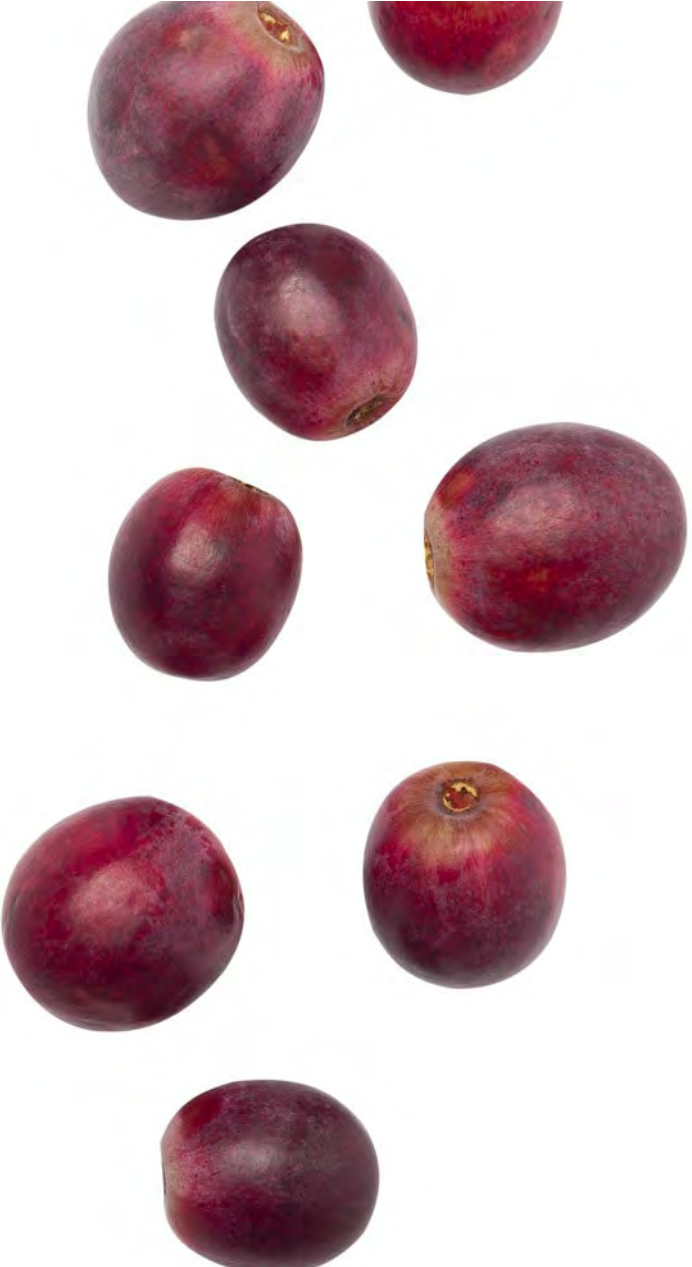
## 2023-24 RESULTS

**(4,102,224)**  
OF MEALS  
PARTICIPATION

**(+308 meals per day)**  
IN SALES  
GROWTH

**(+\$400K)**  
REDUCTION IN FOOD  
WASTE (which means  
less waste hauls for  
district)





**Student Engagement**  
**-**  
**Ensuring Our Students Have a Voice**

Student Engagement	Status
Dedicated Meetings with High School Students	Meet & survey students and leadership and listen to what they wish to see in their cafeterias (Rally Café; Test Kitchen; Food Trailers; POD's; non-traditional breakfast service)
Communicate programs and initiatives	
Student ViewPoint Surveys	Engaging students on their dining experiences, customer service, and offerings
	Analyzing results to create concepts, menu offerings; enhance customer service; line speed (POS enhancements; prepayment options; additional lines and grab & go options)
Student Sampling Events	Utilized student focal groups to sample vendor offerings and gauge interest
	Working with vendors to provide items 2024-2025SY (vendor product samplings; culinary engagement with RD and Chef) <sup>7</sup>

# Innovative Meal Solutions; Collaborative Successes

**PFLUGERVILLE ISD SERVES UP TO FOUR MEALS A DAY, ALMOST YEAR  
ROUND- HERE’S HOW!**



BREAKFAST	LUNCH	AFTERSCHOOL MEALS	SUMMER PROGRAMS
<ul style="list-style-type: none"><li>• Aramark meal rates that compliment Universal Free Breakfast programs, regardless of socio-economic status</li><li>• BIC programs at eleven PfISD locations</li><li>• Grab &amp; Go meal service to accommodate schedules and late arrivals</li><li>• Breakfast menus that provide variety and innovation</li></ul>	<ul style="list-style-type: none"><li>• CEP locations selected that provide universal free lunch to all students at seven PfISD campuses</li><li>• Concepts that provide variety and rotation, mirroring what students have told us they like to see</li><li>• Grab &amp; Go lunch items that enable students to eat on the go!</li><li>• Go For More! Complimentary fruit &amp; vegetable carts in elementary locations</li><li>• Innovation that provides multiple points of service and ability to flex spaces to drive sales and enhance speed of service</li><li>• Monthly entrée promotions</li><li>• Working to accommodate non-traditional lunch schedules</li></ul>	<ul style="list-style-type: none"><li>• Engagement with USDA &amp; TDA to provide all-free solutions for afterschool programs</li><li>• Working with principals and EDP leaders to offer “outside the box” programs free meals</li><li>• Snack and Supper options for tutoring</li><li>• Continued to seek options to include current non-qualifying campuses and programs</li><li>• Student enrichment activities</li></ul>	<ul style="list-style-type: none"><li>• Universal Free breakfast &amp; lunches at all qualifying summer locations</li><li>• EDP camps</li><li>• Any student 18 or younger can receive free meals regardless of PfISD enrollment</li><li>• Provides meals for students all summer (where opened and qualified by USDA)</li></ul>

**DID YOU KNOW?**  
**PfISD has not raised meal prices  
since 2018- 2019 school year?** <sup>8</sup>



# Learning About Generation Alpha



**1/3** of the youngest Gen Alphas have already been exposed to **diverse flavors and textures**.

Nearly three in four Gen Alphas eat fresh fruit several times per week, and over

**50%** regularly eat **chicken, cheese, fresh veggies, and whole grains**.

Over **2/3** of Gen Alpha's parents have introduced **specialty grains** and **plant-based foods** into their kids' diets.

Culinary Excellence Shines at Texas High School Competition - Aramark



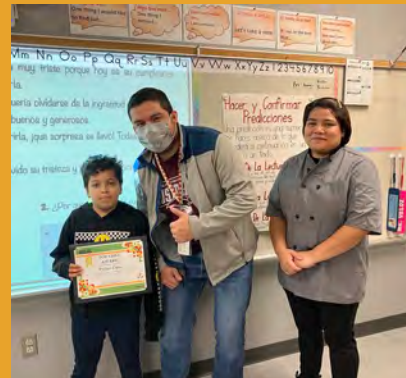
Children's Nutritional Health Series: What's a Parent to Do? – Aramark



# RECENT NEWS STORIES



Aramark Cultivates Community: Celebrating National Garden Month - Aramark



Our local Junior Chef competition saw fifty competitors compete for this years title!



CHS culinary places second in Aramark Texas Culinary Competition







# Culinary Innovators



**Beth Ann Engelland**  
Vice President of OPX  
Aramark Student Nutrition

*“This school year is hyper-focused on student nutritional wellness through **tasty menu offerings and healthy educational programs.**”*

## New Menu Updates

- ✓ Over **325** New Recipes Featuring Authentic Regional Flavors
- ✓ **4** New LTOs Crafted by Culinary Alliance Chefs
- ✓ National School Lunch Week  
(Oct 14-18)



## A FEW OF THE FEATURED ITEMS AT PFLUGERVILLE ISD THIS YEAR!



Cheesy Chorizo  
Enchilada Bake



Jerk Chicken  
Pizza!



Tropical Chicken Bowl!



Chicken Katsu Bowl

Culinary Leadership  
in PfISD

## LATEST NEWS



Spreading the Love  
for These Best  
Sandwiches Award  
Winners



### 4 NEW CULINARY ALLIANCE-INSPIRED MENU ITEMS



### NEW PRODUCT AND RECIPE TESTING & PRODUCT SAMPLING



### CULINARY EDUCATION & CHEF DRIVEN INITIATIVES





CULINARY PROMOTIONS

Culinary Leadership  
in PfISD

Fall  
2024  
LTOs  
& SEPs

SPECIAL EVENT PROMOTIONS <i>Day-Long Event</i>			LIMITED TIME OFFER <i>Week-Long Event</i>	
SEPTEMBER	 	Breakfast for Lunch Quesadilla Day		Chicken Katsu Bowl
OCTOBER	 	Smoothie Day World Vegetarian Day		Cheesy Chorizo Enchilada Bake
NOVEMBER	 	Macaroni & Cheese Day Friendsgiving Lunch		Fall Brunch Plate
DECEMBER	 	Parfait Party National Cookie Day		Jerk Chicken Pizza

# CULINARY PROMOTIONS

Culinary Leadership  
in PfISD

Fall  
2024  
LTOs

LIMITED TIME OFFER

Week-Long Event

SEPTEMBER		Chicken Katsu Bowl
OCTOBER		Cheesy Chorizo Enchilada Bake
NOVEMBER		Fall Brunch Plate
DECEMBER		Jerk Chicken Pizza

LOCAL MENU ITEMS

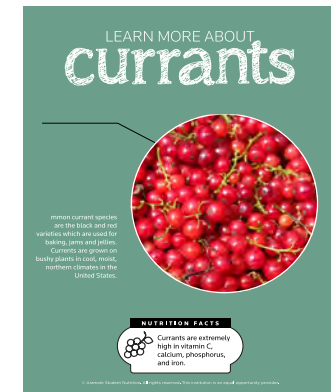
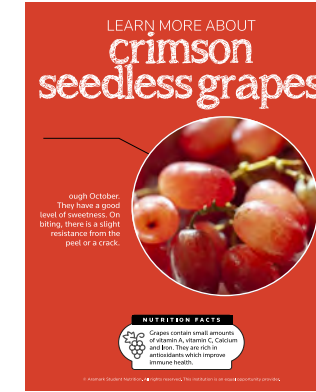
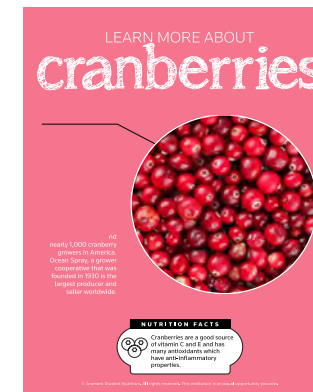
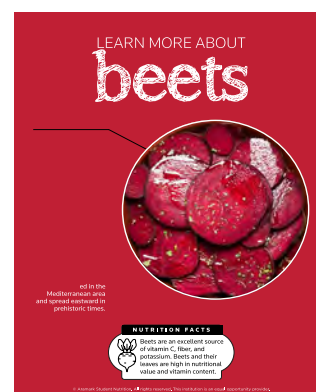
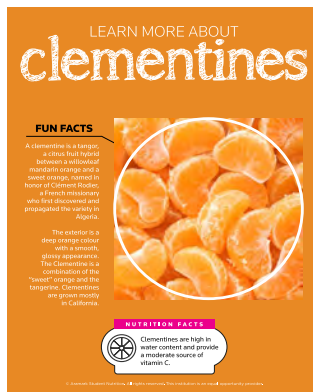
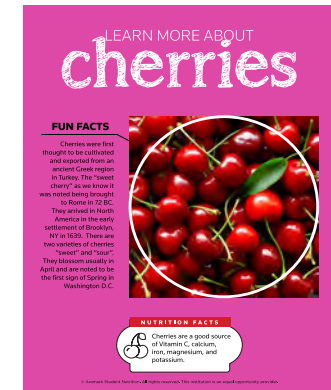
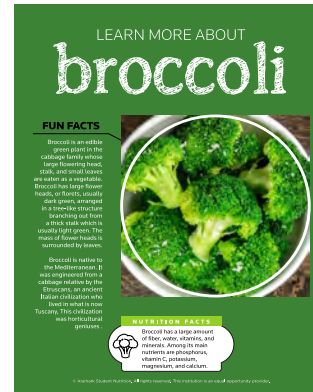
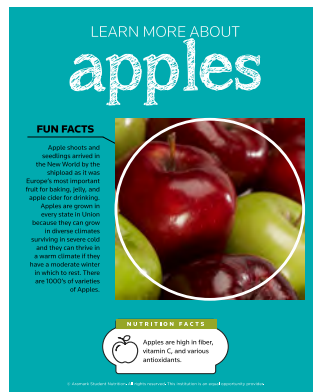
Unique! Innovative!



Egg Roll in a Bowl

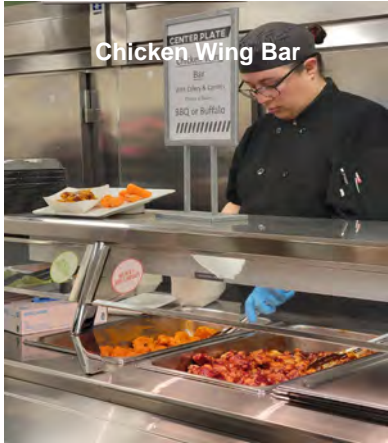
# Fresh Fruits & Veggies Promotional Posters

Over 75+ posters introducing children to fresh fruits and vegetables to promote healthier eating habits!





## Chef Pop-Ups



Chicken Wing Bar



Made-to-Order Ramen Bowl



Breakfast Sampler

## PROGRAM BENEFITS:

- ✓ Introduce New Regional Flavors & Cuisines
- ✓ Support Local Culinary and Go Texan! efforts
- ✓ Drive Meal Participation

## DID YOU KNOW?

Our Aramark team participates in district & community events to instill health & wellness foundations, offer samplings, and new menu concept tastings!



# SERVICE CAPABILITY

## Growing Breakfast

### Breakfast includes:

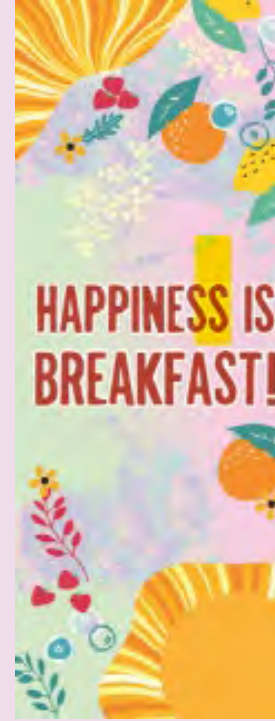
- Mix of classic menu offerings, including fresh, scratch-made options
- On-trend items and flavor profiles
- Greater variation than options in the past
- Promotions to maintain student interest

### We offer 3 service models in PflSD that meet USDA standards:

- Breakfast in Café
- Breakfast in Classroom
- Breakfast Grab & Go Opportunities
- POD

### In Pflugerville:

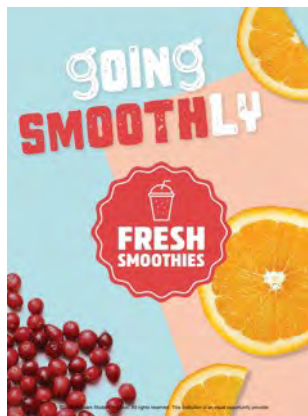
- Breakfast meals are universal free to all students!
- We serve eleven Breakfast in the Classroom campuses
- We create opportunity areas to address campus size and schedules for breakfast





# Fun Smoothie Options Offered Throughout the Year

Cranberry Orange \* Tropical \* Strawberry Banana  
\* Blueberry Banana \* Berry Banana \* Peach \*  
Cranberry Grape \* Apple Cinnamon





# SERVICE CAPABILITY

## Growing Lunch

### ENSURING SPEED OF SERVICE & CONVENIENCE; MINIMIZING DISRUPTION

Innovations and best practices include offering prepackaged, reimbursable meals that students can grab and go, in serving ware that is attractive and class-friendly.

To ensure quality and convenience, we:

- Listened to students through meetings and surveys
- Leveraged resources (chef's, dietitian's, vendor's to provide innovative solutions through concepts and menus
- Followed up through engagement and reporting on success of programs for innovation and conceptual growth
- Grab & Go options, PODS, point of sale distribution, concept innovation

### CREATING EATING EXPERIENCES & MAXIMIZING OPPORTUNITY

- Introduced Rally Cafes at all traditional PflSD high schools (4) including trade dress, concept rotation and "Test Kitchen"
- Go For More! Complimentary fresh fruit & vegetable bars at PflSD elementary locations
- Enhanced innovation at middle schools and elementary locations
- CEP and free & reduced initiatives
- PODs at all four traditional high schools



## SERVICE CAPABILITY

### After School Snacks & Dinner Meals

**MAKING SURE OUR STUDENTS ARE WELL-FED  
AFTER NORMAL SCHOOL HOURS**

- Free after-school meals to all students on campus
- 50% free and reduced-price qualifies
- Enrichment activities
- Hot/cold meals based on service model requirements
- Can be leveraged during school breaks (e.g., spring break, summer)

**We also offer catering solutions  
for a range of meetings/events,  
including staff and board  
meetings**









# Culture Connectors



Terry Kirk  
Vice President of HR  
Aramark Student Nutrition

*“Aramark Student Nutrition is continuing our commitment to develop our talent and educate them on the importance of an inclusive workforce and our role as our district’s community partner.”*



## HR Initiatives



### OUR PfISD / ARAMARK TRAINING STANDARDS

- All our Kitchen Managers must go through our dedicated Manager In Training Program
- Each team member is Serve Safe & Civil Rights trained
- Managers must incur additional Manager certifications
- Our Aramark office team has over 3,700 hours of annual training
- We have three Serve Safe (National Restaurant Association food safety standard) proctors and two mentors ON STAFF!
- Our Food Service team EXCEEDS USDA/ TDA training standards and has been recognized
- Each team member is trained on food safety, WEST customer service, food production, and district safety protocols
- Monthly manager meetings

### OUR PfISD KITCHEN MANAGER TRAINING:

- Hands-on classroom and on-site culinary training
- Food handling and safety training
- Personnel management
- USDA/TDA regulatory compliance
- Cash handling and WEST customer service

## DID YOU KNOW?

**Aramark in Pflugerville ISD works with local 18+ and SPED students to provide work opportunities in Pflugerville ISD & has been recognized as a leader by the 18+ leadership team?**

Our People Are Our Power

**Handshake Early Talent Awards 2024**

**Early talent gets hired here**

Handshake Early Talent Awards 2024



Aramark Interns Explore Careers through Project SEARCH

## Employee Engagement & Recognition

### We Celebrate Our Aramark Teams:

- Monthly employee and team recognition
- Semester employee events (Holiday Festival & End of Year Party/ Picnic)
- ARAMARK annual Employee Appreciation Day (EAD)
- Celebrate safety and health inspection successes monthly
- Employee birthday recognition
- Back to School Orientation and Back To School Manager meetings
- Perfect Attendance awards
- Tuition reimbursement for qualifying team members
- Benefit packages

## EMPLOYEE RECOGNITION



“Aramark saw in me what I did not see in myself. They helped me become independent and drive my career in Food Services.”  
Constance Stevenson,  
Café Manager, Aramark in Pflugerville ISD



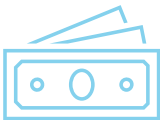
## Hiring the Best Talent



**STREAMLINE RECRUITMENT PROCESS**



**DEDICATED TALENT ACQUISITION**



**SENIOR TALENT ADVOCACY**



**NEURODIVERSITY EMPLOYMENT**



### HERE'S WHAT WE ARE DOING AT PFLUGERVILLE ISD:

- Utilizing Job Fairs in area & district
- Engaging our current staff to recommend their peers
- Strategically engaging parents who need school hour work times
- Providing flexibility in scheduling
- Promoting from within
- Dedicated Aramark Human Resource team to Pflugerville ISD
- Through utilization of job boards and resources
- Availability and accessibility to translators
- Training our people for success!
- Working to establish geographical preference
- Providing feedback each semester

## Aramark's Commitment to People

### IN MARKETPLACE

- ✓ In 2023, Aramark Building Community supported **nearly 1 million students, families, and individuals** across the communities we serve.

"My team receives the training and information it needs to be successful- not only for the children we serve, but for themselves. I feel I am empowered to perform to a high level with Aramark."

Maria Gallegos,  
Hendrickson High School

"Aramark saw in me what I did not see in myself. They helped me become independent and drive my career in Food Services."

Constance Stevenson,  
Café Manager, Aramark in Pflugerville ISD



## CHEF SPOTLIGHT SERIES

**Hispanic Heritage Month**

Honoring our Hispanic Culinarians starting Sept 15<sup>th</sup> to Oct 15<sup>th</sup> with cultural recipes.

## BEYOND THE PLATE SERIES

**Exploring the African Diaspora**

The pilot series, released during Black History Month in partnership with Dr. Jessica B. Harris, explores conversations on the continent of Africa's influence on America's table.

## RECENT ACCOLADES



**Equality 100 Award** from the Human Rights Campaign Foundation



**2024 Top Supplier Diversity Program** for Women's Business Enterprises



**Fair360 Top 50 2024 Award** for Workplace Fairness and debuted on Black Executives Specialty List

## ARAMARK'S EMPLOYEE RESOURCE GROUPS (ERGS)



**EMPOWER**  
Women Leaders



**AMPLIFY**  
Pan-Asian



**NOURISH**  
Health and  
Wellness



**IMPACTO**  
Hispanic/Latino



**SYNERGY**  
Interfaith



**THRIVE**  
Disabilities



**PRIDE**  
LGBTQ+



**RISING SUN**  
Indigenous  
peoples



**SALUTE**  
Veteran/Military  
Community



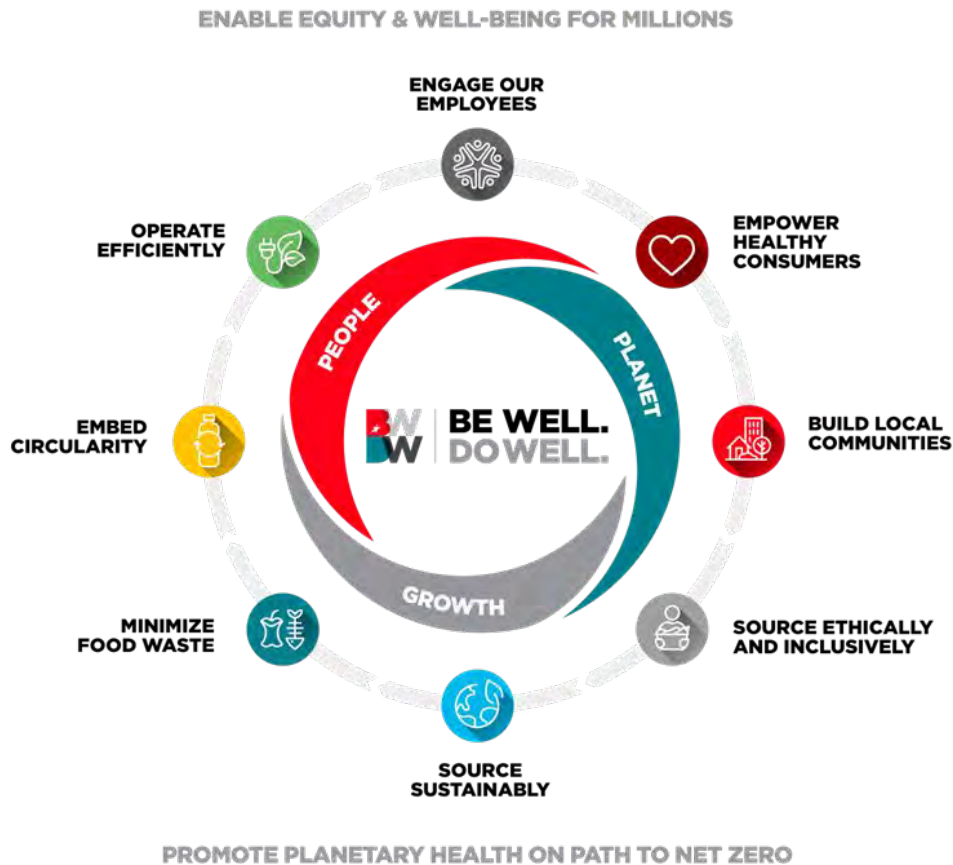
**YOUNG  
PROFESSIONALS**



**LEAD**  
Black/African  
American



## 2023 Be Well. Do Well. Progress Report



### ENGAGE OUR EMPLOYEES

Of our U.S. managers  
**46%**  
are female and 33%  
are people of color.



### EMPOWER HEALTHY CONSUMERS

**39%**  
of main dishes and  
sides offered are  
**vegan, vegetarian,  
or plant-forward**<sup>[1]</sup>  
in U.S. Workplace Experience  
Group, Collegiate Hospitality,  
and Healthcare+



### BUILD LOCAL COMMUNITIES

Supported<sup>[2]</sup> more than  
**1 million**  
students, families, and  
individuals globally



### SOURCE ETHICALLY AND INCLUSIVELY

**\$157M**  
spent with **local  
suppliers** in the U.S.



### SOURCE SUSTAINABLY

**100%**  
of soy and palm in  
contracted soy oils,  
margarines, and  
shortenings in the  
U.S. **meet our  
no-deforestation  
policy**



### MINIMIZE FOOD WASTE

**675**  
locations using  
**food waste tracking  
technology**



### OPERATE EFFICIENTLY

New **Nexa Hand Care**  
system will **reduce  
single-use plastics**  
packaging waste by  
an estimated  
**90%**



### EMBED CIRCULARITY

Launched new  
**5-year**  
elimination, reduction,  
and reuse targets



## Community Engagement & Involvement

### Community Service & Engagement Events

- Create an annual stakeholder and community engagement plan
- Work with district & community leaders to collaborate on key initiatives in PfISD and our community
- Support district and campus efforts with tailored programs
- Utilize our resources to provide health & wellness education
- Be more than a vendor- BE A PARTNER!
- Our Aramark team in PfISD has been recognized for our Annual Community Engagement commitment



OVER **250** PROJECTS IN 12 COUNTRIES



**4,310** VOLUNTEERS ENGAGED

**126** NONPROFITS SUPPORTED

**37** ENVIRONMENTS ENHANCED

**5,487** POUNDS OF FOOD DONATED

**61,906** HEALTHY MEALS PROVIDED

**10,269** HEALTHY SNACK KITS PROVIDED

**12** COMMUNITY GARDENS

**870** INDIVIDUALS INSPIRED

**9** CODING DEMONSTRATIONS  
**2** CAREER READINESS WORKSHOPS

**20** ENVIRONMENTAL CLEANUPS

**6,440** EDUCATIONAL RESOURCES PROVIDED

**594** SCHOOL SUPPLY KITS  
**400** WORKFORCE READINESS MATERIALS

**54** MURALS PAINTED

**7** RESOURCE CENTER/CLOTHING CLOSET

**128,679** LIVES IMPACTED



## LATEST NEWS

*Aramark Recognized as One of the 50 Most Community-Minded Companies in the United States.*



## Continuing Our Collaboration

**OUR ARAMARK/ PfISD/ PFLUGERVILLE COMMUNITY ENGAGEMENT PLAN IS SECOND TO NONE, SUPPORTING LOCAL INITIATIVES!**

During the 2023-2024 School Year, PfISD Food Services/ Aramark-

- Donated 23 bikes and helmets to local elementary schools (300+ bikes & helmets over 18 years)
- Collected over 4,000 lbs. of donated food for local Pflugerville food banks at Thanksgiving (35K lbs. in 18 years!)
- Culinary leadership with PfISD's CTE students and department
- District and campus health fair samplings and Chef engagement
- Sponsored local and statewide culinary competitions with our students
- Wrote grants that offset costs to district
- Led partnerships with USDA/ TDA to maximize programs for our students
- Partnered with local organizations to provide solutions (and scholarships!) to students and teachers
- Mentoring of PfISD students and staff
- Health & pre-K community and campus fairs
- Book donations







Discovery  
Fruit &  
Vegetable  
Samplings  
Monthly



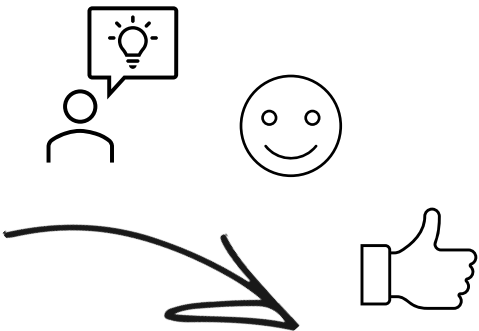
FIELD DAY  
COOKOUTS!

# Imaginative Partners



What Students Have Said

STUDENT VIEWPOINT + PULSE Survey Results	
National Feedback	Local Feedback
<ul style="list-style-type: none"><li>• We like variety in our menus</li><li>• We like grab and go availability</li><li>• We like concepts that are outside the box</li></ul>	<ul style="list-style-type: none"><li>• We like menus that embrace our district diversity</li><li>• We like options that allow us to eat outside of dining room</li><li>• We like speed of service</li><li>• We like non-traditional breakfast options</li></ul>



Actionable Steps
<ul style="list-style-type: none"><li>✓ Survey students to gauge menu interest and likes</li><li>✓ WEST customer service training for staff</li><li>✓ PODs established at high school locations</li><li>✓ Menu variety and selections (including four entrée selections for elementary lunch)</li><li>✓ Non-traditional lunch and breakfast concepts</li><li>✓ Rotating concepts and dedicated favorites</li><li>✓ Principal engagement</li><li>✓ Utilize our national and localized district chef and dietitians</li><li>✓ Continued student engagement &amp; follow-up</li></ul>



## Culinary Star Competition

### PROGRAM DETAILS:

- ✓ Learning about food ingredients, cooking techniques, and recipe development
- ✓ Creating new recipes at home and through competitions with fellow students
- ✓ Healthy Eating habits that will create a foundation for a healthier life
- ✓ Continued engagement of Junior Chef programs in PfISD (which started in Pflugerville!)
- ✓ Chef & Registered Dietitian engagement
- ✓ Continue CTE partnerships and support



Aramark  
Exclusive!

### LATEST NEWS



*Junior Culinary Stars Shine  
in Texas School Recipe  
Contest*



*Culinary Excellence Shines  
at Texas High School  
Competition*

# Free and Reduced Applications & Socio-Economic Forms

## ENROLLMENT



## MARKETING MATERIALS



## PARTICIPATION

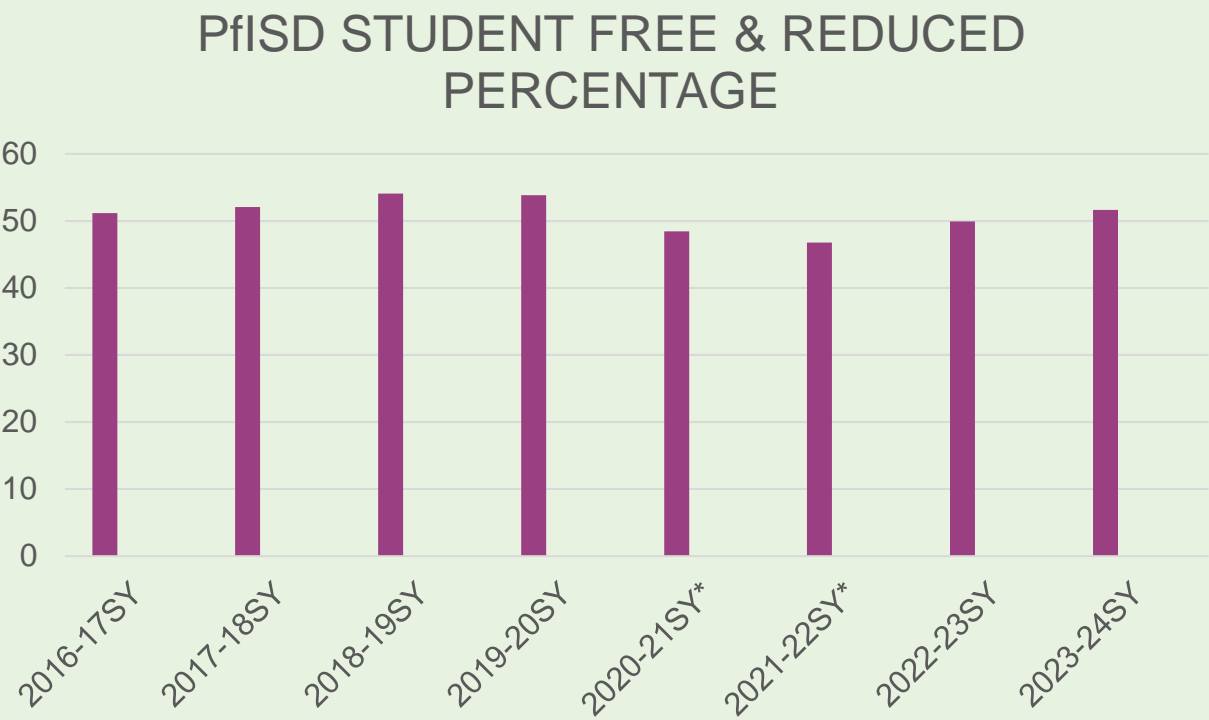


## COLLATERAL FOR:

- Parents
- Staff
- Students
- Principals

- ❑ APRIL 2024: Create plan of action for upcoming school year
- ❑ SUMMER 2024: Engage stakeholders and households on F&R application (CEP- Socio-econ form); Provide staffing at back-to -school events
- ❑ AUG-SEPT 2024: Communicate 30-day grace “drop date.” to stakeholders & households
- ❑ AUG- OCT 2024: Utilize additional staff to call households; complete application processing; contact principal's on updates/results weekly
- ❑ DEC 2024 – Jan 2025: Post-Holiday F&R Engagement
- ❑ FEB – JUNE 2025: Maximize Current SY Participation for upcoming programs and summer options
- ❑ ON-GOING- processing and communications of F&R/SE forms

PFLUGERVILLE SUCCESS



• COVID- Various Campus Models

NOTE: data from May each year

BENEFITS WE HAVE ACHEIVED:

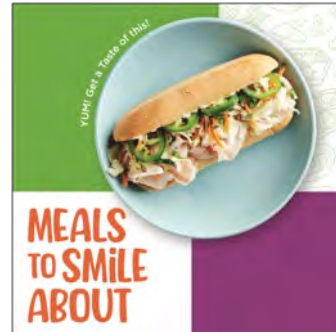
- ❑ Reduced or Free testing costs where permissible
- ❑ Added snack programs
- ❑ Added supper programs
- ❑ Additional funding for food service programs
- ❑ Additional funding for district programs
- ❑ Ability to add Community Eligibility Provision campuses at seven sites (all free meals)
- ❑ Assists in universal free breakfast program funding
- ❑ Assists in negative balances & collections
- ❑ Summer program campus availability & community feeding (all free)
- ❑ Households know children are receiving hot meals gratis or reduced cost
- ❑ Assists in feeding children, feeding minds!



# PARENT/STUDENT ENGAGEMENT

## Parent & Student Communications

Communication & Inform To Collaborate



### Growing Student Meals Campaign



### Parent Communications

### School Meal Value Campaign



## SERVICE CAPABILITY



## CORE ENVIRONMENT

FEATURING AGE & FRIENDS WITH HEALTH & WELLNESS PROGRAM



## New Dining Areas & Enhancements

**Cool Caf** provides an **engaging environment** focusing on **health and well-being** for **elementary-aged students**.

Our new design is currently featured at Hidden Lakes & Jessica Carpenter Elementary locations with more to come!

Special thanks to Principal Weirich & Miller for their input!

\*Note- All PfISD elementary schools have Cool Caf concepts



## SERVICE CAPABILITY



LUNCH PAD

RECHARGE THEIR OWN WAY.

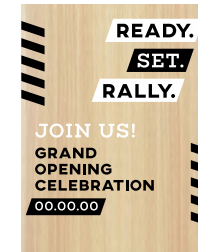
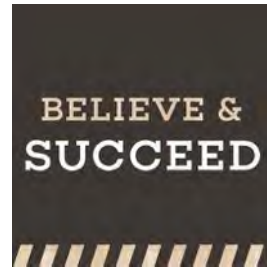
Great collaborative success with campus leaders at Bohls and Pflugerville Middle Schools with more to come!



# SERVICE CAPABILITY



OVER  
**110**  
INSTALLED!



Installed with great success at  
Pflugerville, Connally,  
Hendrickson, & Weiss High  
Schools!

\* The RALLY CAFE conceptually began at Pflugerville ISD

# SERVICE CAPABILITY

## Convenience at Every Touchpoint

### FOOD TRAILERS (Started in PfISD!)



### CONCESSIONS

### FRESH VENDING (currently at Calvary Admin)



### GO FOR MORE! MOBILE FOOD CARTS



### HYBRID MODEL – EATING IN CLASSROOM



### POD CONVENIENCE STORE



### GRAB-AND-GO





# INNOVATION

## Creating a Digital Dining Experience



ARAMARK STUDENT NUTRITION

## DIGITAL MENU BOARDS

Digital menus can elevate the dining experience with appealing design elements and provide a paper-free option.



## MEDIA MAXIMIZATION

We utilize websites, POS, principal communications, menu boards and other various means to ensure our messages are heard. English, Spanish, and Vietnamese are common translated forms as well



## SOCIAL MEDIA

Aramark is active on social media through Facebook, Instagram, and Twitter promoting our menus across the nation.



# School Allergen Readiness Plan (SARP)

Form		School Allergen Readiness Plan (SARP)		Food Safety FS-FA-FM-03 4/1/24			
<p><b>WHO CAN USE:</b> Foodservice Managers, Dietitians, Culinary.</p> <p><b>WHERE TO USE:</b> Any Student Nutrition location, especially locations with high student and/or high food-allergic populations.</p> <p><b>GOAL:</b> Use the School Allergen Readiness Plan (SARP) to keep food allergic students safe and your team, client and districts informed. Highlighted items are required and each question should be answered "Yes" to ensure locations are taking proper precautions. Define who has responsibility and who ensures each deliverable. Review "Key Tools &amp; Resources" for more guidance and information.</p> <p><b>NOTE:</b> You will need to consult and partner with your client to make an effective plan. If you have any questions or suggestions, please click <a href="#">here</a>.</p>							
	Questions	Yes or No?	Aramark's or Client Responsibility?	Person(s) Responsible	Recommendations & Considerations	Key Tools & Resources	Comments
TRAINING	Have all managers completed AllerTrain™?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Aramark		Ensure all managers have completed the AllerTrain™ to standardize food allergen knowledge and awareness.	<ul style="list-style-type: none"> <li><a href="#">AllerTrain Home Page</a></li> <li><a href="#">Assessing AllerTrain™ on pLMS</a></li> <li><a href="#">AllerTrain™ FAQ for Aramark</a></li> </ul>	
	Are our hourly associates provided food allergen training?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Aramark		Provide comprehensive food allergen training to all associates through various channels such as SAFE Ennets, LMS Training, or AllerTrain™ Lite. Regularly schedule refresher training sessions to reinforce knowledge and ensure consistency. Ensure training materials are easily accessible for all associates.	<ul style="list-style-type: none"> <li><a href="#">SAFE Portal (Food Allergens)</a></li> <li><a href="#">SAFE Brief - Food Allergens (EHU)</a></li> <li><a href="#">SAFE Brief - Food Allergens (SPA)</a></li> <li><a href="#">Food Allergen Training Materials</a></li> <li><a href="#">Food Safety Training Videos</a></li> <li><a href="#">AllerTrain™ FAQ for Aramark</a></li> <li><a href="#">FAACT Guidelines for Foodservice Personnel in Schools</a></li> </ul>	
	Do all associates know to notify Lead (or Designated Manager if unavailable) if students have food allergies or ingredient questions?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Aramark		Associates must direct all requests to supervisors (or designee). Implement clear protocols for food handlers to follow in case of food allergies or ingredient questions.	<ul style="list-style-type: none"> <li><a href="#">Food Allergy Policy &amp; Poster (EHU)</a></li> <li><a href="#">Food Allergy Policy &amp; Poster (SPA)</a></li> <li><a href="#">Ingredient Statement &amp; Allergen FAQs</a></li> <li><a href="#">Manager's Minute - Food Allergens</a></li> <li><a href="#">Monthly Self-Assessment</a></li> </ul>	
	Describe how temporary employees will know to follow this procedure in Comments						
	Do lunch monitors receive food allergy awareness training?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Aramark <input type="checkbox"/> Client		If possible, include lunch monitors in regular training sessions (e.g., huddles) conducted for associates.	<ul style="list-style-type: none"> <li><a href="#">FAACT Links &amp; Resources for School Personnel</a></li> </ul>	
COMMUNICATION & INFORMATION	Have all food allergic students submitted 504 plans to the school nurse?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Client		Section 504 ensures students with food allergies get fair treatment and accommodations. It helps create a plan to keep them safe and included in all activities, ensuring they have the same opportunities as other students.	<ul style="list-style-type: none"> <li><a href="#">FAACT Resources - Section 504 Plans</a></li> <li><a href="#">FARE Section 504 &amp; Written Plans Plans</a></li> <li><a href="#">NAACN Resource for School Nurses - Development of Student Healthcare Plans Checklist</a></li> </ul>	
	Is there a process to ensure we have up-to-date information regarding food allergic students?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Aramark <input type="checkbox"/> Client		Routinely check in with school nurses or designate someone to ensure we have accurate information.		
	Does our website (or the school's) provide clear information and contact details for food allergy questions or concerns?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Aramark <input type="checkbox"/> Client		Ensure websites contain comprehensive information regarding food allergies, including contact details for inquiries, including a name, phone for a primary point of contact is highly recommended.		



## Program Overview

- ✓ Keep districts informed about our allergen safety precautions
- ✓ Fully customizable step-by-step checklist for school opening
- ✓ Sharable resources available to school nurses, administration, and board members.
- ✓ Work with campuses and district leaders to provide and share key information
- ✓ Utilize technology to communicate information, including food allergens and nutritional's



# SAFETY

## Creating a Culture of Safety



### THIRD PARTY AUDITS

ZERO critical findings and site commendations at participating PfISD sites



### TRAINING/ RECOGNITION

47 certified FS managers  
187 of associate food handlers trained  
Multiple mentors and proctors



### WORKPLACE SAFETY CONTROLS

We work with district leadership and maintenance to identify and communicate concerns before they become a safety hazard

Personal Protective Equipment (PPE is part of our daily uniform!



### INNOVATIVE RESOURCES

Enable+ | Bluetooth Thermometers | SAFE Checks









# Pflugerville ISD Financials



# Meal Participation

BREAKFAST	SY	Meal or Equivalent Count	Service Days	Enrollment	MPD	Participation
	2023	1,332,840	174	25,679	7,660	
	2024	1,358,244	174	25,797	7,806	
						+146/MPD
LUNCH	SY	Meal Equivalent Count	Service Days	Enrollment	MPSD	Participation
	2023	2,543,184	174	25,679	14,616	
	2024	2,611,392	174	25,797	15,008	
						+392/MPD
AFTER SCHOOL SNACK (NSLP)	SY	Meal or Equivalent Count	Service Days	Enrollment	MPSD	Participation
	2023	55,332	174	25,679	318	
	2024	55,680	174	25.797	320	
						+2MPD
DINNER (CACFP)	SY	Meal or Equivalent Count	Service Days	Enrollment	MPSD	Participation
	2023	117,276	174	25,679	674	
	2024	76,908	174	25,797	442	
	NOTE:	2022-2023 SY	ALL FREE CACFP	ALL CAMPUSES		-232/MPD
TOTAL MEALS	SY	Meal or Equivalent Count	Service Days	Enrollment	MPSD	Participation
	2023	4,048,632	174	25,679	23,268	
	2024	4,102,224	174	25,797	23,576	
	NOTE:	ADA at sub 90% levels during portion of 22-24SY				+308/MPD



# Client Return Projections

## SY 2023–24 District Performance

- Aramark served over 4.1M meals this year in PfISD; this was continued meal growth over 2022-2023 school year
  - Pflugerville ISD Food Services saw meal growth in every meal category, with exception of CACFP/Supper, which were free district-wide to all participating campuses by USDA regulation in 2022-2023. Our department achieved this waiver allowance, which was not available in 2023-2024 SY
  - PfISD continued with the CEP program at seven campuses, allowing free meals to all students
  - Aramark worked to provide universal free breakfasts district-wide for all Pflugerville ISD students, regardless of socio-economic qualification
  - Afterschool snack and supper programs are free to students at USDA-qualifying campuses
  - We maximized allowances for summer programs, feeding students AND children 18 years and younger in the community
  - In collaborations and meeting with campus principals and students, we were able to provide solutions to service, menus, and offerings through Aramark innovation
  - Aramark works to maximize USDA government commodities to best benefit menus and district success!
  - Aramark oversees all food and labor costs, so the district can focus on student success!
  - Gains and revenues in the food service fund allow relief to allowable district General Fund spend so resources can be invested in learning, facilities, students, and staff
  - [REDACTED]
  - The efforts of our department result in healthy, fiscally responsible returns and food service fund balances, which can only be spent on food service-related items.
  - Aramark has exceeded its guarantee to Pflugerville ISD each year of our contract (since 1998), without exception.
  - Pflugerville ISD *HAS NOT* increased meal prices since the 2018-2019 school year, despite rising costs.
- [REDACTED]







CEP campuses (7) in PfISD offer universal free breakfast and lunch regardless of socio-economic status

Aramark has local chefs and Registered Dietitian in PfISD to drive recipes, menus, and concept development

"Discovery Fruit & Vegetable"/"Taste It Tuesday" got its origins in PfISD/Aramark and introduces students to fresh fruit or vegetables monthly

Go For More! Started in PfISD/Aramark and offers complimentary fruits and vegetable seconds to elementary students. It also has been nationally recognized!

Pflugerville Backpack Pfriends was an idea initiated and supported through Aramark, district and community collaborations

We work to secure whole grains, baked items, fat-free and alternatives to similar grocery store labels, when available

Aramark/PfISD Food Services efforts to meet our financial guarantee drives a healthy food service balance that offsets some costs to General Fund

Aramark provides monthly quality assurance checks at PfISD campuses in addition to two local health inspections and third party QA's

PfISD has incurred no financial penalties in twenty-five years of USDA Federal audits with Aramark!

HHS Food Truck was the first of its in K12 schools in the US and was featured in a Food Network post!

Annually, Aramark creates an PfISD/ Pflugerville Community Engagement Plan that has been recognized by Aramark





# Meet Your Team!



Geoff Holle

Resident District Manager  
20 years Aramark (18 PfISD)



Denise Meserole

Director  
20 years Aramark/PfISD



Phil Triebes

Human Resource Manager  
25 years Aramark/PfISD



Angela Jordan

Finance Manager  
18 years Aramark (12 PfISD)



Chef Stephanie  
Goodson

Chef/Catering  
5 years Aramark



Nancy Tonche-Del  
Rio

Supervisor  
7 years Aramark/PfISD



Jamie Stape

Area Supervisor  
2 years Aramark/PfISD



Harrison Teel

Area Supervisor  
5 years, Aramark



Dear Pflugerville ISD leader,

What makes a school district the “obvious choice?” Ask students, parents, or teachers and you may receive a wide variety of valuable responses. Similar could be said about partnerships.

Every day, parents entrust those who serve Pflugerville ISD with the care of our most valuable resource—our children. We are relied upon to provide the greatest value allowable, solutions, and resources to ensure our students thrive, while providing those charged with doing so the tools they need to do so. Each year, for reasons out of our control, each of us are seemingly asked to do more with less.

In my nineteen years of service to Pflugerville ISD and the greater Pflugerville community (including the eleven schools in Austin and two in Round Rock) I have seen many changes. Boundaries change, people come and go, stop signs turn to traffic lights, and that landmark you used to know where to turn is now a Starbucks. But there has always been a constant I have come to appreciate and respect in Pflugerville ISD- the pursuit of being the obvious choice for families when it comes to education, safety, innovation, and solutions to the challenges our families and children face daily. You are a prime example of that.

We have the great fortune of being in an educational setting, and while we take great pride in serving four meals a day in a variety of innovative methods, almost year-round, some universally free; we take equal pride in utilizing our platform to help educate as well- the importance of establishing healthy, nutritious foundations; the irreplaceable value of a warm smile and a “thank you” to each and every customer we serve; and being able to provide solutions to the challenges not only we face, but our administration, our board, our teachers, our families, students, and our industry incur as well. We are mentors, leaders, and role models without formal authority or title.

As I look through the pages of what summarizes this past year, I also couldn’t help but reflect on the past nineteen years. Non-traditional breakfast service, food trailers than made the Food Network, universal free breakfast meals, COVID preparedness, after school snacks and suppers, Community Eligibility Provision campuses and our overall engagement with our district and community, just to name a few. Such reflection also allowed me to recall our leaders, our teammates and our peers. The one selfless constant has always been our collective and collaborative dedication to what is best for our children and our ability to provide those solutions.

Thank you for your dedication to making this district the obvious choice and allowing Aramark to provide solutions that help!




**Geoff Holle**  
Resident District Manager;  
Pflugerville  
Aramark Student Nutrition

*“I have been fortunate to have been a part of Pflugerville ISD for nineteen years. On behalf of Aramark and our PflISD Food Service team, thank you not only for our long-term and continued partnership, but for the difference your decisions and your actions make in the lives of our children.*

*Thank you for letting us serve you and thank you for entrusting us with helping you deliver on our collaborative goals!”*

*Geoff Holle*





“Aramark is an integral part and a sound partner to our Career & Technical Education culinary students and leaders. The partnerships we have formed are invaluable.”  
Traci Hendrix, Director  
Pflugerville ISD Career & Technical Education

“The Aramark team is always willing to jump in and support our campus initiatives, whether that be health and wellness, health or science fairs, or student engagement events. Our campus community is better for the partnership we have with Aramark.”  
Lisa Harris, Principal  
Brookhollow Elementary, Pflugerville ISD

Pflugerville I.S.D and Aramark are incredible partners for the futures of Pflugerville children. The engagement Aramark and Geoff Holle provide to establish deep connections with their community is unprecedented.”  
Mia Medina, Director  
No Child Hungry

“Aramark has been partners with Pflugerville Community Connect for many years, and have always been so supportive of our students, helping them achieve their employment goals. Their openness and support of our students has been a tremendous success and made a difference in the lives of our students who are employed with them.”  
Keith Gregory, Director, PfISD 18 Plus Student Education Immersion Program



“Our students were thrilled when Aramark came to engage them in what they would love to see in their school cafeteria. By the time we met again with Aramark, they had delivered on all of their commitments to our students, and that was thirty days after the initial meeting. It showed the dedication and care to listen.”  
Michael Grebb, Principal  
Hendrickson High School

“Pflugerville and Aramark’s Junior Chef contest is an incredible springboard for future chefs in Pflugerville!”

Caroline Coleman,  
Former Pflugerville ISD Student and  
Chopped Junior Champion

We can always count on Aramark when our children and our community need it. They have been a valued partner!”  
Tom Cottar,  
Pflugerville  
Backpack Pfriends

“We know the bar in PfISD kitchens is high, regarding food safety. It is what we have come to expect and appreciate.”  
Michael Bland, City of Austin



