



## BAYLOR UNIVERSITY

# ADDITIONAL POINTS OF SERVICE ROLL ONTO CAMPUS

Baylor blends interdisciplinary research with an international reputation to educate students on worldwide leadership and service. This focus extends to the larger Waco community, as Baylor encourages students to live life helping others.

At the start of the pandemic, the dining team needed to adhere to strict safety guidelines and add additional points of service—while still meeting guest expectations for flavor variety and local excitement.

A robust food truck program through Local Restaurant Row was just what they needed.



**POPULATION**  
17,000  
**GUEST COUNT**  
1,955

## GUEST RESTAURANTS PROVIDE LOCAL FLAIR

Having open, direct lines of communication combined with a supporting tech platform, has created a tailored approach to bringing local partners and flavors of the region to campus.

Local Restaurant Row has helped the team take what started as a food truck program and expand it to having local partners serve in the Bill Daniel Student Center.



**Local Restaurant Row is a one-stop-shop for implementing guest restaurant experiences on campus.**

—Jerald Weatherman, Food Service Director, Aramark at Baylor University



# THE RECIPE FOR SUCCESS

## STRONG PARTNERSHIPS

Existing bonds with local partners were strengthened and new relationships were established.

## PARTNER VERSATILITY

Students experience a variety of authentic, local flavors in both dining halls and around campus.

## OPERATIONAL EFFICIENCY

Centralized technology and consistent training platforms increased partner efficiency, consistency, and reporting.



## HELPING SMALL BUSINESSES LIKE POP'S LEMONADE GROW

Pop's Lemonade Company is a Waco-based, family-owned lemonade food truck. They bring freshly squeezed, made-to-order beverages to the Baylor campus.

## RESULTS AT A GLANCE

- ↑ 25% Increase in Retail Sales
- ↑ 17 Partners Sourced in 1 Year



**Partnering with the Local Restaurant Row program at Baylor has given our team a new outlet to share our products with the larger Waco community.**

—Abby Head  
Co-Founder & CEO of Pop's Lemonade

## THESE ARE JUST SOME OF OUR LOCAL PARTNERS



**WE MAKE GOING LOCAL EASY**

Aramark partners with local restaurants, food trucks, and chefs to bring guests neighborhood favorites through our Local Restaurant Row concept.

For more information, please reach out to:  
[LocalRestaurantRow@Aramark.com](mailto:LocalRestaurantRow@Aramark.com)

