



# LOCAL RESTAURANT ROW

GLOBAL FLAVORS. LOCAL FAVORITES.



## UNIVERSITY OF KENTUCKY

# INVITING MORE STUDENTS TO TRY "LEXINGTON LOCAL"

The University of Kentucky has always felt a sense of responsibility to their students and their community. Their mission is to serve and provide the educational resources needed for the entire commonwealth to succeed.

For The University of Kentucky, supporting bluegrass regional growth doesn't just stop with their local purchasing commitment built through the Kentucky Proud program. In addition to working with local farms since Fall 2014, they have also incorporated a guest restaurant program to help bring local entrepreneurs to campus.



**GATTON STUDENT CENTER POPULATION**  
15,000  
**GUEST COUNT**  
5,200

## SATISFACTION SCORES SOAR

While their initial program was successful, The University of Kentucky was looking to implement local on an even larger scale. They wanted to bring additional tastes of the region to campus while helping local businesses get back on track after two tough years.

As a result, the UK team continues to see exceptional guest survey scores over and above the 50% increase in overall satisfaction that they experienced when the program was initially launched.



Carlos Gomez-Jeronimo & Beatriz Mata, Nathan's Taqueria, Owners



**Restaurant Row elevated and accelerated our existing local restaurant program with seamless technology and great branding for our partners and guests alike.**

—Pulkit Vigg, Resident District Manager, Aramark at University of Kentucky



An-Chau Cao-Nguyen, Pho Kytchen, Owner

# THE RECIPE FOR SUCCESS

## TECHNOLOGY

The easy-to-use management platform provides operational flexibility and efficiency—from contracting through scheduling.

## MARKETING

Local Restaurant Row marketing support and templates help each partner tell their unique story to UK students.

## DIVERSITY

The program is an innovative way to bring local, minority- and women-owned businesses to campus, as well as improve the financial strength of the area.



## HELPING SMALL BUSINESSES LIKE PHO KYTCHEN GROW

An Cao's love of pho noodle soup started as a young girl in Vietnam. As a flight attendant, she had pho soup all over the world, bringing her the comforts of home wherever she traveled. She has since mastered her own recipe and now shares her favorite dishes with the students at UK.

## RESULTS AT A GLANCE

- ↑ +50% Overall Guest Satisfaction
- ↑ +15% Meal Plan Growth
- ↑ \$2M Local Food Purchases
- ↑ Up to 12 New Partners Per Year



**It brings me so much joy to serve authentic local Vietnamese dishes to students. What amazing memories I have now."**

—An Cao, Pho Kytchen

## 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)

