

# From Gastronome to Ironchef

## RESHAPING & TRANSFORMING THE CULINARY EXPERIENCE

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A FRESH PERSPECTIVE ON CULINARY DESIGN



ADRIAN STEVENSON HIGH SCHOOL  
**STEVENSON**

**Wight**



# Learning Objectives

## Objective 1

Gain an understanding of ways in which the latest approaches to food service design can impact nutrition, decrease waste, improve delivery speed and increase choice.

## Objective 3

Discover food service and culinary program planning/design strategies that provoke positive changes in student behavior. Move beyond Home EC, FCS to commercial opportunities.

## Objective 2

Explore the financial benefits districts can realize by improving their healthy, sustainable cuisine offerings. Findings will include programs that do, as well as do not receive funding from the National School Lunch Program.

## Objective 4

Become familiar, through a series of case studies, with programs that celebrate the culinary arts with the same excitement as other maker programs, incorporating ties to multiple subjects and entrepreneurial connections.

**WHAT** is the issue?

*School Has  
Changed.....*

*....Food Service  
Hasn't*













**WHY**  
is this important to schools?



**1 in 6** Children  
are hungry

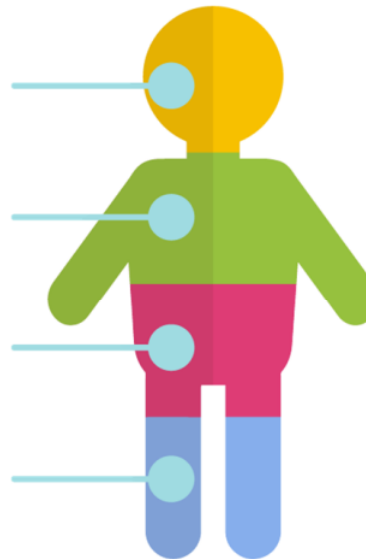


**1<sup>st</sup> time in history**

Over 1/2 public school students **nationwide**  
are from *low income* families



**Childhood  
OBESITY**  
rose over  
**300%**  
in past 30+ years



**15%**

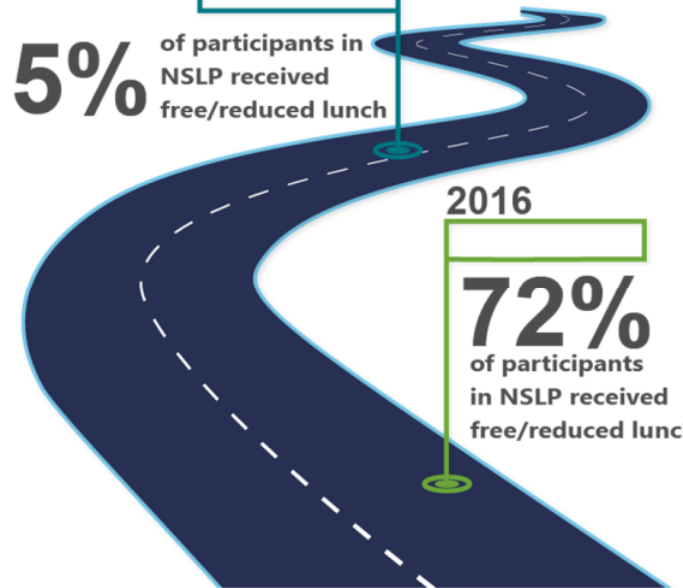
of participants in  
NSLP received  
free/reduced lunch

1969

2016

**72%**

of participants  
in NSLP received  
free/reduced lunch





# Healthy meals raise student achievement

**4** percentage  
points on  
average\*

“School Lunch Quality & Academic Performance”

\*California State Department of Education and Economics at University  
California

Berkley study over 5 years at 9,700 schools.





*This is not about serving children  
healthier school lunches*



*This is about*

**ENTICING**

*children to eat*

**HEALTHIER**



So **WHO** is our audience?







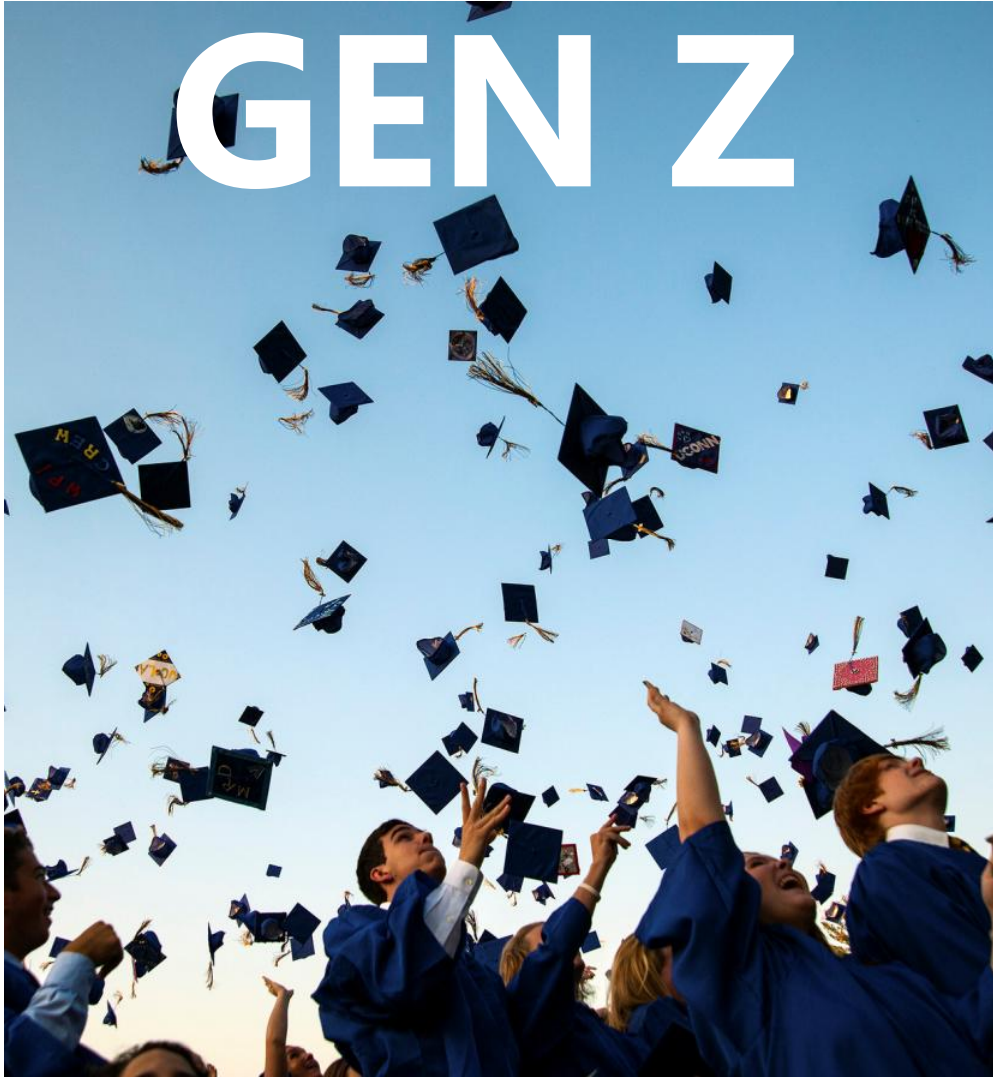
## Health and Wellness

**40%** of millennials and generation Z say ingredients sourced sustainably are very important in their purchase decisions, more so than other generations. They are also more willing to pay a premium for healthy products, such as all natural, GMO-free, sustainable or vitamin-fortified foods.

Nielsen Global Health & Wellness Survey



# GEN Z



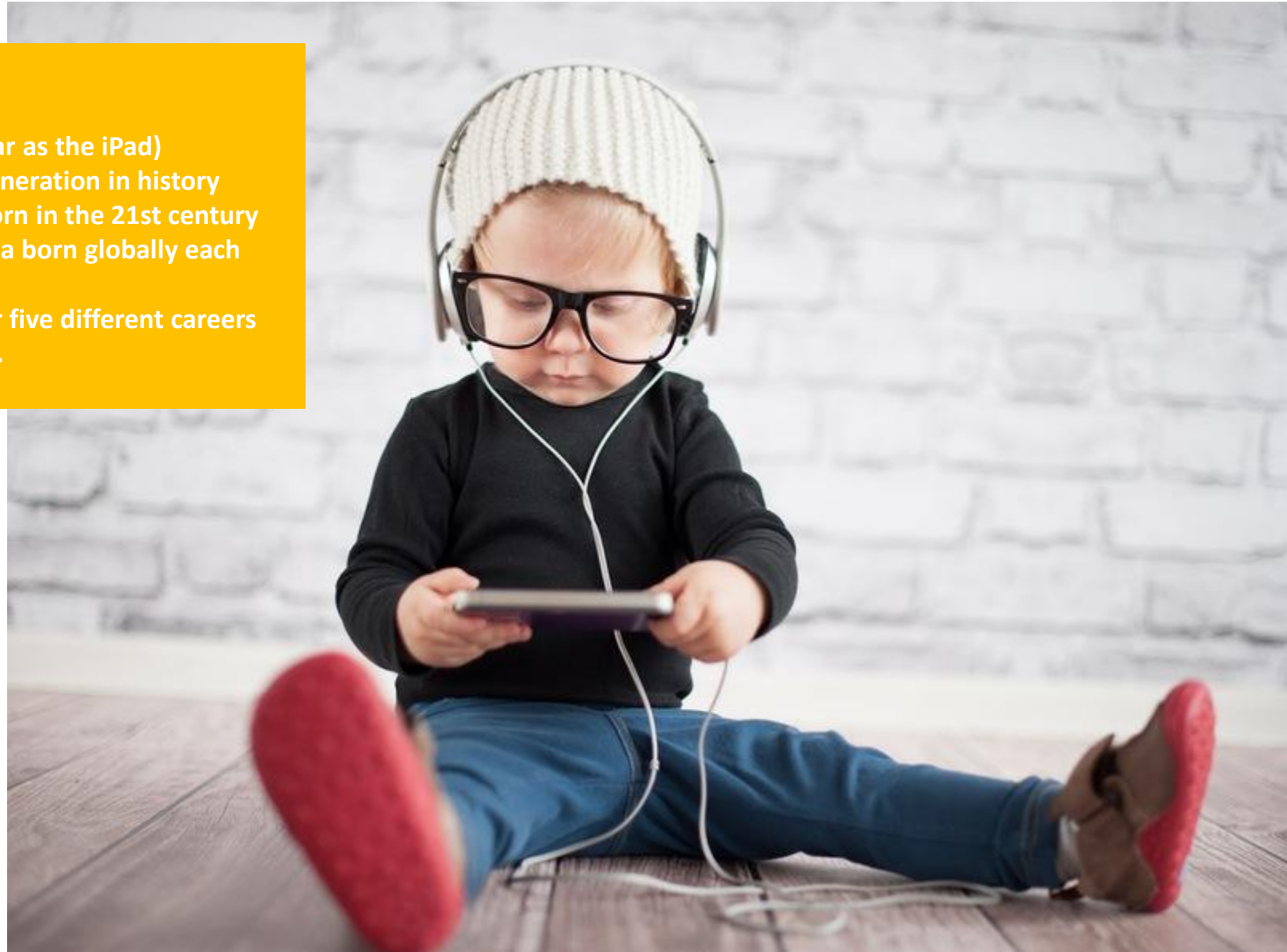
# ALPHA

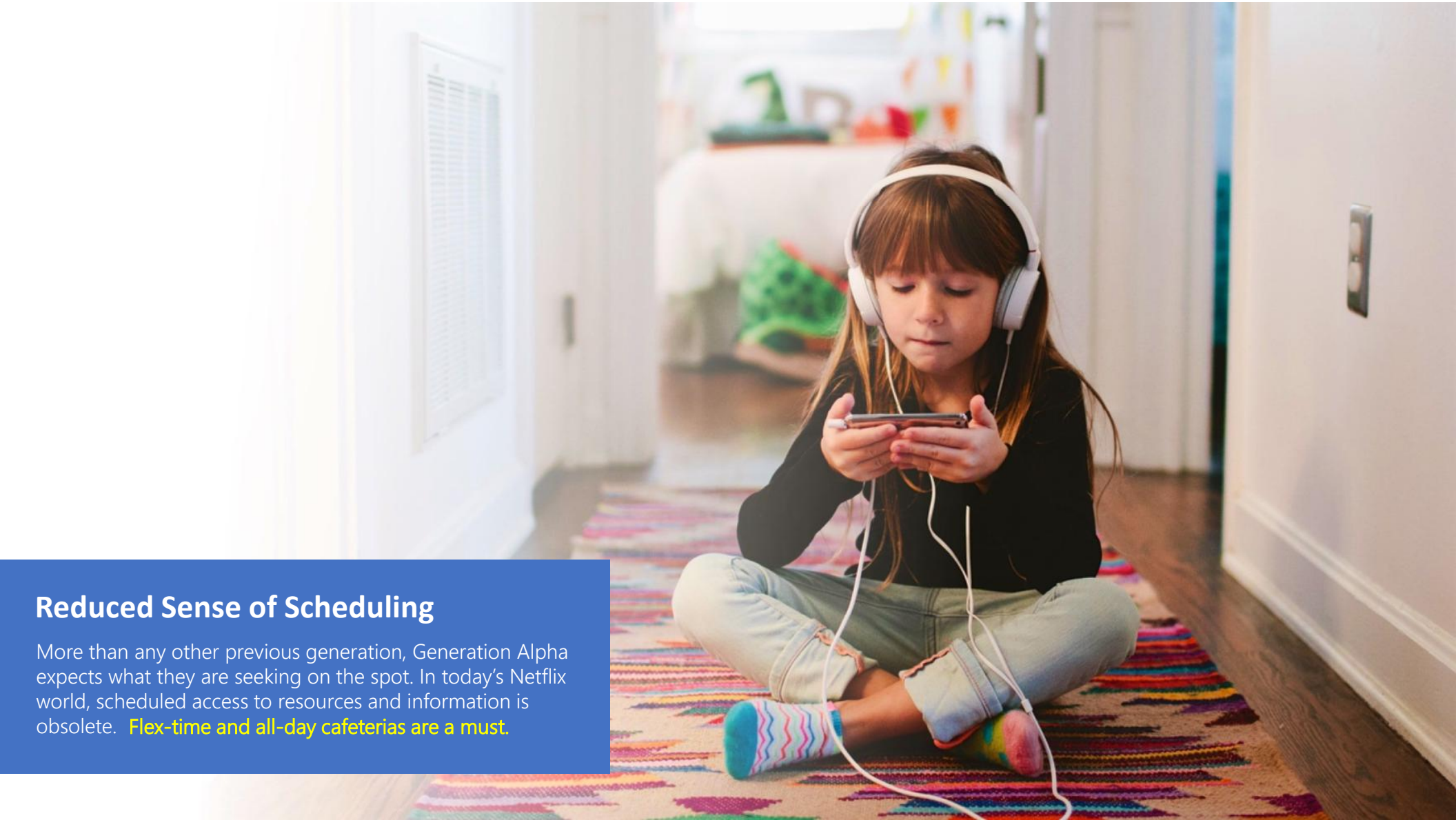




## Fast Facts

- Born in 2010 (the same year as the iPad)
- Most formally educated generation in history
- First generation entirely born in the 21st century
- 2.5 million generation alpha born globally each week
- They will have 17 jobs over five different careers and 15 homes in a lifetime.





## Reduced Sense of Scheduling

More than any other previous generation, Generation Alpha expects what they are seeking on the spot. In today's Netflix world, scheduled access to resources and information is obsolete. **Flex-time and all-day cafeterias are a must.**

**HOW** can space help?







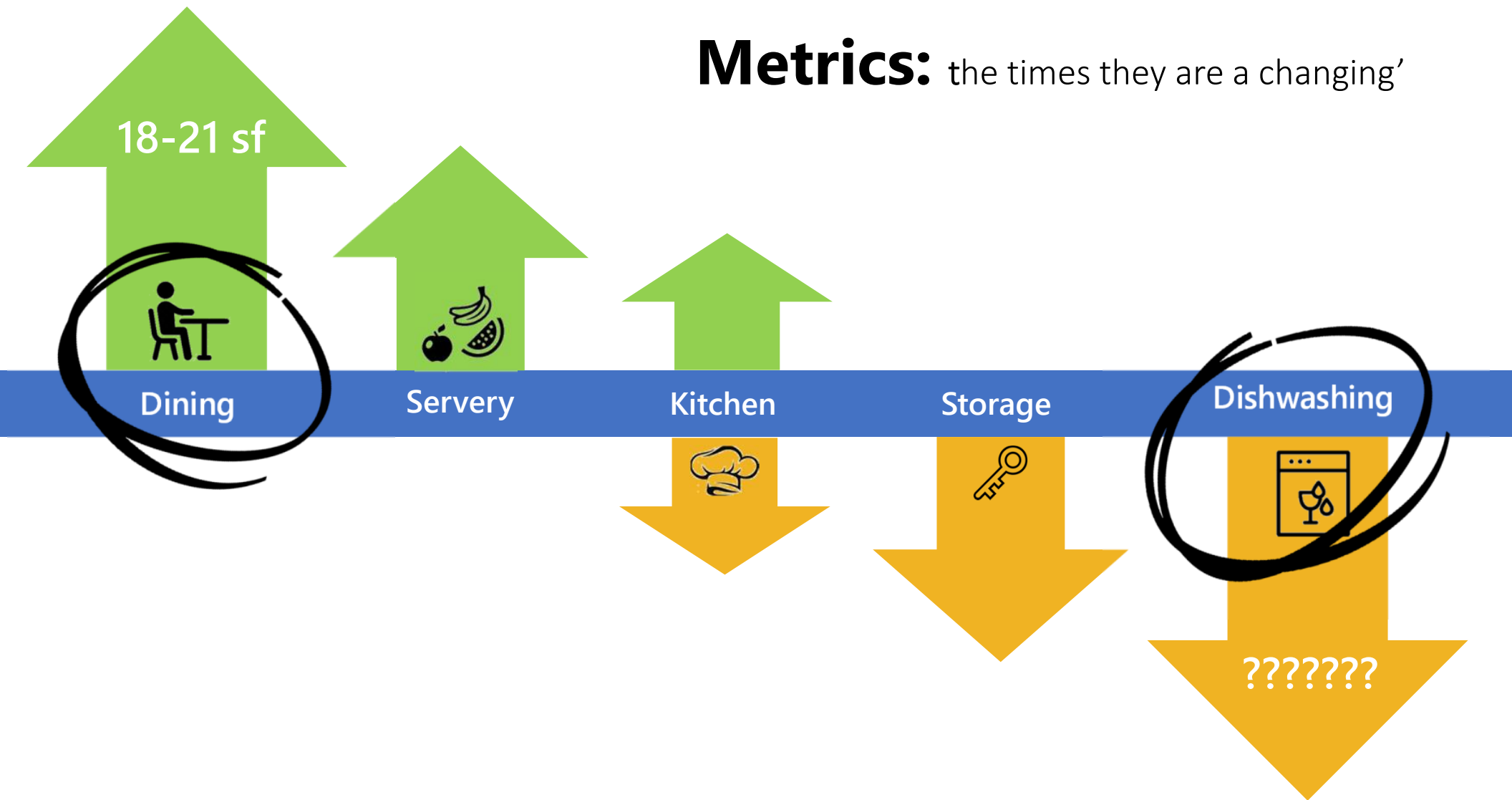








**Metrics:** the times they are a changing'





**Presentation Matters**





Lighting



# Color Rendering Index (CRI)



**CRI (Ra) < 70**

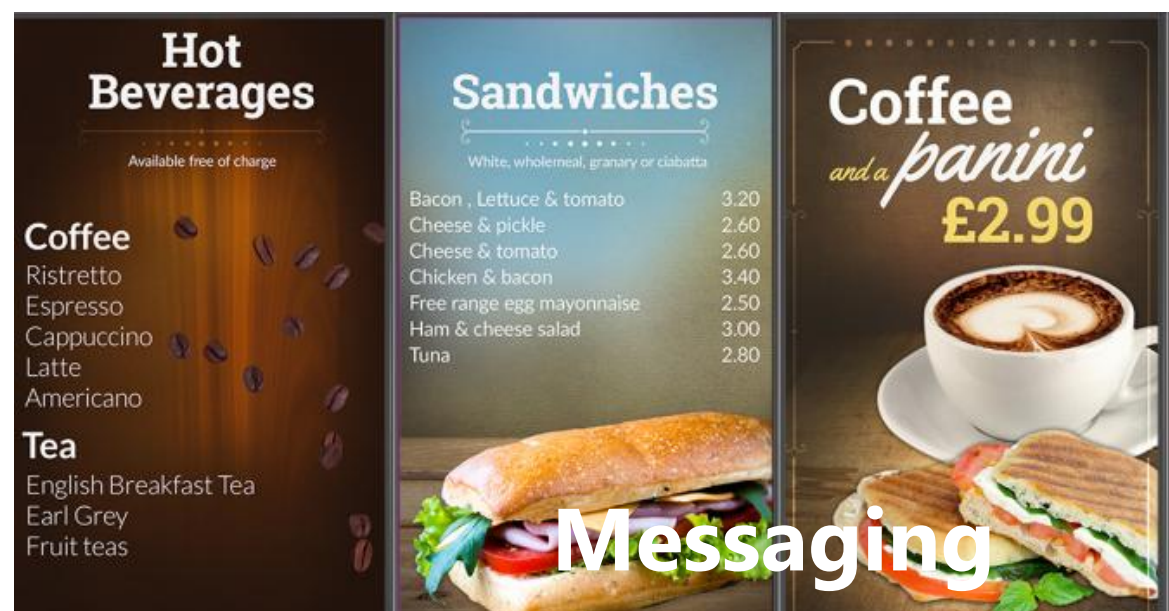


**CRI (Ra) > 90**

# Logistic Lessons







**Messaging**





## Mobile Ordering







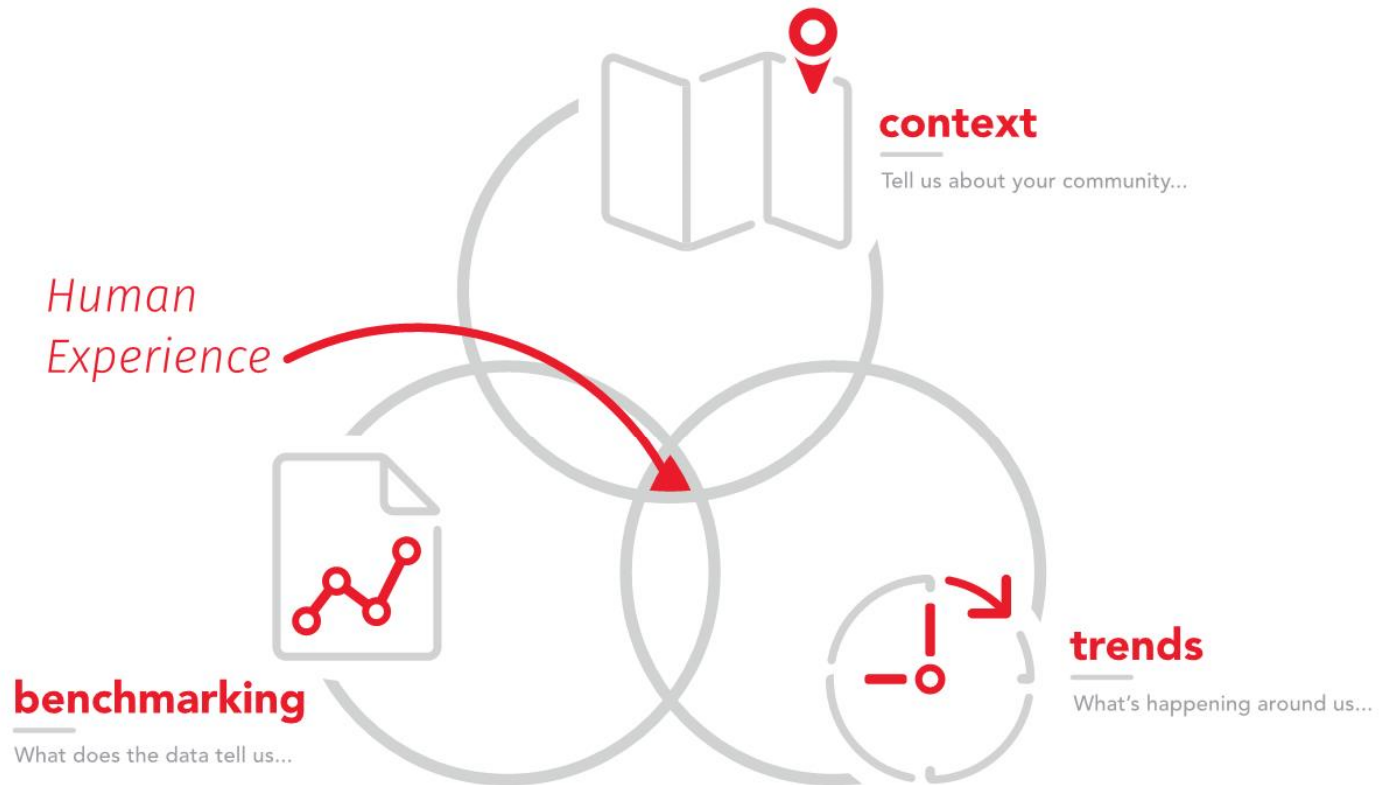




**Personalized choice**













# Case Study: The Stevenson High School Model





# EXISTING SERVERY & DINING PLAN

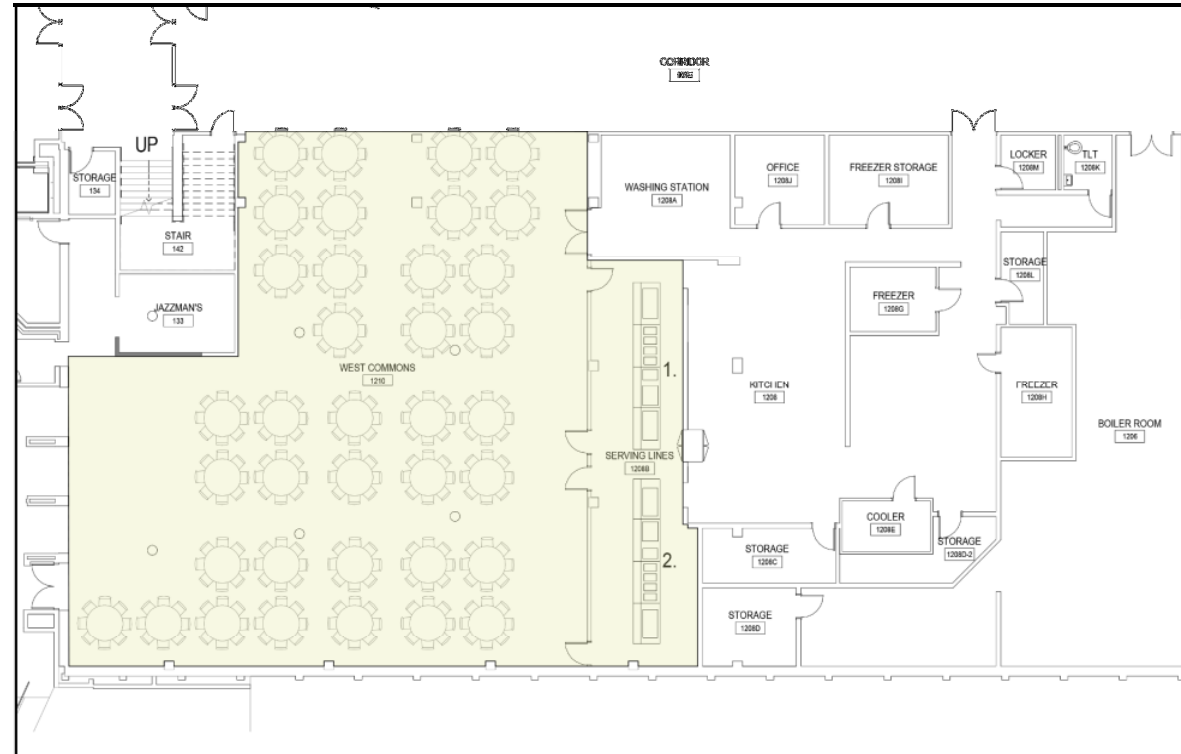
SEATING FOR:

288 AT TABLES (WOOD COMMONS)

15 AT STEPPED SEATING (WOOD COMMONS)

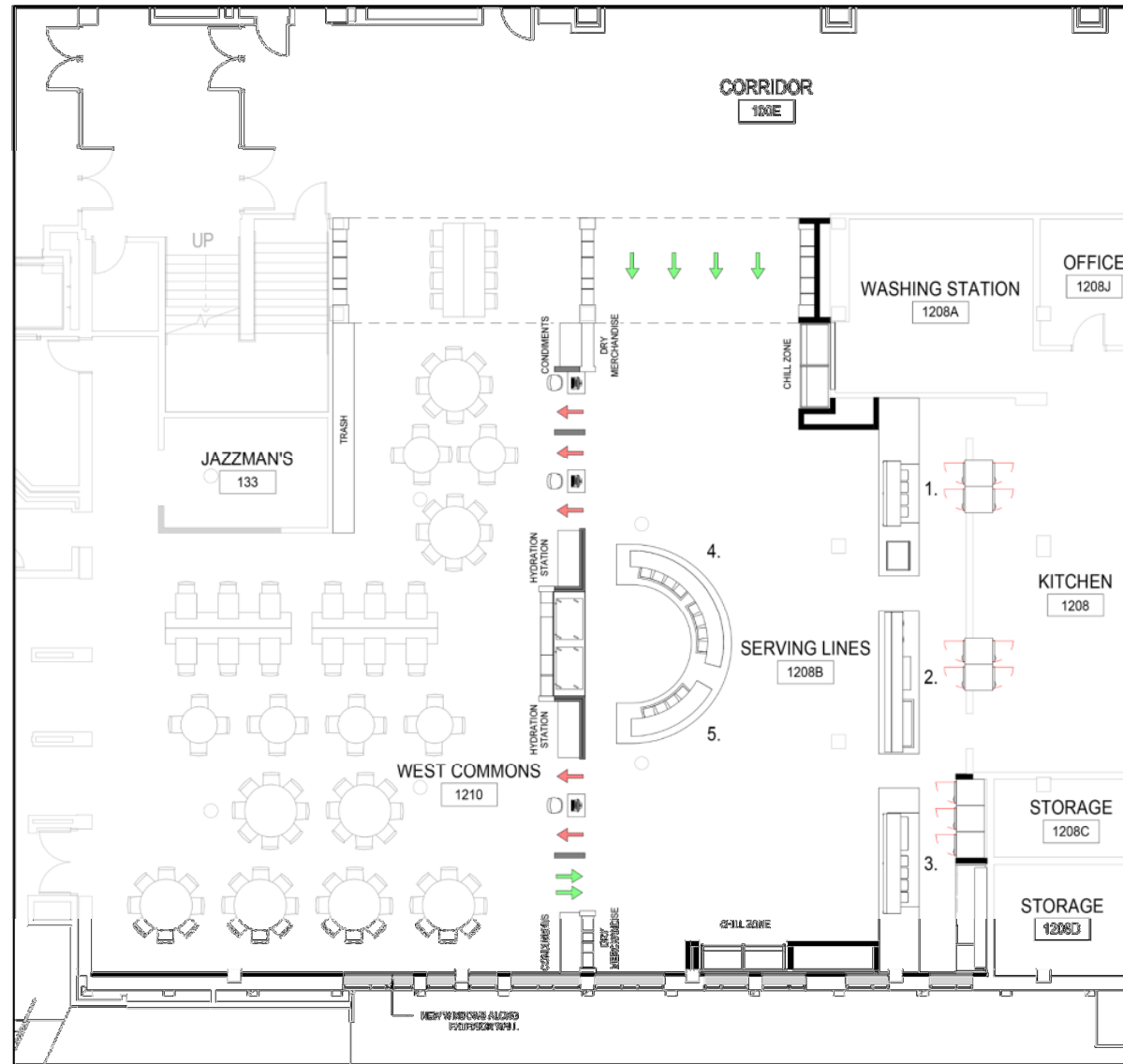
296 AT TABLES (WEST COMMONS)

**TOTAL: 599 SEATS**



# SERVERY PLAN WEST COMMONS

1. COMFORT FOODS
2. SOUP, BREAD AND SALAD BAR
3. INTERNATIONAL
4. TOSSERY
5. COLD FOOD BAR







Before





After





Before





After



Before





After



# School Year 2016/2017

Burgers	-5,200
Salads	+10,000

**French fry sales declined from  
\$144,000 to \$50,000**

over one  
year





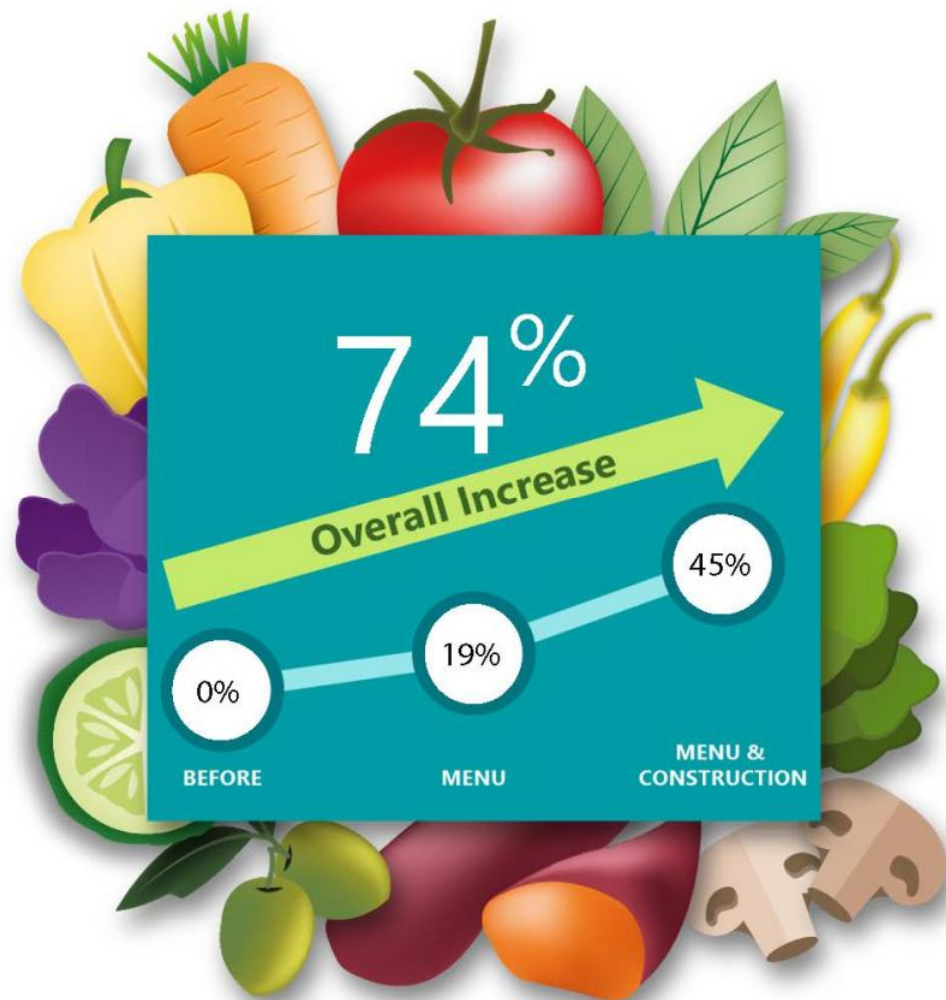
# School Year 2016/2017

Burgers -5,200  
Salads +10,000

over  
1  
year

French fry sales **DECLINED** from  
**\$144,000 to \$50,000**

Pizza sales **DECLINED** by  
**26%**





BEFORE



Service  
Time

50 minutes

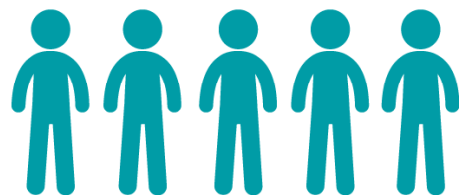
Student  
Participation

64%

Average  
Transaction



MENU  
CHANGES



50 minutes

72%






MENU &  
CONSTRUCTION

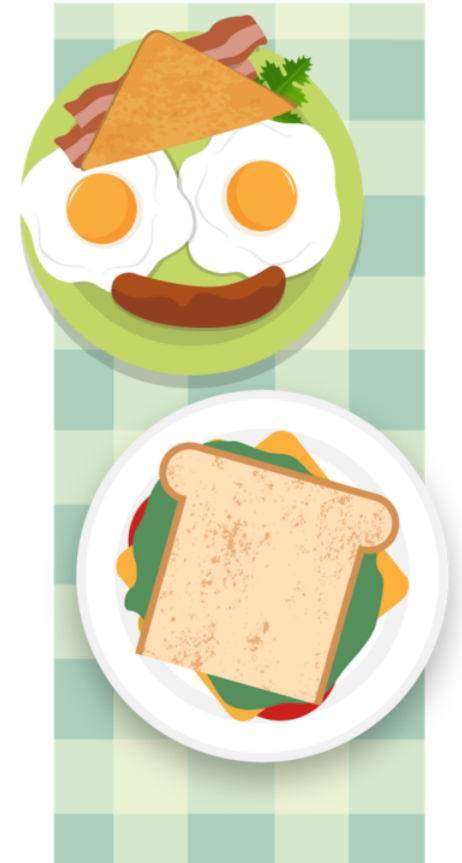


40 minutes

84%



		 2015-16	 2016-17	 % increase	Free/Reduced Percentage
Wallace	Breakfast	11,147	13,539	21%	36%
	Lunch	25,994	31,852	23%	
Maplecrest	Breakfast	14,524	17,556	21%	76%
	Lunch	47,654	56,616	19%	
Central	Breakfast	7,908	12,531	58%	74%
	Lunch	43,908	56,351	28%	







## Digitally Native to the Extreme

Education for the GenZ and Alpha generations has to match their love for technology. Schools will need to provide opportunities for: digital interactions, virtual connections, **making, prototyping**, gaming, video production, virtual destinations, and much more.













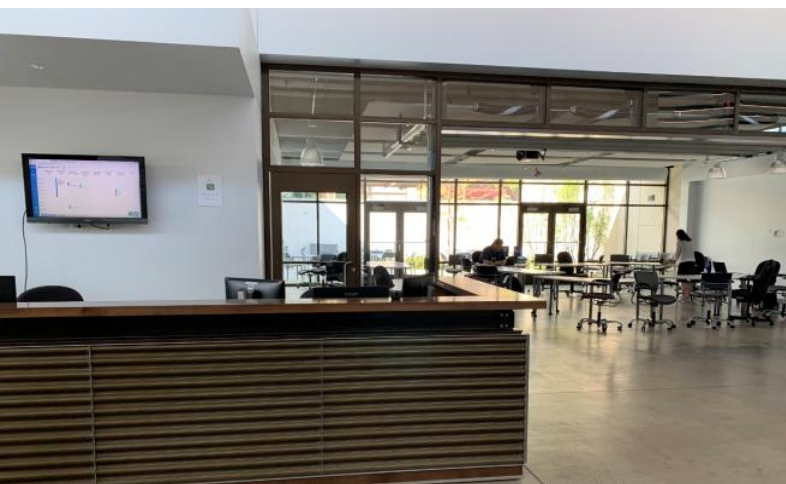














**Time for your Questions**

