From Gastronome to Ironchef
RESHAPING & TRANSFORMING THE CULINARY EXPERIENCE

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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 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 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 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

Childhood obesity rose over 300% in past 30+ years

40% of the food produced in US is wasted each year

1st time in history
Over 1/2 public school students nationwide are from low income families

1969
15% of participants in NSLP received free/reduced lunch

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?
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.
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?
Welcome to Cabell Library Starbucks
Metrics: the times they are a changing'
Presentation Matters
Lighting
Color Rendering Index (CRI)

CRI (Ra) < 70

CRI (Ra) > 90
Logistic Lessons
Dining Space
Personalized choice
context
Tell us about your community...

Human Experience

benchmarking
What does the data tell us...

trends
What's happening around us...
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. TOSSEY
5. COLD FOOD BAR
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

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

Pizza sales DECLINED by 26%

over 1 year
<table>
<thead>
<tr>
<th></th>
<th>Service Time</th>
<th>Student Participation</th>
<th>Average Transaction</th>
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<tbody>
<tr>
<td>BEFORE</td>
<td>50 minutes</td>
<td>64%</td>
<td>$2.90</td>
</tr>
<tr>
<td>MENU CHANGES</td>
<td>50 minutes</td>
<td>72%</td>
<td>$3.04</td>
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<tr>
<td>MENU &amp; CONSTRUCTION</td>
<td>40 minutes</td>
<td>84%</td>
<td>$3.21</td>
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<tr>
<td>School</td>
<td>Breakfast 2015-16</td>
<td>Breakfast 2016-17</td>
<td>Lunch 2015-16</td>
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<td>-------------------</td>
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<tr>
<td>Wallace</td>
<td>11,147</td>
<td>13,539</td>
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<td>Maplecrest</td>
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<td>17,556</td>
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<td>Central</td>
<td>7,908</td>
<td>12,531</td>
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</tbody>
</table>
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, making, prototyping, gaming, video production, virtual destinations, and much more.
Culinary lab case study

Images from STVN and New Trier
Time for your Questions