

HARVARD UNIVERSITY

Situation:

Harvard Dining Services wanted to expand their food court to include a group of diverse and sophisticated food service options for its community.

Their Need:

Chef Services Group was hired to work within their economic business model to develop 3 cutting edge kiosks from concept to execution, including:

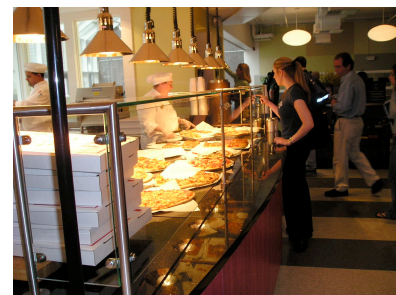


Primary Services Provided:

- Design direction
- Recipe development
- Menu development including systems for presenting & merchandising their menu
- Raw material sourcing and specification for entire menu
- Developed the Operational Procedures & Manual
- Operational infrastructure development
- Sophisticated inventory spreadsheets to support purchasing in their day-to-day perpetual inventory perspectives
- Directed the training of staff
- Supervised the Pre-Opening & Opening procedures and proceedings

Results:

Bella Boca, a Brick Oven Pizza Concept and *Global Greens*, a Value Salad Concept located in the renovated Green House Café in the campus center opened successfully and serves 4000 to 5000 customers per day. These concepts are extremely successful ventures for the Harvard dining restaurant division which now has 28 restaurant programs on and around all campus operations. *Noodle Nation*, an Asian/noodle Bowl Concept is open in the 500,000 square foot recently constructed Medical Building located in the Elements food court.



CHEF SERVICES GROUP
food innovation