Aramark’s fourth annual Global Employee Appreciation Day (EAD) will be held on April 12, 2016. If needed, managers may plan an alternate day near this date that works for their individual location(s). EAD is an integral component of Aramark’s Global Recognition Program, *Encore! Encore!*, and is a key initiative that reinforces our culture of appreciation and recognition, while fostering employee engagement.

Behind every experience Aramark creates around the globe is a service star who sells and serves with passion. Who enriches and nourishes lives. Who sets goals and then acts on them. And who does it all with integrity and respect. This year’s theme for EAD is: **Set Goals. Act. Win.**

*At Aramark, results matter and we are accountable for those results. When we succeed - we celebrate success. And on EAD, we celebrate our people, who bring creative and innovative solutions to the exceptional service we provide every day to our clients, consumers and communities.*

This year, more than ever, the purpose of EAD is to display meaningful appreciation and to give our heartfelt thanks to our 270,000 service stars around the globe for creating experiences that matter. **Therefore, the commemorative coins and optional gifts that were available in past years will no longer be offered.** This shift in focus away from small gifts is meant to illuminate the real meaning of the day – sincere appreciation.

As a front line manager, we expect you to host an EAD celebration at your location, which will include:

- **Planning a 30-minute celebration with light refreshments**
- **Viewing the “Thank You” video featuring Eric Foss**
- **Distributing letters of thanks from Eric Foss to employees**
- **Providing brief remarks of recognition from you**
- **Taking photos/videos and submitting for the photo/video contest (optional)**

This Guide outlines how you should structure the day and provides tools for creating an impactful, fun celebration that recognizes employees’ efforts and thanks them for living up to our mission and values throughout the year. **This Guide to Employee Appreciation Day includes:**

- A Countdown Calendar and tips for running your celebration
- EAD Agenda and Activities
- Talking Points for your celebration
- Answers to Frequently Asked Questions

Your role in Employee Appreciation Day is a critical one and we sincerely thank you for your participation. After reviewing this Guide, if you still have questions, please send an email to employeeappreciation@aramark.com.

*Meaningful recognition continues to play an integral part in creating an environment where people are inspired to do great work. And, it’s not just impacting engagement but personal wellbeing both inside and outside the workplace.*
COUNTDOWN TO YOUR CELEBRATION

As soon as possible
✓ If you are a manager at a location with multiple functions, lines of business or lines of service, check with peers to coordinate efforts and make sure that EAD plans are both aligned and impactful at your location.
  • Important: You should not distribute any gifts. The focus is on sincere appreciation.

✓ As part of a regular team huddle, inform employees that EAD is taking place on April 12.
  • Let employees know the time and location of your celebration.

✓ If necessary, book a meeting room for your celebration. Or, use any central gathering spot where you would normally hold team huddles. Plan at least 30 minutes for your celebration.

✓ If available, reserve a large screen and a projector to display the video featuring Eric Foss. The video will be available on www.aramark.com/employeeappreciation.

✓ If applicable at your location, notify your client of the date and time for EAD. Assure the client that there will be no disruption to regular business operations.

Up to 1 week before
✓ Print EAD posters and/or banners from www.aramark.com/employeeappreciation and display them on the day of your celebration in a high-traffic location.

✓ Arrange for a cake, cupcakes, or snacks and refreshments. You may wish to enter your cake/cupcakes in the photo contest. (See page 4)

Day before
✓ Remind employees about EAD.

✓ Familiarize yourself with the talking points. (See page 5)

✓ Print the thank you letters from www.aramark.com/employeeappreciation.

✓ Send your employees an eCard from www.appreciatehub.com/aramark.
  • It’s a great, zero-cost way to say “thanks for all you do.”

✓ Get ready to celebrate!
EAD AGENDA AND ACTIVITIES

EAD celebrations should be at least 30 minutes and keep to the agenda below:

1. Employees gather for celebration.
2. Welcome from manager. (See page 5)
4. Give letter of thanks to every employee after running the video.
5. Recognize employees’ efforts and invite employees to share their appreciation for each other.
6. Take photos/videos. (Optional)
7. End celebration.

Share your celebration - Win a trophy!

We encourage you to take photos or shoot brief videos for sharing during and after EAD. This year, we’ll be awarding trophies in six categories:

- Best Group Selfie
- Best Display of Recognition
- Best Cake, Cupcakes or Cookies
- Best Song or Dance Routine
- Most Enthusiastic
- Most Creative

Photo/Video Contest Rules

1. Limit one entry per category per location.
2. Do NOT submit a photo or video multiple times or for multiple categories.
3. Submit to www.hightail.com/u/EmployeeAppreciation. Acceptable file formats are:
   - For photos: .jpg, .jpeg, or .png
   - For videos: .avi, .m4v, .mov, .mp4, .mpg, .mpeg, or .wmv
4. Do NOT post videos on social media sites, such as YouTube. Videos must be submitted through the proper channel (see #3). Feel free to share your photos on social media using #aramarkthanks, but keep in mind only photos submitted to www.hightail.com/u/EmployeeAppreciation will be entered in the contest.
5. Keep videos to three minutes or less.
6. Submit no later than Friday, April 22, but we encourage you to submit your entries as soon as possible.
7. Entries must include:
   - Your Full Name
   - Line of Business or Function
   - Account Name/Location
   - City, State/Province (where applicable), Country
   - Profit Center Number (where applicable)
   - Contest Category (choose one of the six categories above for each submission)

Winners will be notified in early May. Entries may also be featured on the Aramark Facebook page and in enterprise communications such as The Mark Online.
To kick off the celebration:
• Welcome to Employee Appreciation Day. You’re the guest of honor, so this is your day!

• Today, we’re celebrating with every Aramark location around the globe. That’s over 270,000 service stars!

• This is an opportunity to say thanks to you for all you do each and every day. I want you to know that your hard work is appreciated.

• This year’s EAD theme is Set Goals. Act. Win. At Aramark, results matter and we are accountable for those results. When we succeed – we celebrate success. And on EAD, we’re celebrating YOU for dreaming of ways to do what we do better every day.

• We want you to know that we recognize your passion for service excellence and your commitment to innovation. And how you do it all with a warm smile, a kind word and a personal touch.

• Our senior management wants to say thanks, too. So, we’re going to take a few minutes now to watch a brief video featuring Eric Foss, our Chairman, President and CEO. (Show video)

After the video and the distribution of letters:
• This company is built on our people. Our success is built on your continuing and unrelenting efforts to deliver experiences that enrich and nourish lives.

• Because of your dedication and effort, we were able to accomplish many great things this past year. Cite personal examples at your account, such as ways employees helped to:
  * expand or win new business
  * retain business
  * overcome hurdles
  * win the praise and/or trust of the client by going above and beyond
  * improve our community through their time, effort and expertise

• Employee Appreciation Day celebrates our culture of appreciation here at Aramark. It’s a culture that is focused on recognition and rewards for performing with pride and delivering service excellence.

• Recognizing you for the difference you make at the moment of truth is what Encore! Encore! is all about. It’s a way to appreciate and recognize your contributions, reward you for results, and say THANK YOU for making an impact throughout the year.

Would anyone like to chime in and reflect on something or someone you appreciate? The floor is yours . . .

Note: If you get questions on the coins or gifts, you can refer to the response below:
There are no coins or small gifts this year because we are shifting the focus back to YOU, to make this day about YOU, and to give our heartfelt thanks for what YOU do every day to create experiences that matter.
FREQUENTLY ASKED QUESTIONS

PURPOSE
Q: Why does Aramark celebrate EAD?
A: EAD serves several critical purposes. It:
• Sets the tone for creating a culture of appreciation and recognition.
• Allows the organization to say “thank you” to our service stars in a consistent way.
• Initiates a dialogue with employees that promotes two-way conversation.
• Celebrates the success resulting from our employees’ passion to serve and recognizes how their efforts add value to our clients, consumers, and communities.
• Integrates with the Encore! Encore! Global Recognition Program that makes appreciation an ongoing, year-round event.

Q: Who does EAD apply to?
A: All full-time and part-time regular and seasonal Aramark employees. Contractors or temporary employees are not included.

CELEBRATION LOGISTICS
Q: When should I hold the event?
A: We recommend that you hold the event at the start of each shift on April 12. Select time(s) that maximize attendance. If you have remote employees, invite them to attend.

Q: Where should I hold the event?
A: This depends on your location, but in general, any area where employees can gather together comfortably for 30 minutes or so. A break room or conference room are examples, or anywhere you typically would hold a team huddle.

Q: What food and drink should be served?
A: We recommend a cake, cookies or cupcakes, and waters, sodas, and juices. It’s up to you based on your event space, time of day, and budget.

Q: Who is paying for the refreshments?
A: The food and beverages should be paid from your budget.

THANK YOU VIDEO
Q: How do I show the video featuring Eric Foss?
A: Go to: www.aramark.com/employeeappreciation. It is available in English and 10 subtitled languages. Choose the language that best meets the needs of your employees. To play the video, you have two options. You can either view it on YouTube by clicking on the link provided. Or you may download it to a computer that has Windows Media Player or QuickTime installed. We recommend projecting the video on a large screen if available at your location.

PHOTO/VIDEO CONTEST
Q: How do I participate in the photo/video contest?
A: View the rules on page 4 of this guide. Submit photos and videos here: www.hightail.com/u/EmployeeAppreciation

OTHER
Q: Is attendance at the celebration mandatory? And does it have to be held on April 12?
A: We strongly encourage all employees to attend the celebration. If needed, you may plan a day near this date that works for your location(s). Similarly, you may stretch EAD over multiple days if you are visiting multiple Aramark locations.

Q: Can I have the event at an offsite location?
A: No. All celebrations should be held onsite.

Q: Can employees invite family and friends?
A: Because of the brief nature of the event and to eliminate distractions when normal duties resume, only employees should attend.

IF YOU NEED ASSISTANCE
Q: What if I have questions?
A: Please direct questions to: employeeappreciation@aramark.com