



LOCAL RESTAURANT ROW

GLOBAL FLAVORS. LOCAL FAVORITES.



T-MOBILE

RINGING IN SUCCESS WITH NEW LOCAL FLAVORS

As the second-largest wireless carrier in the United States, T-mobile supports the connectivity of it's customers every day. At their Overland Park, KS, campus their employees and guests have returned to campus in the wake of the pandemic, allowing our Aramark team to continue exceeding expectations with their 25+ year partner.

With the rapidly growing customer base back on-site, the team was faced with congestion and service time issues. They looked to Local Restaurant Row (LRR) program to help them quickly and seamlessly integrate fresh, new flavors with a variety of cuisine types into the program while supporting local area restaurants.

POPULATION
3,000

T Mobile

GUEST COUNT
2,000

THE POWER OF A STRONG NETWORK

Partnering with local restaurants through this solution enabled the team to serve more people faster while increasing variety and maintaining a high culinary standard.

Based on guest satisfaction and operational efficiencies, the program has continued to grow. Aramark operates takeover stations in three different buildings on campus and, each day, up to 8 partners can rotate through these locations. By driving demand at multiple culinary destinations, T-Mobile is seeing reduced congestion in the main dining café while providing a wide variety of crave-worthy cuisine for employees and guests alike.



El Tenedor has been a staple here on campus. They provide such great food and are always so warm and welcoming.

—T-Mobile employee



THE RECIPE FOR SUCCESS

RELATIONSHIPS

Long-standing relationships with clients and partners allowed us to seamlessly expand and enhance the program while establishing new relationships, and notoriety for local partners.

GROWTH

The multi-location solution offered partners the opportunity and support to expand beyond their previous operating models (e.g., food trucks) by rotating to different locations, providing greater exposure, and helping them build their business.

EXCELLENCE

The notoriety of the El Tenedor brand and operational excellence helped drive traffic to multiple points on campus, easing the congestion in the main dining cafes and exposing their Spanish cuisine to new customers.



HELPING SMALL BUSINESSES LIKE EL TENEDOR GROW

From her first job in a Barcelona kitchen to over 22 years of culinary mastery, Chef Carmen Cabia Garcia's passion for food, culture, and discovery only continues to grow with her thriving El Tenedor mobile kitchen. With a talent for blending her traditional Spanish culinary roots with global flavors and a reputation for operational excellence, El Tenedor was the recipient of the first annual LRR President's Choice award.

RESULTS AT A GLANCE

- ↑ Record high sales over \$200K
- ↑ Total sales 25% higher than other T-Mobile restaurants
- ↑ Commission rate is 25%
- ↑ First Annual LRR "President's Choice" Award Winner



We love what we do, and we hope we can transmit it through our food and service. We treat our customers like family. Passion and love for what we do is the key to our success.

—Maria Zea, Owner and Operator

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:
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