



LOCAL RESTAURANT ROW

GLOBAL FLAVORS. LOCAL FAVORITES.

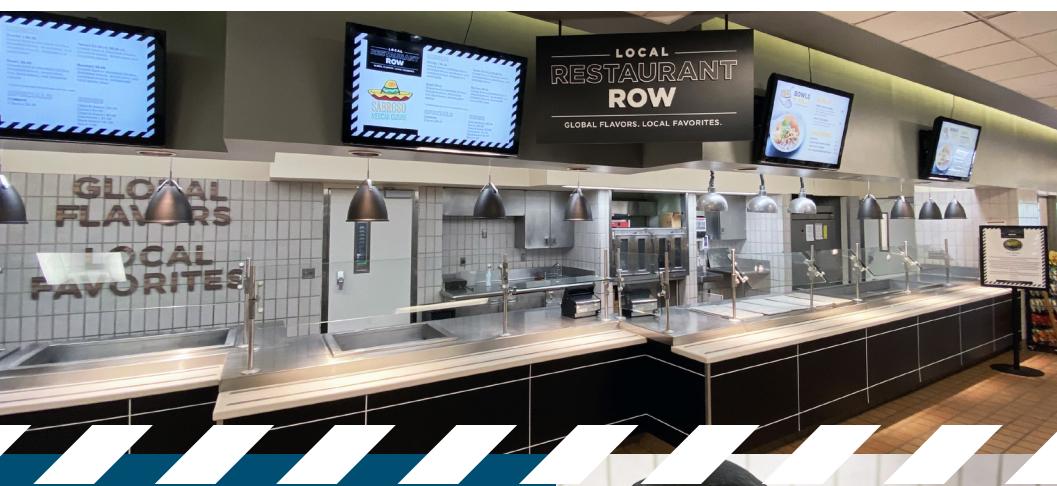


MICHIGAN MEDICINE

SERVING UP NEW WAYS TO STRENGTHEN TRADITION

Michigan Medicine is home to one of the largest healthcare complexes in Michigan. It has been the site of many groundbreaking medical and technological advancements since the Medical School first opened in 1850.

Similar to their forward-thinking approach to wellness, Michigan Medicine has been at the forefront of inviting local partners to participate in their dining program. For more than ten years, they have offered guests a successful and exciting Guest Restaurant Program. While the initiative provided guests with the local flavors they wanted, manual management of logistics was time consuming for the team and the program lacked a unifying, branded presence.



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The Local Restaurant Row platform is easy to use, saves our staff time handling what were previously manual tasks and is a 100% improvement over how we used to manage restaurant partnerships.

—Lisa Burns, General Manager, Aramark at Michigan Medicine



POPULATION
17,000

GUEST COUNT
4,000

“WOW” FACTOR SERVES UP REVENUE RESULTS

Michigan Medicine expected their dining partner to simplify operations and provide satisfying menu options to both their employees and guests.

They were beyond pleased when Local Restaurant Row helped them **streamline offerings, expand to offer more than just entrees, and provide access to trusted restaurant brands** that their guests' craved.

All this, plus implementing Local Restaurant Row branding that showcases each individual restaurant partner brought an additional **“wow”** to the space that has **helped increase both cafe transactions and average check.**



THE RECIPE FOR SUCCESS

CENTRALIZED PLATFORM

An innovative, easy to use scheduling and management platform to provide operational flexibility and efficiency.

MARKETING SUPPORT

Comprehensive branding assets to communicate the overarching brand as well as the individual visiting restaurant concepts.

PARTNER RESOURCES

Account tools to improve Guest Restaurant communication and documentation.



HELPING SMALL BUSINESSES LIKE AMA BISTRO GROW

Nick and Nadia Miftiu are proud owners of aMa Bistro, a local, family-owned and operated business in Downtown Ann Arbor. The Local Restaurant Row concept allows them to provide great food, warm hospitality and quick service to guests and employees at Michigan Medicine.



The Local Restaurant Row branding has rejuvenated our Guest Restaurant program. We love the look of the space!

—Craig Luck, Contract Administrator at University of Michigan Health System

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:
LocalRestaurantRow@Aramark.com

