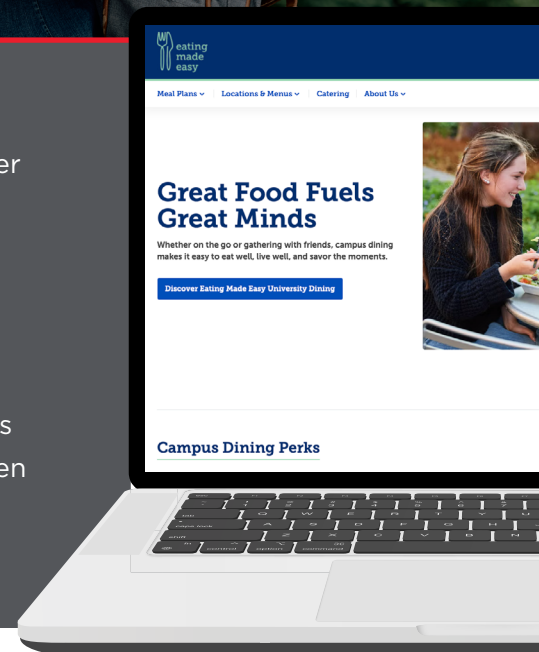


MyDiningHub Drives Voluntary Meal Plan Growth with Modern eCommerce

Students today expect campus dining to deliver the same digital ease, personalization, and transparency they experience in the broader consumer marketplace. To meet those expectations and help campuses strengthen participation in voluntary meal plans, Aramark Collegiate Hospitality launched MyDiningHub, a modernized eCommerce platform designed to make purchasing easier, faster, and more intuitive.

The impact has been clear: campuses saw double and triple-digit increases in eCommerce revenue across diverse institution types—evidence that when campuses invest in streamlined, student-centered technology, students respond.



TODAY'S CHALLENGE

Campuses across the country share a common goal: increase voluntary meal plan sales in an environment where students have abundant off-campus dining choices. Traditional purchase flows were often static, confusing, or lacked the flexibility students and families expect. Aramark Collegiate Hospitality recognized the need for a digital experience that reflects students' habits and preferences while supporting campuses in offering flexible, compelling, and clearly communicated value.

THE SOLUTION: A MODERN, STUDENT-CENTERED ECOMMERCE PLATFORM

MyDiningHub was built to meet students where they are—online, mobile, and expecting seamless interactions. The platform helps partner campuses showcase value more effectively, simplify decision making, and sustain engagement throughout the semester, boosting satisfaction with the overall dining experience.



KEY ENHANCEMENTS

Expanded eCommerce Capabilities

- Unified ability to purchase meal plans and merchandise in one seamless shopping experience.
- Flexible product structures, such as Create-Your-Own Meal Plans and customizable add-ons, giving students more control and value.

Flexible Payment Options Students Prefer

These options reduce friction and support diverse financial needs—an important factor in improving student satisfaction and confidence in the purchase process.

- Credit cards
- PayPal
- Invoice options

Built-In Marketing Features That Drive Conversions

These tools create an easier, more engaging experience that aligns with how students discover and choose campus services today.

- Promotion codes for targeted campaigns
- Quick, intuitive checkout
- Order history and saved preferences for repeat purchases
- Refer-A-Friend tools that leverage peer influence

Seamless Patron Management Integration

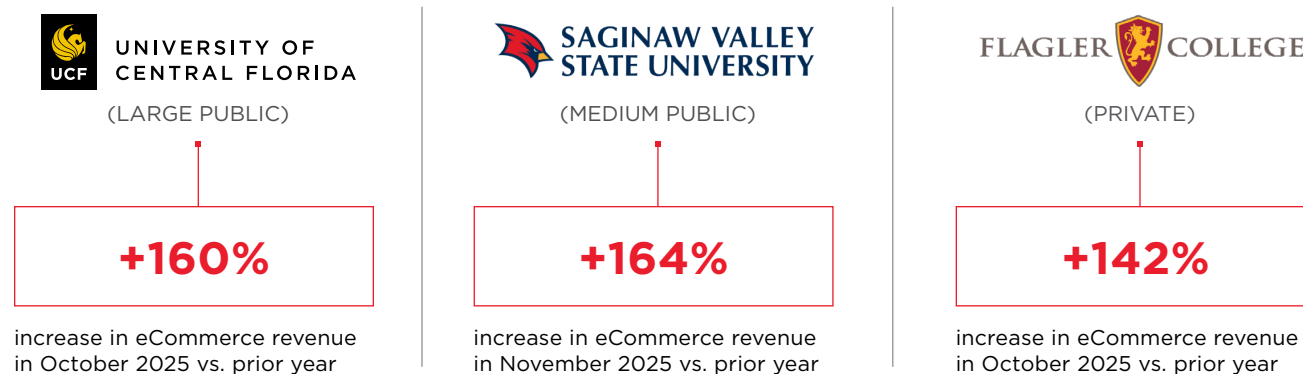
These enhancements eliminate manual campus workload while giving students immediate access and greater transparency—key drivers of trust and satisfaction.

- Direct integration with Atrium and Illumia
- Automatic declining balance reloads
- Instant plan fulfillment
- Access to account balance information

Actionable Analytics for Ongoing Optimization

Campuses gain deeper insights into purchase patterns, student behaviors, and campaign effectiveness. This data enables more responsive strategies that better match student preferences, supporting both revenue growth and student satisfaction.

RESULTS: GROWTH ACROSS EVERY CAMPUS TYPE



These results demonstrate that when students are provided with intuitive pathways, flexible options, and personalized digital experiences, they are more likely to engage with campus dining—choosing convenience, community, and value over off-campus alternatives. This ultimately enhances their satisfaction with the broader campus living experience.



In short, Aramark Collegiate Hospitality's MyDiningHub transformation brings together student insights, digital best practices, and operational expertise to elevate both campus dining participation and the student experience. By offering a flexible, data-informed, student-friendly platform, campuses can foster stronger engagement and build vibrant communities where students can thrive.

Contact us to learn how Aramark Collegiate Hospitality can enhance your digital student experience.

CONTACT US

For more information visit us at:

[ARAMARK.COM/COLLEGIATEHOSPITALITY](https://aramark.com/collegiatehospitality)