



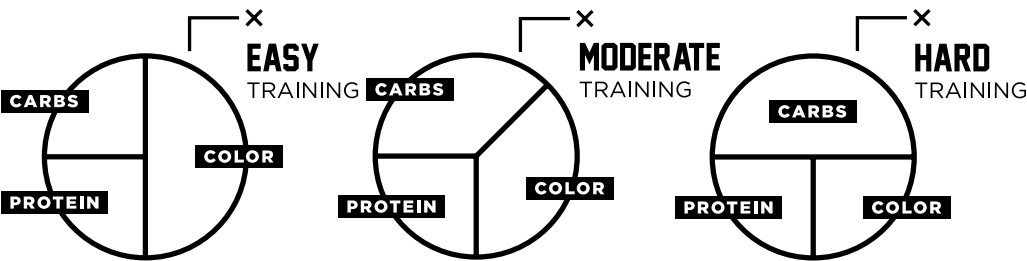
WHAT IS EAT TO EXCEL™

I FEEL LIKE IT MAKES ME AWARE OF WHAT I'M EATING AND ENCOURAGES ME TO PICK THE RIGHT FOODS TO EAT. ”
KENNEDY | VITERBO UNIVERSITY FRESHMAN

Eat To Excel™, designed by Aramark Collegiate Hospitality registered dietitians and culinarians, is a dietary performance program designed for all student-athletes regardless of their division. The program is accessible to every higher education institution, giving student-athletes access to the balanced nutrition information they need to support peak performance.

Fueling Your Student Athletes

Eat to Excel categorizes foods from our menus into proteins, carbohydrates, or colors (for fruits and vegetables) to teach students how to build their plates based on the pillars of Easy, Moderate, and Hard training. The recommended portion of each on the student's plate also varies depending on whether they are training, resting, or preparing for a competitive event. With the integration of our dining menus into the mobile app, students can effortlessly identify food options in the dining hall that meet their customized needs. The app also provides access to personalized meal recommendations and nutrition tracking.



How Will Eat to Excel Work on My Campus?

You can reap the immediate benefits of Eat to Excel because we tailor your all-you-care-to-eat menu and deliver the program within your existing dining location.

We identify Eat to Excel menu items with unique identifiers to communicate to your student-athletes what they should eat based on their current activity level. Building on our existing health and wellness platform and tools, Eat to Excel is designed to fuel athletic performance. We're committed to helping your students and athletics professionals achieve their individual and team goals. We will gather program feedback, share post-service analysis, and discuss future development to ensure the program aligns with their overall goals.

We actively promote the program through tabling events, live demonstrations and assistance, peer-to-peer marketing, banners, the campus dining website, and direct collaboration with the athletic director and coaching staff to reinforce the benefits and assist in driving performance gains.

Eat to Excel Program Components

We believe all student-athletes should have access to nutrition education throughout their college experience. That's why we worked in tandem with registered dietitians and culinary experts to create this learning-based program.

Eat to Excel is integrated with the residential dining hall, on-campus markets, and catering using unique identifiers that highlight menu choices to fit the needs of each student.

This new program enhancement for your campus includes a set of core services as well as additional services that can be available to meet team needs.

Core components:

- Mobile app subscription
- Mobile dashboard for coaches and R.D.s to track usage patterns
- Educational tabling events and presentations
- Registered dietitian access

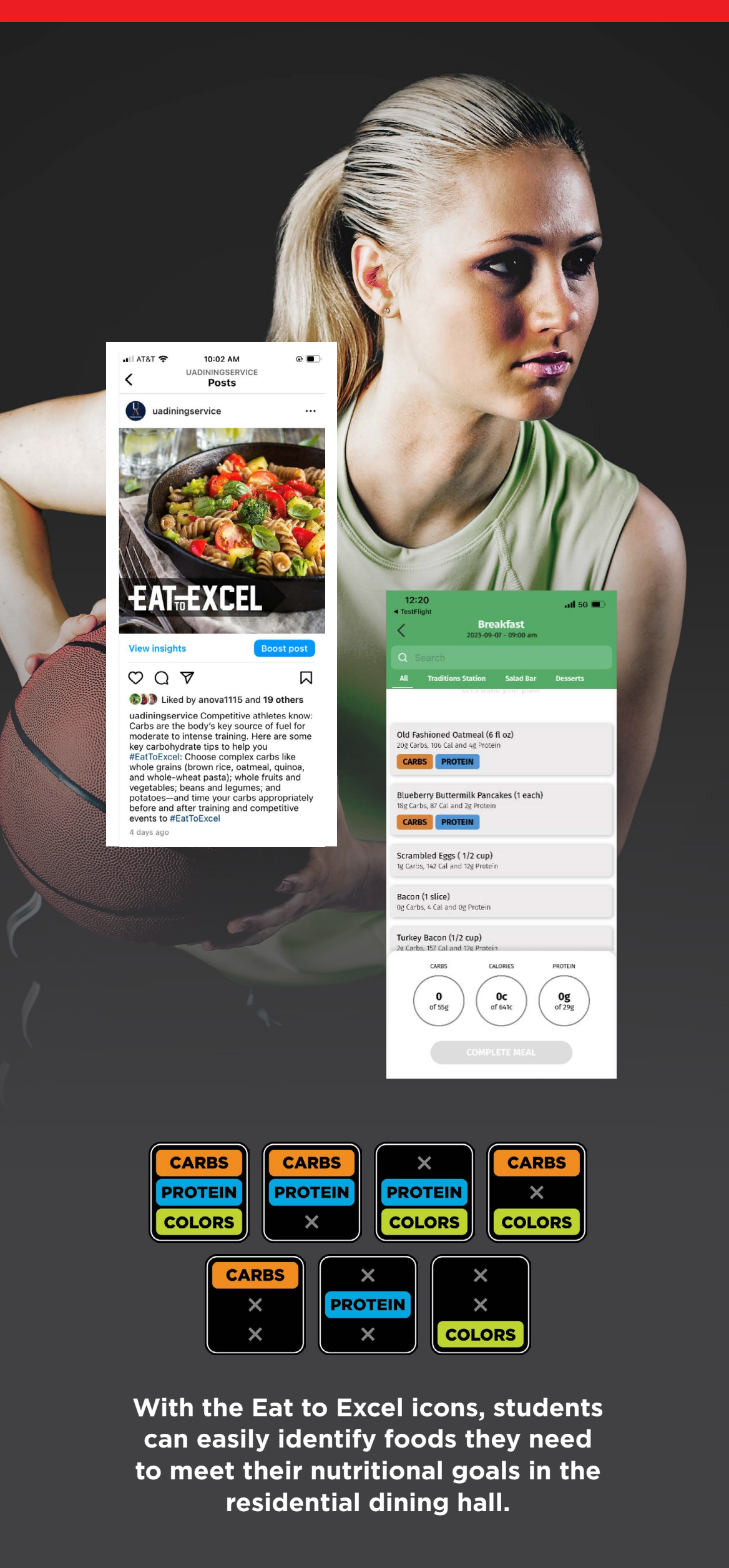
Additional services:

- Catering menus for athletics
- Sport-specific guidelines from dietetics professionals
- One-on-one registered dietitian access
- Cooking classes



One of our primary goals as an institution is to support student success. Given the many student-athletes we have on campus, fueling healthy athletic performance plays an important role in student success, wellbeing, and retention. We were excited to partner with our Aramark colleagues to introduce Eat to Excel on our campus because it was a natural value-add to what we already offer on Viterbo's campus. It's proving to be popular with our student-athletes. Approximately 100 of our student-athletes are utilizing the app and the program to make meal choices that optimize athletic performance and overall health and wellbeing.

Kirsten Gabriel, M.A.
VP, Student Life/Dean of Students, Viterbo University



AT&T10:02 AMUADININGSERVICEPosts

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Boost post

Liked by anova1115 and 19 others

uadiningsservice Competitive athletes know: Carbs are the body's key source of fuel for moderate to intense training. Here are some key carbohydrate tips to help you #EatToExcel: Choose complex carbs like whole grains (brown rice, oatmeal, quinoa, and whole-wheat pasta); whole fruits and vegetables; beans and legumes; and potatoes—and time your carbs appropriately before and after training and competitive events to #EatToExcel

4 days ago

12:20TestFlight

Breakfast2023-09-07 - 09:00 am

Search

AllTraditions StationSalad BarDesserts

Old Fashioned Oatmeal (6 fl oz)
20g Carbs, 10g Cal and 4g Protein

CARBSPROTEIN

Blueberry Buttermilk Pancakes (1 each)
18g Carbs, 87 Cal and 2g Protein

CARBSPROTEIN

Scrambled Eggs (1/2 cup)
1g Carbs, 142 Cal and 12g Protein

CARBSPROTEIN

Bacon (1 slice)
0g Carbs, 4 Cal and 0g Protein

CARBSPROTEIN

Turkey Bacon (1/2 cup)
2g Carbs, 157 Cal and 12g Protein

CARBSPROTEIN

CARBS0 of 55g

CALORIES0c of 641c

PROTEIN0g of 29g

COMPLETE MEAL

CARBSPROTEINCOLORS

CARBSPROTEINX

XCOLORS

CARBSX

CARBSX

XC

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CARBSX

PROTEINX

XC

With the Eat to Excel icons, students can easily identify foods they need to meet their nutritional goals in the residential dining hall.

“

PROPER NUTRITION IS CRITICAL FOR ATHLETES TO TRAIN AND PERFORM AT A HIGH LEVEL. I REALLY BELIEVE IT CAN BE ANOTHER COMPETITIVE ADVANTAGE FOR ATHLETES SIMILAR TO WHAT STRENGTH TRAINING DID FOR ATHLETES MANY YEARS AGO. THE KNOWLEDGE WE HAVE TODAY TO CUSTOMIZE NUTRITIONAL NEEDS FOR VARIOUS SPORTS IS AMAZING. THAT’S WHY I THINK THE EAT TO EXCEL PROGRAM IS IMPORTANT.

**BARRY FRIED | ATHLETICS DIRECTOR
VITERBO UNIVERSITY**

What Comes with the Eat to Excel Program?

- Introductory and educational program materials for use in your dining facility:
 - Welcome events and display tables with Eat to Excel-branded giveaways
 - Banners to describe Training Plates and mobile app
 - In-unit promotional posters
- Social media content for student education and engagement
- Content to support student engagement:
 - Web site program description and monthly tips
 - New Student Orientation content
 - Meal plan brochure content
 - Satisfaction surveys
- List of reviewed and approved convenience store products with shelf callouts and program posters
- Print and digital menu at point of services for informed choices:
 - Sort residential menu choices for Proteins, Carbs, Colors (all identified by Aramark’s proprietary software)
 - Track exercise and hydration habits
 - Coaches and R.D.s can monitor campus in-app dashboards for activity

Why Add Eat to Excel to Your Campus?

- With enrollment continuing to decline and fierce competition for students, athletics is becoming even more important in the recruiting process for Division II, III, and even smaller Division I schools
- At many institutions—where student-athletes can represent a large proportion of the student body—Aramark’s Eat to Excel program serves as an important recruiting and retention tool
- Nutrition guidance and tracking, combined with effective training, is key to competitive performance

Program Details

- Working with your school’s Athletics department and coaches helps drive program & mobile app engagement by student-athletes
- Athletic Directors think this will help recruit & retain student-athletes plus provide a differentiator during competition

LET’S GET STARTED.

Click here and contact Aramark to learn about our campus dining & facilities services