



# More Than a Meal Plan: Boston University Redefines Campus Dining

## Revamped Dining Boosts Student Engagement, Plan Enrollment and Meals Served

In a move to elevate the student dining experience, Boston University — in partnership with Aramark Collegiate Hospitality — embarked on its first major meal plan redesign in nearly a decade. The goal was multi-faceted: to foster a stronger sense of community, particularly for first-year students, and streamline dining options while offering greater flexibility and value for all students.

BU insisted that students were involved in the redesign and brought to the table every step of the way through a comprehensive research and engagement process. This thoughtful fact-finding effort included surveys, focus groups and collaboration with student leaders. Students' feedback and transparency were instrumental in the highly successful launch of BU's new meal plan options, leading to increased participation and an additional \$1.6 million in revenue for the University.

## BU'S REDESIGNED MEAL PLAN: RESULTS & OUTCOMES

**156%**

increase in premium plan enrollment

**2.4%**

increase in total meal plans sold

**27%**

increase in total meals served

**46%**

increase in breakfast participation

**8.9%**

reduction in cost per meal

**\$1.6M**

in additional revenue



**BOSTON UNIVERSITY**

**PARTNER SINCE:**  
1976

**LOCATION:**  
Boston, MA

### TOTAL UNDERGRADUATE/ GRADUATE ENROLLMENT:

Undergraduates: 17,744

Graduates/Professional Studies: 18,476

## BU DINING PROGRAM OVERVIEW



**11,133** students  
on a meal plan



**4** all-you-care-to-enjoy  
dining halls



**20+** retail locations



**4** convenience stores



**4** residential dining  
plan options

- OPEN ACCESS
- OPEN ACCESS+
- WEEKLY 10
- KOSHER



**3** meal plan options for non-  
resident and commuter students

- CAMPUS CONNECTOR 50
- CAMPUS CONNECTOR 50+
- CAMPUS CONNECTOR 75+



**Convenient locations**  
open from 7 a.m. to 2 a.m.

## BU MEAL PLANS MAKE ON-CAMPUS DINING EASY

BU Dining Services offers meal plans that are designed to meet a student's unique needs by being intentionally flexible and convenient.

Each plan includes access to four all-you-care-to-enjoy dining halls and flexible points that can be used at retail locations across campus, including Starbucks and Panda Express. Some plans also include guest swipes to treat friends and family.

### The dining options students enjoy include:

- Freshly made pizza from our brick ovens
- Build-your-own salad bars with a variety of fresh, local ingredients
- Specialty events including Lobster Night and taste carts with carved to order sashimi
- Best in class reusables program in our retail outlets (Choose-to-Reuse)
- Saxby's coffee offering experiential learning opportunities to student employees
- A Pan-Asian wok station
- Freshly prepared sushi and customizable bowls
- A burrito bar loaded with favorite toppings
- Classic grill favorites
- Freshly made pasta
- Rhetty-2-Go and Flu Meals available for online ordering and easy pick-up
- And much more!

## THE RIGHT PLAN FOR EVERY STUDENT

From classic comfort foods to global flavors and everything in between, BU provides plenty of variety with healthy, flavorful menu options to suit every palate and accommodate dietary restrictions.

With more than two dozen locations to choose from — including four all-you-care-to-enjoy dining halls, 20+ retail locations and four convenience stores — students have endless options to satisfy their cravings and fuel their activities.

Allergens, food intolerances and dietary restrictions are met with care.

- **Gluten-Free:** Two gluten-free kitchens, a True Balance station and three gluten- and nut-free pantries support those with special dietary needs.
- **Plant-Based:** Each dining room has its own vegan station, in addition to one dedicated vegan kitchen and a wide range of vegan and vegetarian options are served every meal, every day.
- **Kosher:** The Kosher Plan provides access to the all-you-care-to-enjoy dining halls, including one with a dedicated Kosher kitchen, as well as Shabbat meals, Passover Seders and other festive meals.
- **Halal:** Several BU dining locations offer halal food options, including pizza stations, deli stations, the grill where items are cooked in halal-designated pans and more. Beyond the dining halls, the Halal Shack retail location and The Coop concept both feature halal dining options.





Students living in traditional dormitory-style housing can choose between three meal plans: All Access, All Access + and Weekly 10. The all-access plans mean never having to worry about running out of meal swipes with unlimited access to the all-you-care-to-enjoy dining halls and between \$250-\$450 dining points. The Weekly 10 plan offers greater flexibility with the most dining points — \$750 per semester — and 10 visits per week to the dining halls.

Non-resident and commuter students aren't left out either. The three Campus Connector Plan options provide a combination of either 50 or 75 all-you-care-to-enjoy meals and \$250-\$500 convenience points that can be used to purchase food at various BU dining locations. These expanded options for non-resident students contribute to increased sales while the added flexibility for all students boosted plan participation, particularly enrollment in premium plans.

## STRENGTHENING COMMUNITY, BUILDING A BETTER FUTURE

BU is dedicated to serving fresh, wholesome foods that positively impact both the environment and the health of the campus community. By incorporating local sourcing, fair trade ingredients and sustainable practices, BU's dining program supports socially responsible agriculture while contributing to the University's goal of achieving zero waste by 2030.

The redesigned meal plan enhances this commitment, making healthy, sustainable dining more accessible to a greater number of students. Dining halls have evolved into vibrant gathering spaces, where the program is more than just a meal plan — it's a cornerstone of campus life, fostering connections and building lasting relationships through shared experiences.

See how **Aramark Collegiate Hospitality** can enhance your student dining experience and your campus.

[CONTACT US](#)

For more information visit us at:

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



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## POSITIVE STUDENT FEEDBACK

**63%** of students rate the food taste as excellent or good

**65%** of students are impressed with the food appearance and presentation

**80%** of students recognize the staff as exceptionally friendly and engaged

**86%** of students are satisfied with the service speed



Since the introduction of the all-access meal plans at Boston University, we have seen an overwhelmingly positive response from students. The expanded menu variety, coupled with the flexibility to dine as often as they like, has greatly enhanced the dining experience. This success is the result of a truly collaborative effort between students, staff, and our dining partner."

**Paul Riel**

Associate Vice President,  
Boston University Auxiliary Services