



## MIDDLE TENNESSEE STATE UNIVERSITY

# KEEPING LOCAL FLAVOR IN THE MTSU FAMILY

MTSU is a comprehensive university with a history of diversity, connection and innovation. As a "people's university", current students and alumni share the same passion to make Murfreesboro and the surrounding area a better place.

Previous local options mainly came in the form of food trucks, lacked consistency and didn't accept student dining dollars. With a new dining renovation on the horizon, there was never a better, more efficient time to introduce a new guest restaurant program.

**MIDDLE TENNESSEE**  
STATE UNIVERSITY.

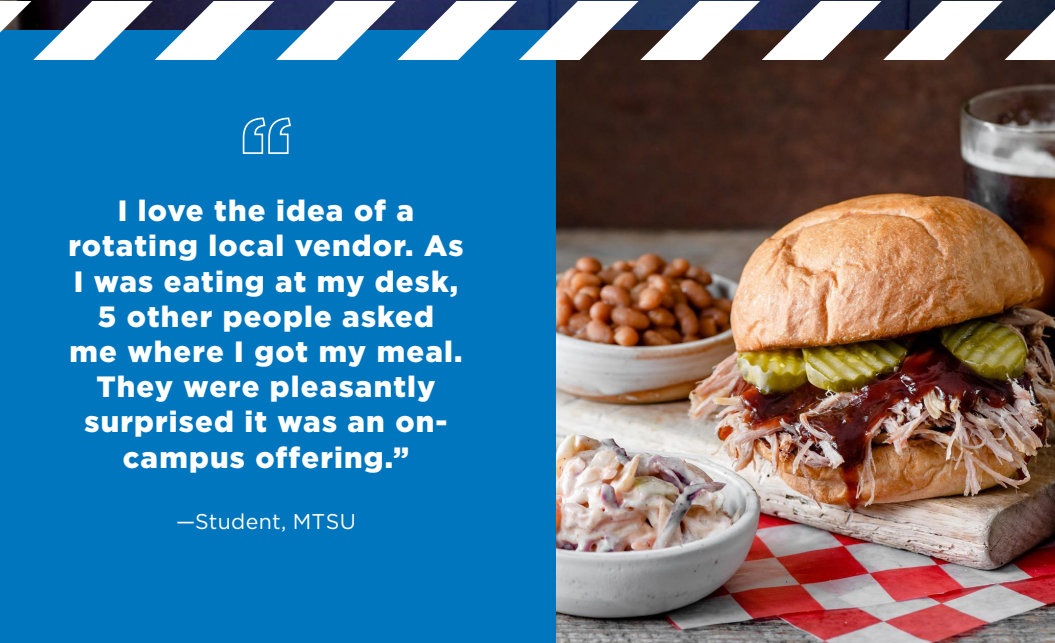
**POPULATION**  
22,000

**GUEST COUNT**  
380

## PAYING FLAVOR FORWARD

A 45-minute drive from Nashville, most students stick to campus for their meals. MTSU was looking to **bring local Tennessee flavor to campus** in a way that supported both current and past students.

As partners for 45 years, Aramark and MTSU were able to seamlessly implement a Local Restaurant Row location. Best of all, this new activation features 4 out of 5 alumni partners and allows students to use their Raider Funds and Flex Bucks.



**I love the idea of a rotating local vendor. As I was eating at my desk, 5 other people asked me where I got my meal. They were pleasantly surprised it was an on-campus offering."**

—Student, MTSU

# THE RECIPE FOR SUCCESS

## ALUMNI FOCUS

Former students turned partners have an opportunity to share their MTSU pride by providing a service that leaves a positive effect on the current student body.

## STUDENT CENTERED

Local Restaurant Row worked directly with student government to ensure the program was currently meeting needs and continued to evolve in the future.

## INTERNATIONAL FLAVOR

The new dining program features both local Tennessee and international cuisines, specifically HALAL options which were previously unavailable.



## HELPING SMALL BUSINESSES LIKE NASHVILLE CHICKEN & WAFFLES GROW

Based out of Smyrna, Tennessee, Nashville Chicken and Waffles is a food truck giving MTSU students that classic Nashville hot chicken on the go.

## PARTNERS AT A GLANCE

- Chicken and Waffles
- Smokin Buttz
- Boro Kabob
- Demos
- Chicken Shack

MTSU ALUMNI



**The experience is surreal to be back on campus. It's a warm feeling to see students enjoy something we created. Local Restaurant Row has been an amazing experience and opportunity.**

—Frank & Amber Badou  
Owners, Nashville Chicken and Waffles

## 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**

