



UNIVERSITY OF CENTRAL FLORIDA

UCF DINING AND STUDENT GOVERNMENT BRING LOCAL TO LIFE ON CAMPUS

Home to the No. 1 hospitality and tourism program in the nation, University of Central Florida provides the first-hand experience and knowledge students need to succeed in this fast-paced industry. With their hospitality mindset, it's no surprise that UCF students and Student Government shared a common desire to have local eateries at their fingertips, providing the campus with access to tasty food made right in Orlando.

This initiative provided the perfect opportunity to introduce Aramark's Local Restaurant Row program, an innovative dining concept that brings local businesses into the campus dining program.



POPULATION
66,000
GUEST COUNT
350

SMALL SPACE, BIG IMPACT

The University of Central Florida community has been enjoying tastes of Orlando in the Student Union since Fall of 2021 when Aramark introduced Local Restaurant Row as part of the P.O.D. convenience store, Knightstop.

UCF Dining Services were thrilled to have a tried-and-true solution available when students and SGA asked for more local options.

While the footprint in the Knightstop is small, the LRR program gets the most out of the space while also promoting other popular products in the C-store. Students want to support local businesses, and Local Restaurant Row is a perfect fit.



I absolutely love the new Local Restaurant Row. I am really grateful to Aramark for working with and for students on this initiative and I can't wait to try the upcoming restaurants."

—Austin Wilson, Student Body Vice President



THE RECIPE FOR SUCCESS

SHARED VISION

UCF Dining Services, SGA, and students worked closely together to bring Local Restaurant Row to campus.

PERSONALIZED PRODUCTS

By branding products with UCF colors, logos, and personalized flavors, the Local Restaurant Row partners become part of the UCF family.

MEAL PLAN OPTIMIZATION

Students can use Dining Dollars from their meal plan at Local Restaurant Row.

SALTY & SWEET



Part barbecue venue and part bakery, Smoke & Donuts started as a pop-up restaurant and then a food truck before setting down roots in a brick and mortar location called À La Cart. For UCF, Smoke & Donuts prepares donuts and BBQ in custom flavors and school colors to create a truly personal experience. After great success through Local Restaurant Row, they now have a permanent place on campus!

RESULTS AT A GLANCE

↑ 10% Increase in Overall Guest Satisfaction



Becoming a part of UCF LRR has been an exceptional experience for Smoke & Donuts. Hearing the students' excitement about our food and receiving their positive feedback has been extremely rewarding to us. There is no doubt that being in the heart of the second largest university in the country has certainly bolstered our brand and further defined our footprint in the Central Florida community."

—Ian Russell, Owner and Operator, Smoke & Donuts

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

