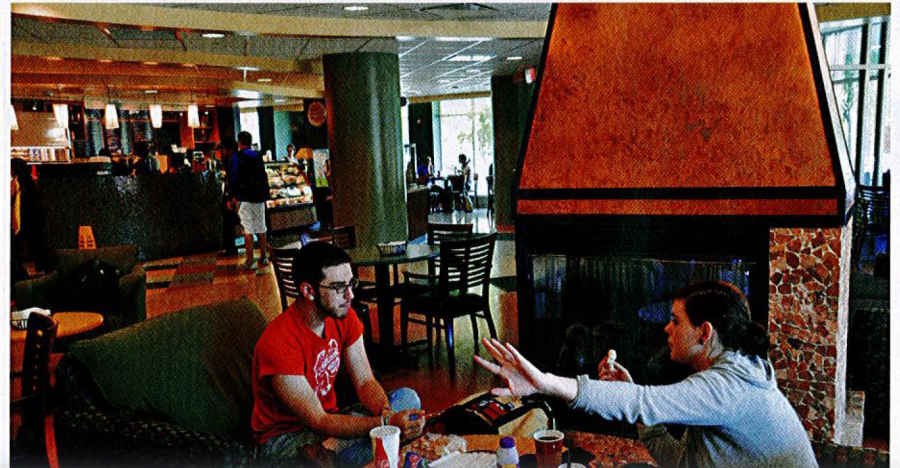
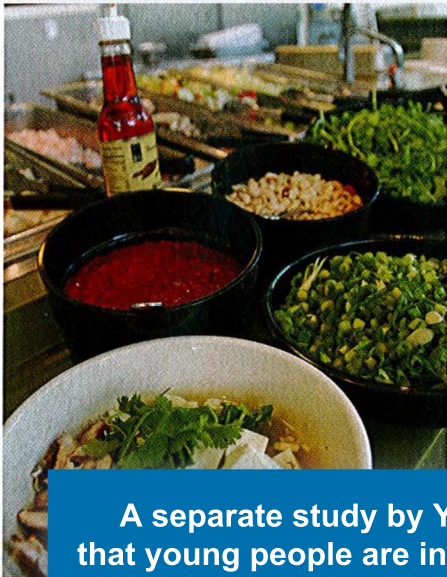


Making the Grade

College students are seeking plenty of options and flexibility in campus dining services. By Barney Wolf



A separate study by Y-Pulse found some similar results. It also determined that young people are influenced by dining at limited-service restaurants, and found that many quick-serve attributes are expected in college dining facilities.

“They want good value on demand,” says Sharon Olson, cofounder of the Chicago-based youth-oriented food and beverage research and consulting firm. “They are willing to try new things, but they are very conscious of price and value.”

In a sense, there is a symbiotic relationship between limited-service restaurants and college dining. While quick-serves influence students’ eating habits, the new foods they try and learn about in college are likely to stay with them after they leave the campus.

“At college they are exposed to new friends, new cultures, new foods,” Olson says. “It’s a unique environment. You see more interest in the ethics of food, like the treatment of animals and triple-certified coffee, and that carries forward to some degree.”