



The University Canteen Service: How to improve it?

The University Canteen Service in Germany

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What can you expect from the following 45 minutes?

- an overview about student canteen service from a national point of view
- the concrete work of student canteens by the example of Bochum
- an overview about best practices in different student canteen services in Germany
- dialogue



National Association for Student Affairs

- voluntary national association of the 58 local *Studentenwerk* organizations
- **Tasks:**
 - supports and promotes its MEMBER ORGANISATIONS
 - represents and safeguards social-economic interests of the STUDENTS
 - co-operates with INSTITUTIONS/ORGANISATIONS in the Higher Education sector
 - executes projects on behalf of the Federal Government or Federal States (survey about social and economic conditions of student life)





Studentenwerke Today

- 58 Local Offices for Student Affairs
- 370 Higher Education Institutions
- 180 University Sites
- 2.0 Million Students





Tasks of Student Services in Germany

- Food Services
- Residence Halls
- Financial Aid
- Counselling Services
- Help for Students with Disabilities
- Child Care Facilities
- Cultural Activities
- Services for International Students



Our Target Audience



- Young People
- Health - conscious Behaviour
- Sensitive for a Cost/Performance Ratio
- In Search of Experiences
- Multicultural
- Trendsetter: Fond of Travelling, International Attitude





University Canteen Service



- 740 Canteens and Buffets
- Over 200.000 Seats
- Ca. 820.000 Guests/Day
- Ø 1,8 Mil. Euro Sales Volume/Day
- 319 Mil. Euro Sales Volume in 2007



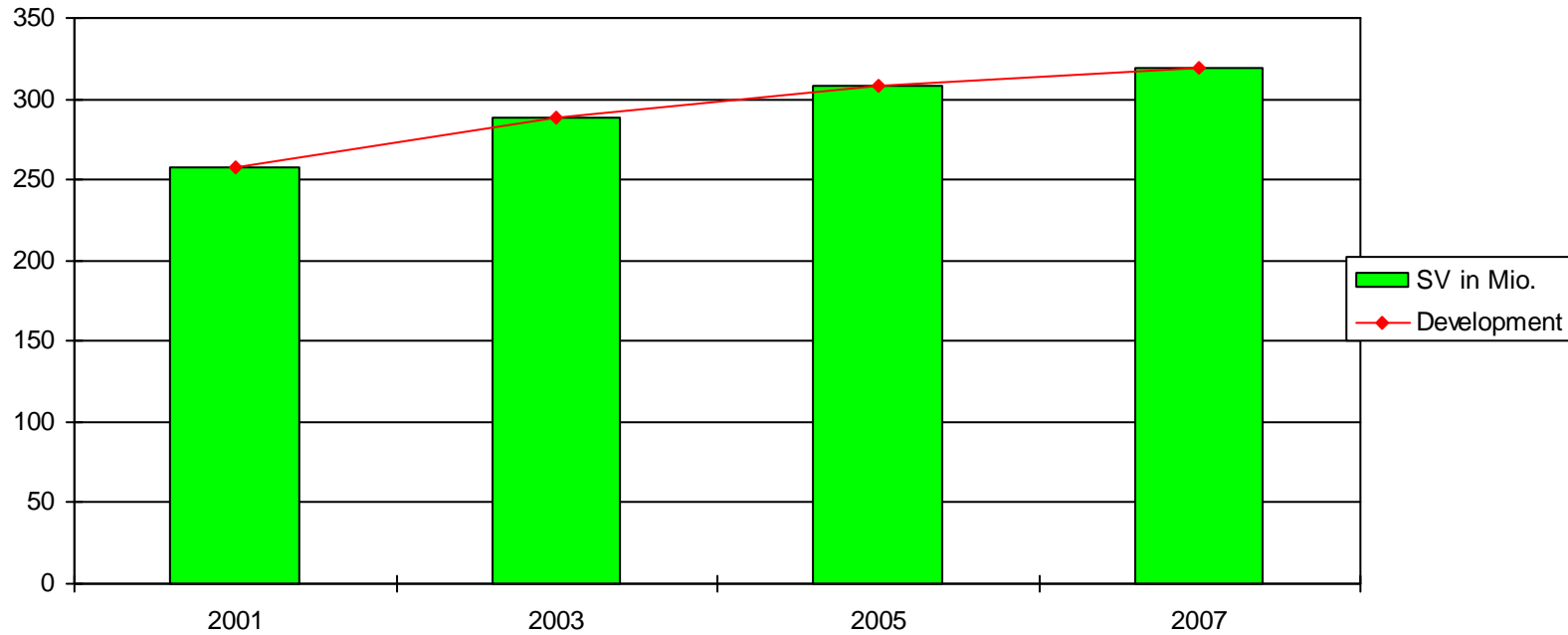
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Sales Trend since 2001





Our Staff



- ca. 8.900 full-time Jobs
- 250 Trainees
- Canteen are owned by the county – residential halls by the Student Service





Funding Student services in Germany

- overall turnover 2006: 1.17 BI Euro 100%
- own income by restaurants.
residential halls 784 Mil. Euro 65%
- students contributions 156 Mil. Euro 13%
- State subsidier 151 Mi. Euro 13%
- Subsidier for administration
national financial aid system 74 Mil. Euro 6%
- others 27 Mil. Euro 3%
- Foodcost 30%, Staff 40 %, other Costs 30%





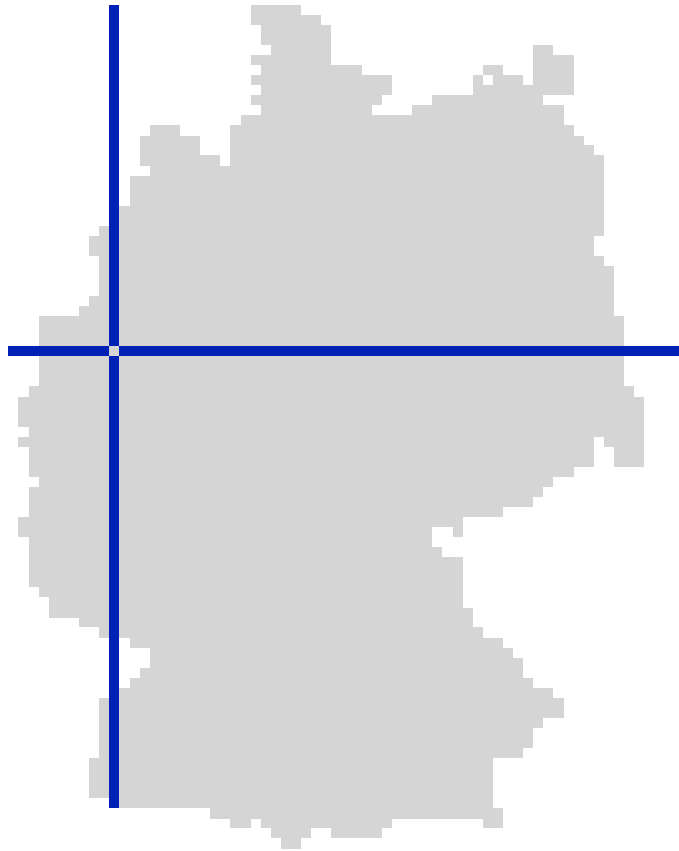
Canteen Services – Changing Framework

- Altered conditions for studying at Bachelor/Masters level, as well as introduction of tuition fees
- Customization and Requirements are changing
- Percentage of guests has changed
- Buffet service has increased
- Food Trends have to be actively supported for long-term developments in nutrition





Where is Bochum?





University Canteen Service in Bochum Overview



- 10 Canteens
- 14 Buffets
- 2 Cafebars
- 1 Restaurant
- 1 Beachbar
- School dining
- Catering
- 5 University Sites





Canteens and Buffets



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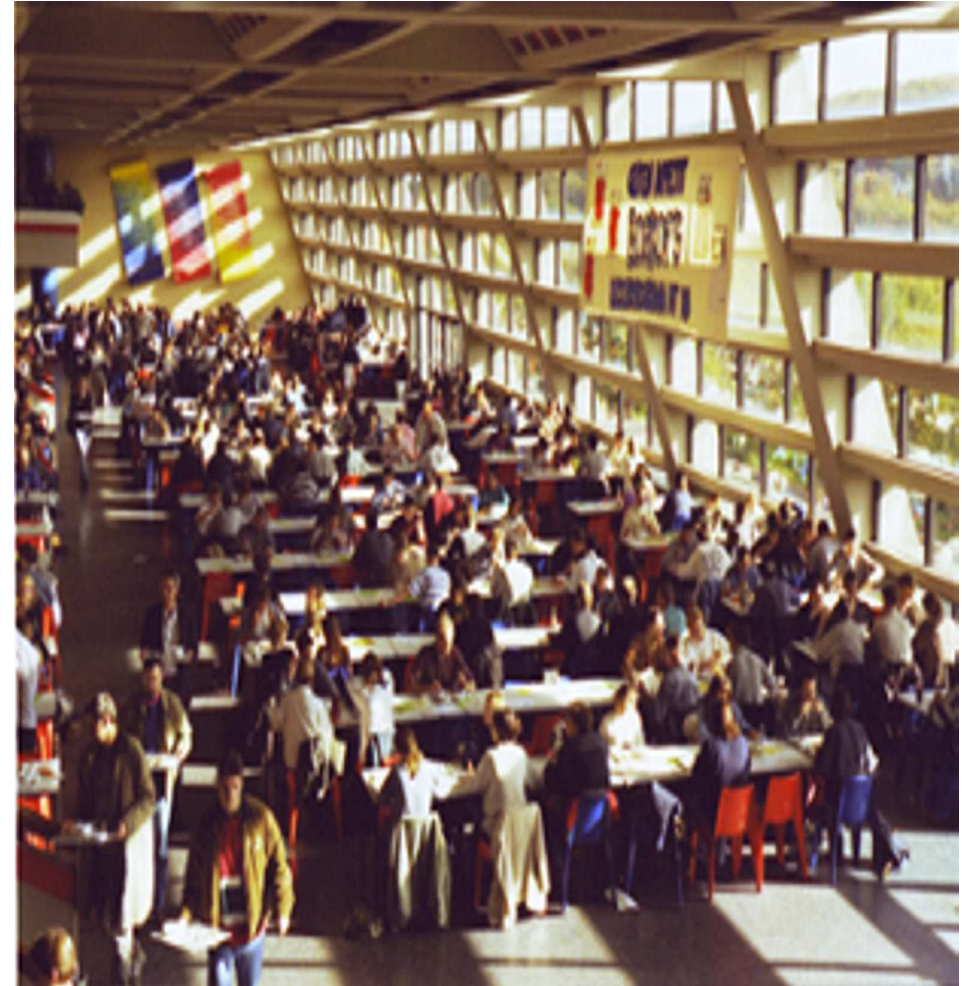




Redevelopment of Bochum Student Canteen

- Build in the 1960s
- Two further building redevelopments in the 1980s and 90s to support free flow service
- Building of solid interim solution
- Money remains on the campus
- Changes in the buffet menu (salad & snacks)
- Changes in the lunch menu (regional/international/healthy)





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Redevelopment as a Chance to Change



- Reduction of kitchen surface
- Increase of visitor areas
- Adjustment to Cook & Chill production



Training of staff



- Quality - Management
- Achievement of Customer Satisfaction
- Hygiene Standards



Guest Interests are the Focus



- Longer opening hours
- Creation of lounge areas
- Guest Information
- Guided Canteen Tours

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Guest Information in Guest Language





Best Practice Quality - How to improve it?

Results on a constant high level

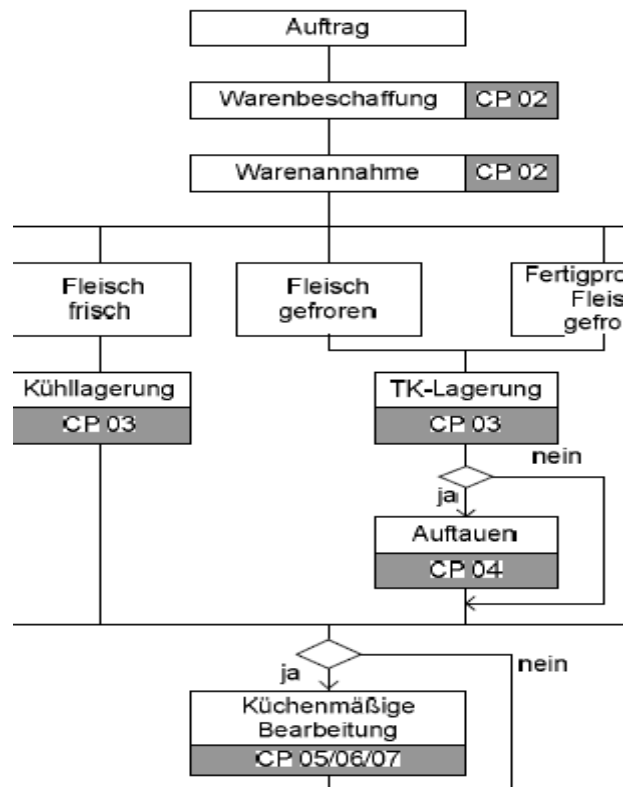


- Standardising and recipe implementation of the menu
- Enterprise resource planning
 - Standards of goods
- Systematization of production
 - Combi-steam cooker
 - Pressure cooker





Best Practice Quality - How to improve it?



- Increase of the food convenience level
 - Collaboration with local producers or local industry
- Better understanding of product safety
 - Control of productivity processes
 - Exclusion of possible risks
 - Time/temperature





Best Practice Marketing - How to improve it?

Speiseplan Mensa Reichenbachstraße Angebot Asia - Theke vom 23.03.2009



Zartes Schweinefleisch (scharf oder lieblich) mit Chinakohl, Paprika, Porre Sprossen und Ingwer, dazu Thai Reis

Preise:
2,63 EUR / 3,75 EUR

Infos zu enthaltenen Zusatzstoffen:

- mit Konservierungsstoff
- mit Antioxydationsmittel
- mit Geschmacksverstärker

Links zu weiteren Informationen:

- ➔ Infos zur Mensa Reichenbachstraße
- ➔ dieses Essen bewerten
- ➔ zurück zum Speiseplan

- Implementation of new food concepts
- Usage of well-known brands
- Test customers/Mystery-Shopper
- Quality board meetings
- Developing organic food lines, incl. sale strategies
- Purchase of high quality ingredients, free of additives, no genetically modified products, sustainability



Best Practice Marketing - How to improve it?



- Customer surveys and interregional market panels
- Close market examination concerning relevant developments in the field of higher education institutions
 - observation of competitors
 - observation of special offers
 - observation of price structures
 - observation of values





Best Practice Marketing - How to improve it?

Backofengemüse mit Kräuter-Tomatensauce

Rezept für Personen [Neu Berechnen](#)

Zutaten für Backofengemüse mit Kräuter-Tomatensauce

Menge	Zutat
100 g	Brauner Zucker
0.5 l	Brühe
	Cayennepfeffer
	Jodsalz
2.2 kg	Kartoffeln geschält
8 g	Knoblauch frisch
1 kg	Paprika rot, gelb (geputzt)
	Paprikapulver edelsüß
50 ml	Rapsöl
2 g	Rosmarin (gehackt)
50 g	Schnittlauch
	Schwarzer Pfeffer
1.5 kg	Tomaten passiert
1 kg	Zucchini geputzt

Zubereitung

Geviertelte Kartoffeln würzen, mit dem Öl vermischen, bei 200°C 10 bis 15 Minuten garen. Paprikastücke und Zucchinischeiben mit dem gehackten Knoblauch zu den Kartoffeln geben, vermischen, würzen und bissfest garen. Tomaten mit der Brühe erhitzen, übrige Zutaten zugeben und würzen.

Inhaltstoffe pro Portion

- 57.6 g Kohlenhydrate
- 9.98 g Protein
- 367 kcal Energie
- 9.6 g Fett
- - mg Vitamin E

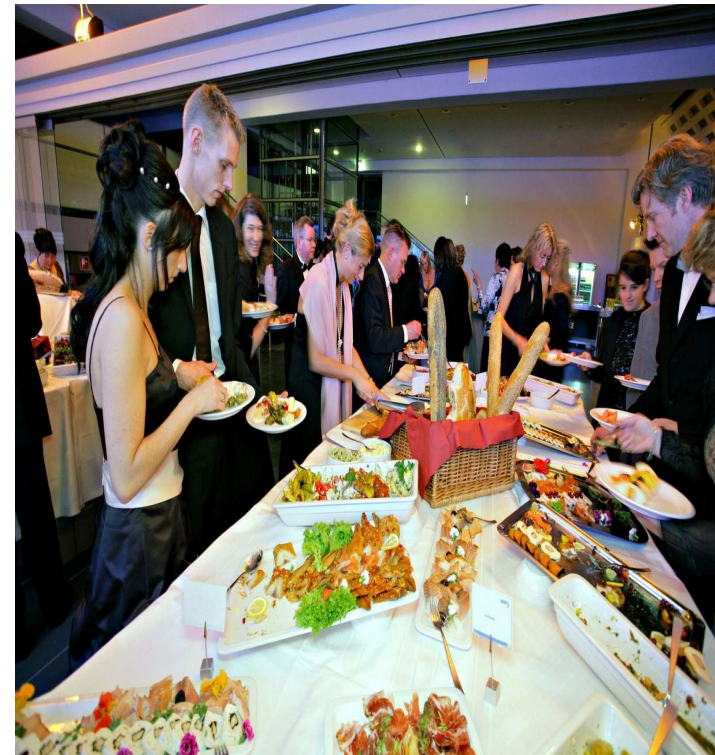
- Collective marketing strategies
- Customer service concerning healthy nutrition
- Positive visibility of student canteen services
- Open discussion of quality control
- Collective product development
- Collective future perspectives





Best Practice Service - How to improve it?

- Training of staff
 - Complaint management
- Product presentation
- Nutrition classification
- Allergy classification
- School dining
- Catering





Best Practice Purchase - How to improve it?

Preisspiegel - Eigene Preise - Berichtsjahr 2007				
Produkte	EK-Preis in €	VK-Preis in €	Marge in €	Kommentar
Molkereiprodukte Kg/Preis				
Frischmilch 3,5%	0,5434			
H-Milch 1,5% Ltr./Tetra	0,5348			
H-Milch 3,5% Ltr./Tetra	0,5826			
Quark Magerstufe	1,5280			
Sahne süß 30%	2,1965			
Dt. Markenbutter	4,5076			
Müller-Milch Artikel St./Preis				
400ml PET/Fl.	0,5300			
500ml Becher	0,5300			
Multi-Vitam. - Buttermilch 0,5Ltr.	0,5520			
Mineralwasser St./Preis				
Sprudel sauer, medium, still	0,1890			
Sprudel süß m. Zitrone	0,2450			

 [Kontaktformular](#)





Best Practice Purchase - How to improve it?

Erfassungstformulare
Preisspiegel
Auswertung Preisspiegel
Kompaktauswertung
Benchmarking
Fortschrittskontrolle
Datenexport

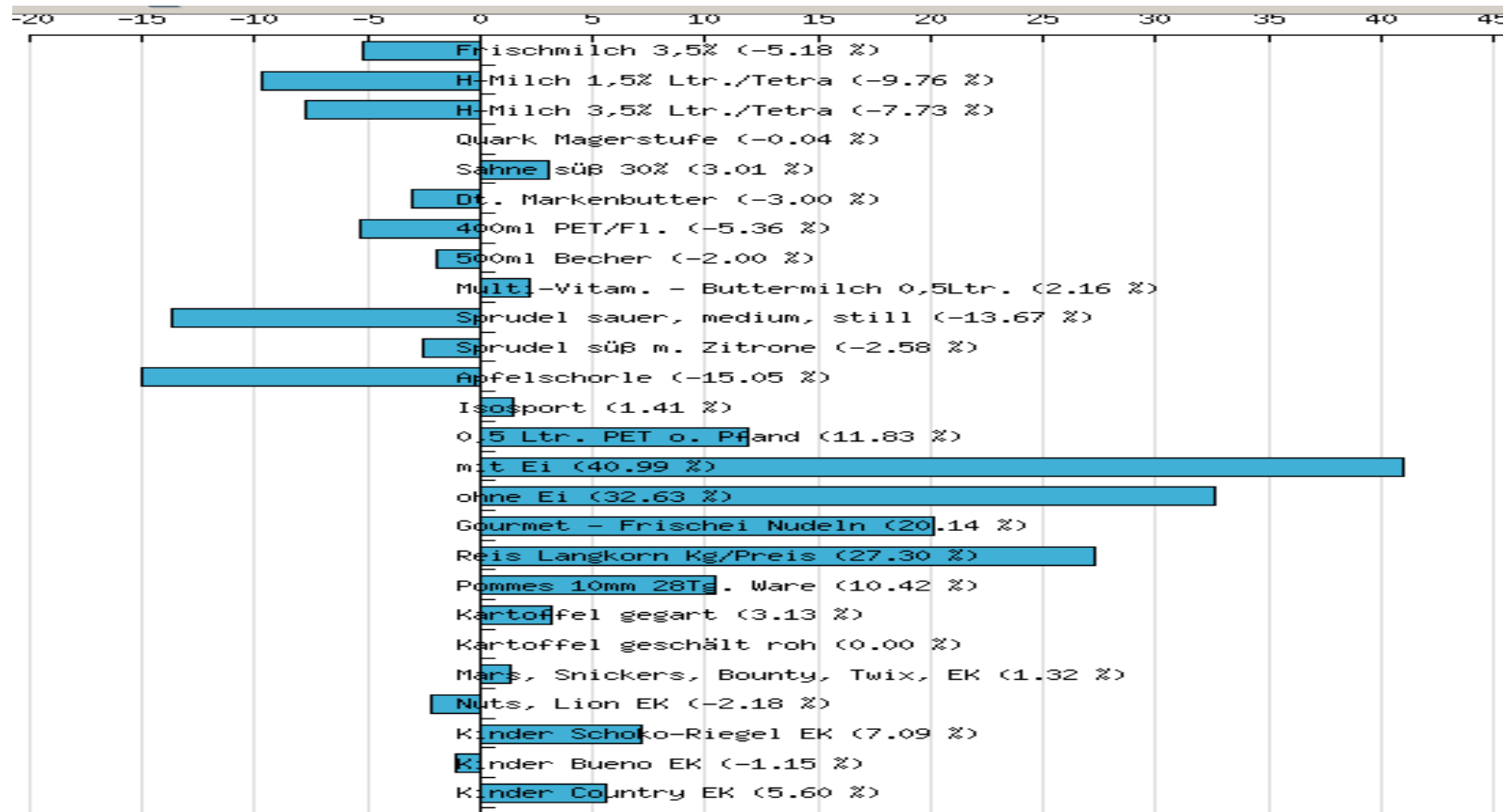
 [Kontaktformular](#)

Molkereiprodukte Kg/Preis							
Frischmilch 3,5%	0,5434	0,5731	-0,0297	-5,18	0,6680	0,4550	Testeintrag I
H-Milch 1,5% Ltr./Tetra	0,5348	0,5926	-0,0578	-9,76	0,7100	0,4590	
H-Milch 3,5% Ltr./Tetra	0,5826	0,6314	-0,0488	-7,73	0,7100	0,5500	
Quark Magerstufe	1,5280	1,5287	-0,0007	-0,04	1,6900	1,3600	
Sahne süß 30%	2,1965	2,1324	0,0641	3,01	2,3200	1,4800	
Dt. Markenbutter	4,5076	4,6469	-0,1393	-3,00	5,1300	3,7900	Testeintrag II
Müller-Milch Artikel St./Preis							
400ml PET/FI.	0,5300	0,5600	-0,0300	-5,36	0,6200	0,5000	
500ml Becher	0,5300	0,5408	-0,0108	-2,00	0,6200	0,5000	
Multi-Vitam. - Buttermilch 0,5Ltr.	0,5520	0,5403	0,0117	2,16	0,6200	0,4750	
Mineralwasser St./Preis							
Sprudel sauer, medium, still	0,1890	0,2189	-0,0299	-13,67	0,2900	0,1590	
Sprudel süß m. Zitrone	0,2450	0,2515	-0,0065	-2,58	0,3290	0,1920	
Apfelschorle	0,3000	0,3531	-0,0531	-15,05	0,4600	0,2900	
Isosport	0,3050	0,3008	0,0043	1,41	0,3490	0,2600	
Coca Cola/Pepsi St./VK-Preis							
0,5 Ltr. PET o. Pfand	1,1500	1,0283	0,1217	11,83	1,1500	0,9500	





Best Practice Purchase - How to improve it?





Best Practice Information - How to improve it?

The screenshot shows a web browser window displaying a DSWiki page. The page title is "Rahmenverträge". The left sidebar contains navigation links such as "Hauptseite", "Aktuelle Ereignisse", and "Suche". The main content area features an "Inhaltsverzeichnis" (Table of Contents) with 17 items, including "WMF", "Sara Lee", and "Langnese". Below the table of contents, the "WMF" section is visible, followed by the "Sara Lee" section, which includes the text: "Sehr geehrter Herr zur Oven, wir benötigen noch ein wenig Zeit um die Datenerhebung für ein national gültiges Angebot abschließend zu prüfen."





Best Practice Ambience - How to improve it?



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Questions?

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