

RISE AND SHINE AT PHILADELPHIA

At Philadelphia University in Pennsylvania, breakfast is a popular choice for students, especially those on the go.

It is offered in the all-you-care-to-eat board plan location, but it is more popular in the school's retail locations, according to Sara Lockard, senior general manager with Parkhurst Dining Services, the campus foodservice provider. "Breakfast is more popular in retail than it is in our board plan because they want the convenience to grab and go, and they don't really want to sit down and eat breakfast here. They are more grab, go and take them to class."

The most popular food items at the retail locations are egg sandwiches. "On average, we are selling about 825 a week," she said. "We have one location, a coffee shop, where we take the sandwiches from our main retail kitchen and serve them cold and the students microwave them. At the main retail location, Common Thread, they have the option to grab and go. We already have some pre-made, or they will actually wait and get their sandwiches made for them. Our third location is actually a pizza shop, so we have the sandwiches pre-made, but we will heat them in the oven. We have tried breakfast pizza, but it is not the most popular."

Also popular at breakfast are yogurt and granola. "We sell a ton of it," said Lockard. "We use Yoplait Yogurt. We either use homemade granola or Nature Valley granola."

In the board operation at Ravenhill Dining Hall, where breakfast makes up approximately 15 percent of meals served, grab 'n go is offered, "but a lot of them just view it as 'this is where I go to sit down and enjoy a meal,' and some of them will stop in, grab their coffee or cereal or breakfast sandwich on the way to class," she said. "Our campus is set up where our board plan is on the residential side of campus. The retail is all on the academic side of campus. It depends on the timing of their class schedule."

Students who choose to eat in the dining hall have a variety of items from which to choose. "We'll do omelets made to order," said Lockard. "They can create their own breakfast sandwiches and eggs to order. We have fresh cut fruit, yogurt, cottage cheese."

Yogurt is also popular at Ravenhill. "The Greek yogurt is local from Lancaster County," she said. "We try to do as much local as possible. All of our bacon is Hatfield and our sausage as well, which is about 40 minutes from here. We also use local turkey bacon."

Weekend brunch is also enjoyed by students. "They love their omelets," said Lockard. "We try to upscale it a little bit. They will do different types of French toast casseroles, different types of egg bakes. It is based upon student requests. They do a smoked salmon platter. They try to make it nicer than a normal breakfast."

Like many schools, the university has seen success by offering breakfast for dinner. "We have breakfast for dinner at our board op a lot," she said. "We will also do it at our retail facility in our hot area. We'll have the bacon, the sausage and the potatoes and they can have their eggs made to order at our action station. It is very popular. In our retail, on nights that we do breakfast, probably about 40 percent of the sales will go to the breakfast."

With the popularity of breakfast at all of its locations, and the desire of students to not have to wait for their food to be prepared, Dining recently began offering breakfast as an option for its online ordering program. Students can order through a website or the school's mobile app and pick it up at Express, its grab 'n go location. "It is located in our main retail location, but it has a separate window, so our students can just come and pick it up and then go," said Lockard. "They don't have to come inside the retail facility and wait in line for anything. They say what time they want the item to be picked up and she has it ready for them. They can order any time after 2 p.m. for the next day."

—OCH

