

Chartwells
HIGHER ED

UF UNIVERSITY of
FLORIDA

Love where you chomp!



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Introduction

Florida Fresh Dining at the University of Florida is designed to be more than just a place to eat: it is a central part of the student experience. Through a wide range of dining locations, diverse menus, and engaging programming, Florida Fresh Dining creates spaces where students can gather, recharge and connect with their campus community.

The program includes more than 45 dining locations across campus, offering a mix of residential dining halls, retail concepts, local favorites and nationally recognized brands. This expansive network allows students to access fresh, convenient meals throughout their day while supporting both academic and social routines.

Two all-you-can-eat residential dining halls anchor the program and serve as vibrant hubs for student life. These dining halls are designed with flexible seating, diverse culinary stations, and programming that extend beyond meals to include themed events, teaching kitchens, and campus activations.

By prioritizing variety, accessibility, and community, Florida Fresh Dining supports students in maintaining a healthy lifestyle while strengthening campus culture.



Menu & Meal Strategy

Florida Fresh Dining emphasizes variety, flexibility, and inclusive menu design. Across its residential dining halls, students can explore a wide range of culinary stations that offer both familiar comfort foods and globally inspired flavors.





At The Eatery at Broward Hall, stations include:

- Taste of Home – comforting, homestyle dishes inspired by classic recipes
- Gator Grill – freshly prepared burgers and grilled sandwiches
- Delicious Without – meals prepared without the nine major allergens
- Rooted – plant-based and vegan dishes
- Carved & Crafted – customizable deli sandwiches and rotating chef features
- Brick & Basil – pizza and pasta with both classic and build-your-own options
- House of Greens – customizable salads featuring fresh, locally sourced produce
- Nook – breakfast favorites available throughout the day
- Sweets & Treats – house-made baked goods, desserts, and ice cream

Similarly, The Food Hall at Gator Corner offers diverse stations such as:

- 500 Degrees – specialty pizza selections
- Bowl Life – customizable grain bowls and grilled sandwiches
- Floribbean Flame – Caribbean and Florida-inspired dishes without the nine major allergens
- Roots & Seeds – plant-based menu options
- Greens & Things – fresh salad creations

These dining stations allow students to customize meals according to dietary preferences, nutritional needs, and personal taste.





 PROUDLY POURING Peet's Coffee									
COFFEE & ESPRESSO					TEA & NON-COFFEE				
Regular or Decaf	Price		Calories			Price		Calories	
	M	L	M	L		M	L	M	L
Drip Coffee	3.70	4.05	0	0	Brewed Tea (Pouch) —Black, Green, or Herbal	3.40	3.85	0	0
Espresso (Double, Triple)	2.95	3.45	10	15	Matcha Latte	5.80	6.40	210	300
Americano	4.90	4.90	15	25	Chai Latte	5.80	6.40	200	240
Cappuccino	5.55	6.05	120	140	Espresso Chai Latte	6.70	7.25	180	230
Latte	5.55	6.10	170	220	ICED TEA				
Vanilla Latte	6.15	6.70	240	320	—Black, Green, or Wild Berry Hibiscus				
Latte Macchiato	5.35	6.00	170	220	Iced Tea	4.00	4.35	0	0
Caramel Macchiato	6.15	6.80	300	350	Iced Tea Lemonade	5.00	5.35	40	50
Mocha	6.10	6.70	360	410	Fruit Tea Shaker	6.30	6.65	130	140
White Chocolate Mocha	5.95	6.45	360	400	Iced tea lemonade shaken with fruit purée & fruit slices				
					—Strawberry Lemon				
					NON-COFFEE				
					Cocoa	4.55	4.85	420	530
					Vanilla Frappé (Non-coffee)	5.25	5.65	370	470

NOW POURING PISTACHIO

with
TÁCHE®
pistachio milk

\$6.35 PISTACHIO ROSE LATTE
Táche® Pistachio Milk, Espresso Forte®, Rose Flavor

\$6.59 PISTACHIO MATCHA LATTE
Táche® Pistachio Milk, Mighty Leaf® Matcha, Simple Syrup

Products containing tree nuts are prepared in our stores, including beverages using pistachio milk. Please ask to speak with a manager if you have questions or specific concerns due to a food allergy.







THE BOBA BAR

SMOOTHIES

	CALORIES	
Dragon Fruit Mango	150	\$5.99
Mango	160	\$5.99
Salted Caramel Milk Tea	190	\$5.99
Strawberry	200	\$5.99
Taro	220	\$5.99
Thai Milk Tea	160	\$5.99

BOBA DRINKS

	CALORIES	
Classic Milk Tea	140	\$5.99
Salted Caramel Milk Tea	120	\$5.99
Strawberry Jasmine Milk	130	\$5.99
Tea Taro Milk Tea	200	\$5.99
Thai Milk Tea	160	\$5.99
Mango Black Tea	70	\$3.99
Mango Green Tea	90	\$3.99
Mango Lemonade	100	\$3.99
Strawberry Lemonade	110	\$3.99
Dragon Fruit Lemonade	120	\$3.99

ADDITIONAL TOPPINGS

\$1.00

- Traditional Boba ● Strawberry Popping Boba
- Mango Popping Boba ● Freeze-dried Blueberries

POTSTICKERS

40 - 50 cal ea.

\$4.99	\$5.99	\$6.99
for 4	for 6	for 8

OPTIONS

- Pork and Vegetable ● Chicken Lemongrass
- Edamame

SAUCES

- Ginger Soy ● Teriyaki ● Sweet Garlic Chili ● Gochujang

† Allergens: **Contains Milk**

Produced in a facility that also uses Tree Nuts, Soy, Coconut, Milk, and Wheat
2000 calories a day is used for general nutrition advice, but calorie needs vary. Additional information available upon request.



Florida Fresh
DINING
AT THE UNIVERSITY OF FLORIDA

PRESENTS:

TASTE OF
UNITED
TABLE

GRAND OPENING WEEK | OCT 20-24

MON: Around the World Day
FREE Fountain Beverage with Purchase | Code: ATW01

TUES: Wow Bao Day
25% Off ANY Order | Code: WB25

WEDS: Choolaah Day
Order a Bowl or Wrap & get a FREE Lassi | Code: LASSI25

THURS: Boba Bar Day
Order a Boba AND Mochi and receive 50% off | Code: BOBA01

FRI: United Table Day
Spend \$10 at Choolaah, Boba, Wow Bao, or ATW & get 20% off | Code: UTGO25



* In order to receive your deals, please add them (including any free items!) to your cart on Transact Mobile Ordering and enter in the code



Theme Development & Execution



Florida Fresh Dining's dining spaces are intentionally designed to function as community gathering places across campus. Dining halls serve as locations where students can eat meals, study between classes, meet friends, and recharge throughout the day.

The program also introduces innovative dining concepts through new venues such as United Table, located in the Racquet Club Dining Center. This reimagined space brings global flavors to campus through multiple culinary brands, including:

- Choolaah Indian BBQ – customizable bowls and wraps inspired by Indian cuisine
- Kimchi & Chicken – Korean-inspired comfort dishes such as fried chicken sandwiches and bulgogi fries
- Ace Sushi, Boba & Snacks – sushi rolls, poke bowls, and specialty beverages

By combining international cuisine with convenient campus locations, United Table reflects Florida Fresh Dining's commitment to innovation and variety.



Marketing & Student Engagement



Florida Fresh Dining regularly hosts events and activations that transform everyday dining into memorable campus experiences.

These activations include:

- Teaching Kitchen demonstrations that allow students to learn cooking techniques
- Themed dining events and rotating menu pop-ups
- Vendor and station takeovers featuring specialty cuisines
- Meal Plan Holder Appreciation events that provide premium menu items at no additional cost
- Swipe+ events, where students can enhance their meal plans for special dining experiences such as steak nights, shrimp boils, and rib baskets

The program also maintains an active social media presence through its Instagram account [@floridafresh.dining](#), where students can discover new menu items, upcoming events, and behind-the-scenes highlights from the dining program.

In addition to social media, marketing efforts include website updates, flyers, posters, and campus tabling events that introduce students to dining options throughout the year.





WICKED
LATE NIGHT BREAKFAST

TASTE OF HOME

Scrambled Eggs
Breakfast Sausage
Vegan Sausage
Brussel Sprouts w/ Bacon
Sweet Potatoes O'Brien

THE EATERY
AT BROWARD HALL





HALLOWEEN DRIVE-IN

SWIPE+ \$10

TUESDAY 10/28 | DINNER
THE EATERY AT BROWARD HALL

**JOIN US FOR A SCREENING OF
BEETLEJUICE BEETLEJUICE (2024)**
MOVIE STARTS AT 6PM
LOCATED BY THE NOOK

STEAK & A MOVIE!

Grilled Strip Steak topped with
Roasted Red Pepper Compound Butter
Mushroom & Caramelized Onion Twice-Baked Mash
Balsamic-Glazed Roasted Asparagus

Florida Fresh
DINING
AT THE UNIVERSITY OF FLORIDA

THE EATERY
AT BROWARD HALL



Student Experience & Impact

Florida Fresh Dining plays an important role in shaping daily student life at the University of Florida. Dining halls serve as central gathering spaces where students study, socialize, and build relationships.

Many students first encounter Florida Fresh Dining during UF Preview orientation, where dining staff host meal plan information stations and provide guidance on navigating dining options across campus.

This early introduction helps students understand how dining fits into their academic and social routines. Throughout the semester, events, activations, and themed meals continue to reinforce dining halls as vibrant spaces that support both community and wellbeing.

Through its commitment to variety, innovation, sustainability and community, Florida Fresh Dining continues to redefine what campus dining can be.



Sustainability & Social Responsibility

Florida Fresh Dining prioritizes sustainability and wellness through programs designed to promote responsible dining practices and healthy lifestyles.

The program encourages environmentally conscious food choices, supports nutrition education, and incorporates responsible sourcing and preparation practices whenever possible.

Dining initiatives also emphasize the importance of nourishing both the mind and body. By providing fresh ingredients, balanced meals, and educational programming, Florida Fresh Dining helps students develop habits that support long-term wellbeing.

Through these efforts, the program contributes to a healthier campus community while promoting environmental responsibility.







Staff Experiences

Working at Florida Fresh Dining has several benefits for employees. The job pays competitive wages, with part-time roles starting at \$13 and full-time at \$15 per hour. Some positions have a higher base pay. Management is promoted from within, and about half of management positions are held by students.

Employees receive access to monthly sessions with dietitians at no extra cost and can enjoy a free meal every shift. Additionally, they receive a free uniform and shoes when they start and get time off in the summer. Full-time benefits include insurance, paid holidays, sick days, and vacation days. Referral bonuses, associate shopping programs, and health and wellness programs are also available.



The WOW Factor

What truly distinguishes Florida Fresh Dining is the way it integrates dining into the broader student experience.

With more than 45 dining locations, flexible meal plan options, innovative technology tools such as Text2Chat and mobile ordering, and engaging programming throughout the year, the program provides students with a dining experience that is both convenient and dynamic.





Dining halls function as social hubs, culinary exploration spaces, and everyday gathering places that help shape campus culture. Combined with diverse menus, global cuisine concepts, and a strong focus on student engagement, Florida Fresh Dining stands out as a forward-thinking model for campus dining.

Through its commitment to variety, innovation, sustainability, and community, Florida Fresh Dining continues to redefine what campus dining can be.



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