

R + C STANDARDS



RESTAURANT AND CAFE GUIDELINES

Our global restaurants and cafe menu mix represents an average of 20% of our entire business, from a quality and service perception its usually 100% of how guests perceive our quality and service within our venues.

The foods we serve are most comparable to the popular foods our guests experience each day. Burgers, sandwiches, salads, pizza, and healthy versions of those selections. Every convention center is different with regional cuisines, client vision, operating space, and fiduciary obligations.

OUR INTERNAL BENCHMARK SHOULD BE THAT IF YOU CAN'T BUILD A RESTAURANT AROUND THESE ITEMS WE SHOULD NOT SERVE THEM.

BURGERS

Most of our guests have experienced a great burger from the many concepts throughout the country. there are also great burger establishment around each center and our guests will compare what we serve to what they are getting around us.

- Fresh burger patty – 80/20 ground chuck with 1/4inch grind
- Signature sauce for your center
- Potato or brioche toasted bun
- Our video will inspire some innovation.





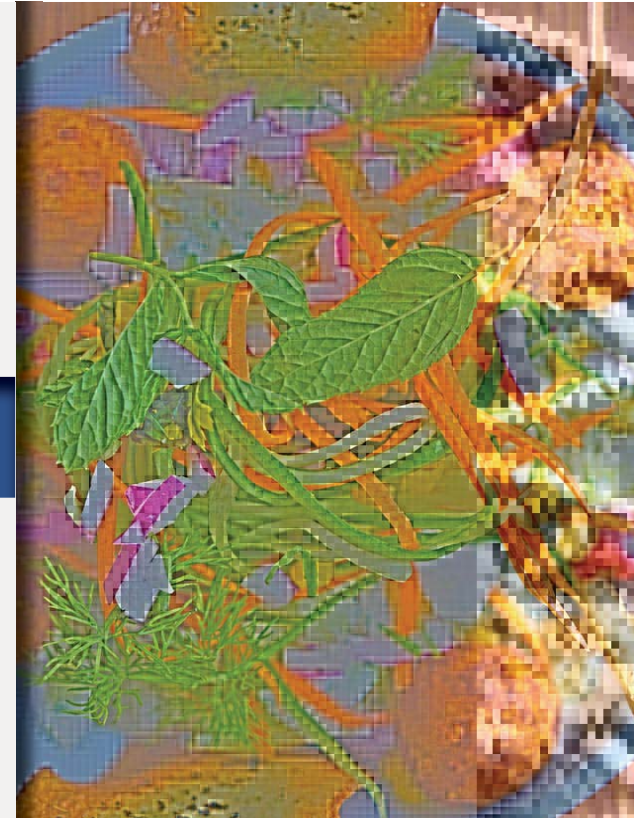
PIZZA

Most of our competitive centers are serving a frozen buyout pizza. We challenged ourselves to develop a signature proprietary product. Our standard is Michelin crust which is a hand tossed brick oven par-bake. It is not comparable to anything served anywhere.

- Individual 10" or 18" by the slice
- A signature pizza to represent your regional cuisine
- Fresh baked

SALADS

- Salads are a great selection to promote healthy, fresh, seasonal, and special meat alternatives in our centers.
- Each center should have a signature salad served with a proprietary salad dressing that represents the local cuisine.
 - Package dressing in two ounce or four ounces cups with lids and croutons in small bags. No buyout PC dressings or croutons/crackers/crisps
 - Cook fresh proteins for toppings - never use pressed chicken, beef, or manufactured proteins
 - Vegetables should be fresh and seasonal





FRESH PRETZEL

An underutilized trend that Guests associate with pre-cooked pretzels. A wow menu offering – Great for proprietary concept with signature dipping sauces or fillings.

Signature Levy Restaurants mix has been formulated and can be available to everyone

An instructional video has been developed

NACHOS

Nachos are great for many of our convention center tournament events such as volleyball or public shows.

Our nachos should be restaurant quality. Chips should be warm, a signature sauce, regional toppings, and fresh condiments

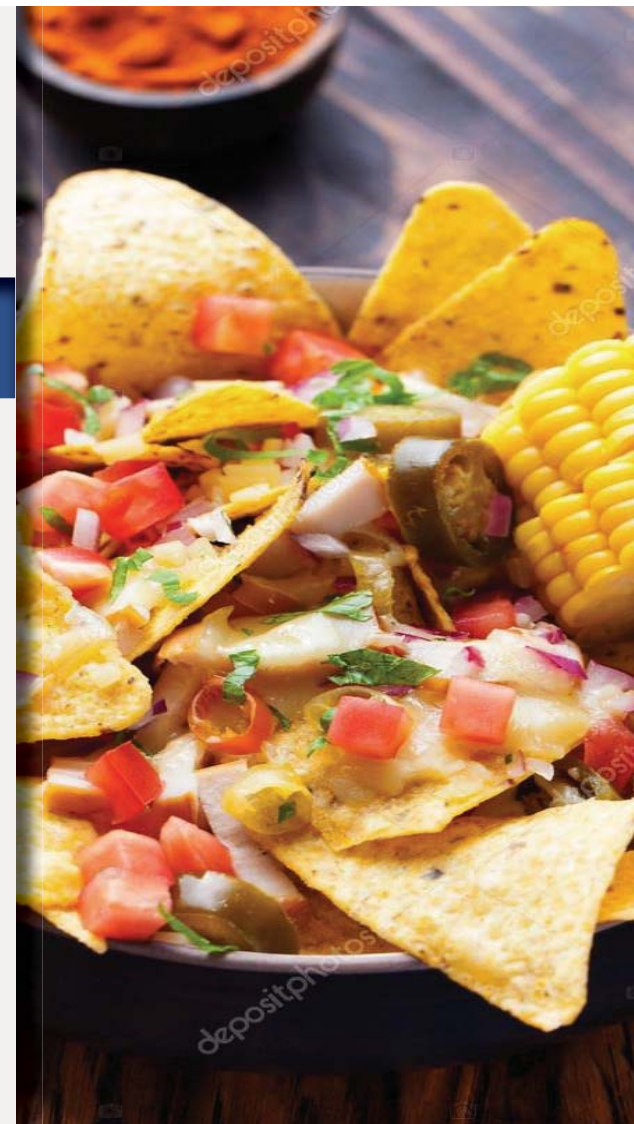
WHAT MAKES A GREAT NACHO?

Warm Chips - If you can fry your own even better

Signature cheese sauce - we have several on Levysource. A white cheddar based is perceived as a fresher vs. the standard yellow cheese sauce the industry purchases in a bag.

Fresh regional toppings - Buffalo chicken, smoked brisket, a proprietary chili... etc.

The presentation can get sloppy. Use squeeze bottles for sauces such as avocado crema, roasted tomato chipotle, sour cream.





BAKERY ITEMS

Grab and go is a great opportunity for those impulse sales that can be served in pop up areas. Bakery items are popular when paired with coffee in the morning and sometimes later in the afternoon when hosting international guests.

Freshness of bakery items and presentation is key.

- Fresh baked daily - No day old pastries or breads

- Benchmark some of the great bakeries in your city for presentation and selection. Have a signature that represents your venue.

SANDWICHES

Sandwiches are a very popular in our venues. They can be a great point of difference when properly prepared or generate negative feedback when the focus is discounted.

Bread represents over half of the sandwich and its usually the difference between an ok or good sandwich to a great or incredibly memorable sandwich

WHAT MAKES A GREAT SANDWICH?

Most chefs focus more on the fillings than the bread...the bread is the difference

Use quality whole protein muscle for meats. Never pressed. Meats should be shaved or thinly sliced. Thick cut meats wont blend well with the condiments and may be difficult to eat

Have a signature spread or aioli





DISPOSABLES

Lets not under-estimate the quality perception that is associated with how our items are presented. Food boats are associated with arenas, stadiums, carnivals, and festivals. We are serving restaurant food.

Our approach is to “sink the boat” and serve our items on plates, or unique vehicles that are sustainable and compostable

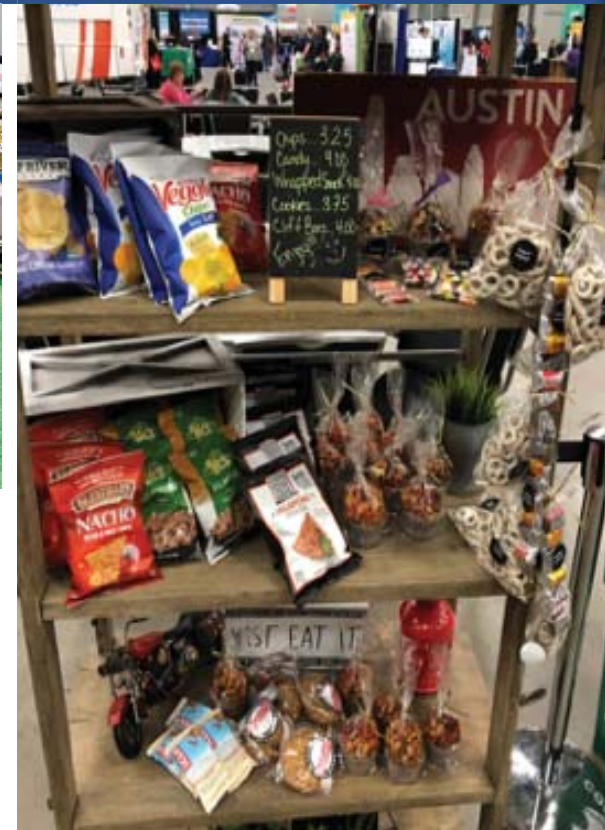
There are many approved options on our site. They vary in price to accommodate our financial obligations.

Sabert is our preferred vendor for compostable and sustainable products. Throughout this presentation you will notice some examples that are currently being sold within our centers

PACKAGING & LABELING ARE IMPORTANT



MERCHANDISING AND SIGNAGE ARE IMPORTANT



THINKING OUTSIDE THE BOX IS IMPORTANT



WHAT IS YOUR CONVENTION CENTER SPECIALTY?

Each center should have a specialty take - away to be featured at site visits or gift bag item for our partners/ clients to use as a memorable gift that represents your venue.

Create a regional recipe that represents what we serve...
"Food Story To Go"

Examples could be the dry ingredients OF our signature pretzel with recipe for guests to prepare at home, a proprietary coffee blend with your logo, a proprietary cookie tin, the donut recipe, proprietary chocolate truffles in a box, your own candy bar/fudge, a jar of your local spice - Fajita/Barbecue seasoning...etc...





**“IN TODAY’S WORLD, A PERSON’S BEST LAST EXPERIENCE IS NOW THEIR MINIMUM EXPECTATION.”
SAID BY OUR GREAT LEADERS**

WHAT IS YOUR SERVICE STANDARD?

This important detail shapes your guest’s experience

- Every location is unique. Let your locations come to life through our people
- Every location should have a service culture that sets each venue apart, but meets levy’s minimum standard at the same time

EXAMPLES ON HOW YOU CAN DO THIS?

- By training, by inspiring, by using proprietary service styles, equipment, thinking outside the box with your experiences & bringing uniforms to the 21st century & customizing when possible & don’t forget to have fun!

WHAT WILL YOURS BE?

A hand holding a glowing lightbulb in front of a chalkboard filled with business diagrams and math equations. The chalkboard contains various sketches including flowcharts, graphs, and mathematical formulas. The text 'CREATE YOUR FOOD STORY & LET THE FUN BEGIN' is overlaid in large white letters.

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