



John F. Kennedy Space Center

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*Exchange Operations*

# Food Services Program Forward Plan

As of 9/18/12



# BACKGROUND



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- In June 2011, senior management realigned the food services program under the Exchange Operations to create self-sustaining operations that enhances the quality of life for the KSC workforce
- Distributed survey to all employees requesting ideas and recommendations
  - Over 1600 employees completed survey; respondents were representative of current center demographics
  - Results revealed that 59% of employees preferred a food court style operation; 28% preferred a traditional cafeteria operation
  - Employees would like healthy and fresh options available
- Conducted focus groups with employees in industrial and LC-39 areas
- Benchmarked other NASA centers, private industry, and universities
  - JSC, LaRC, Lockheed Martin, Siemens, UCF, USF



# WHY CHANGE?



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- The primary reasons for consolidating and streamlining KSC food services program is to:
  - Ensure self-sufficiency
  - Reduce CMO requirements
  - Provide more effective and efficient services
  - Improve food quality
  - Eliminate internal competition and redundancy
  - Reduce operational and labor costs
  - Improve supervision and oversight
  - Prepare for central campus



# OVERALL OBJECTIVES OF KSC FOOD SERVICE PROGRAM



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- To provide maximum satisfaction to our customers through an efficient and effective operation.
- To provide appetizing, appealing and nutritionally sound food options.
- To maintain attractive facilities conducive to social interaction.
- To promote nutritional awareness, and to improve employees' dining experiences by offering a variety of foods and styles of cuisine.
- To give the utmost attention to establishing and maintaining a creative, hospitable and quality-oriented catering program that meets the needs and expectations of a variety of center constituents.
- To offer the latest food concepts, in addition to exceptional service and convenient operating hours which are responsive to the needs of the visitors and occupants of KSC.



# CONCESSION AGREEMENTS



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- The Exchange awarded the following food service concession agreements:
  - Traditional Cafeteria: Fresh Ideas Southeast, LLC
  - Food Court: Fresh Ideas Southeast, LLC
  - Independent Branded Fast Food/Casual Dining Restaurant: Space Coast Bar-B-Q dba Sonny's BBQ



# FRESH IDEAS SOUTHEAST, LLC TRADITIONAL CAFETERIA



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- Located in the Headquarters building (M6-0399) and transitioned to Central Campus after completion
- To provide a variety of creative, appetizing, and nutritionally sound breakfast and lunch options
- Offering healthy menu options such as, "gluten free", "low fat", "heart healthy", "vegetarian", and "locally sourced"
- Registered dietician on corporate staff providing an "Ask the dietician" program, nutritional information posting, and an annual health fair
- Transition Timeline:
  - Fully Operational on Monday, October 1, 2012
- Hours of Operations:
  - Breakfast: 6:30 a.m. - 9:30 a.m.
  - Grill items, Salad, & Soup: 10:00 a.m. - 1:30 p.m.
  - Full lunch menu: 11:00 a.m. - 1:30 p.m.
  - Deli/Dessert Only: 1:30 p.m. - 3:00 p.m.



# FRESH IDEAS SOUTHEAST, LLC

## FOOD COURT



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- Located in the Multi-Functional Facility (K6-1145)
- To provide a minimum of four branded concepts with a variety of choices for breakfast and lunch
- Transition Timeline:
  - Fully Operational on Monday, October 1, 2012
- Hours of Operations:
  - Subway: 6 a.m. - 4 p.m.
  - Starbucks: 6 a.m. - 4 p.m.
  - Southern Beats: 6 a.m. - 2 p.m.
  - Rooster Bay Chicken: 10 a.m. - 4 p.m.
  - Yo2Go - Frozen Yogurt: 11 a.m. - 4 p.m.



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# SONNY'S BBQ INDEPENDENT RESTAURANT



- Located in the O&C building
- To provide quality breakfast and lunch options
- Plans to offer numerous items from their general menu
- Offers delivery on minimal orders, call ahead ordering, take out, and casual dine-in
- Transition Timeline:
  - Fully operational early 2013, depending on O&C Phase V schedule
- Hours of Operations:
  - Sonny's is willing to explore flexible operational hours; they will assess the needs of the workforce and develop their hours of operations accordingly.



# CATERING



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- Both Concessioners have exclusive rights for catering on KSC property
- Catering will be available for all events, from intimate luncheons to celebration banquets
- Please contact Kerry Charbonneau @ 7-3936 for Fresh Ideas Catering

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# SSPF



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- Will be modified to the Space Station Conference Center (SSCC) with the ability to host trainings and meetings with full service catering options
  - Modifications will be completed to the facility (Date: TBD)
- A portion of the dining area will be renovated and allocated as an employee break room
  - Pepsi and Coke machines will be located in this area
- Aruna's snack bar is scheduled to offer additional hot grab-n-go items
- Fresh Ideas will offer convenient grab-n-go items in the SSPF Exchange Retail Store



# TRANSITION



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- During the week of September 24 -28, 2012, the Headquarters and MFF cafeterias will have limited food services.
  - Only grab-n-go food and drink items from these cafeterias
  - Regular operational hours
- SSPF and O&C cafeterias will remain in full service with regular operational hours until COB September 28, 2012.
- HQs and MFF will re-open for service under Fresh Ideas Southeast on October 1, 2012.



# ADDITIONAL TOPICS



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- In an effort to accommodate employees that are affected by the consolidation of food services:
  - Short term (30 minutes) visitors' parking is allocated directly behind the Headquarters bldg. cafeteria.
  - Current short term visitors' parking directly east of the MFF will remain in service.
- Effective October 1<sup>st</sup>, the Center will no longer be responsible for providing paper products for the cafeterias.
  - Includes eating utensils, cups, napkins, and plates
  - A cost will be associated if food or drinks are not purchased from the concessioners.



# QUESTIONS?



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- Website: <http://nasaexchange.ksc.nasa.gov/foodService.htm>
- Email: [xaivian.l.raymond@nasa.gov](mailto:xaivian.l.raymond@nasa.gov)
- Phone: Xaivian Raymond, 321-867-2360  
Annette Dittmer, 321-861-7451