

Since June 2011, the NASA Exchange has conducted extensive research to determine the best approach for KSC'S future Food Service Program. The responsibility for overseeing this program was transferred to the Exchange as it aligns with the primary goal of the Exchange which is to design programs and provide services that are self-sufficient and enhance the quality of life for the KSC workforce. The Exchange intends to maintain the highest standards of excellence in food quality, service and safety as they manage the program.

In August 2011, over 1,600 employees responded to the food service survey. In addition, Exchange representatives conducted focus groups with approximately 40 employees and completed benchmarking at other NASA centers, and private industry and educational institutions. The results from the employee survey, focus group discussions and benchmarking were used to structure the minimum requirements for the food service procurement and final concession agreements. In an attempt to provide quality food and a variety of options as you requested, and after a thorough review of the proposals received in response to our solicitation, the Exchange awarded three food service concession agreements for the following components:

- A. A traditional cafeteria providing breakfast and lunch.
- B. A food court with a minimum of four branded concepts offering breakfast and lunch.
- C. An independent branded fast food/casual dining restaurant providing breakfast and lunch.

Fresh Ideas Southeast LLC was awarded concession agreements for the traditional cafeteria in the headquarters building (M6-399) and a food court featuring four nationally branded concepts in the Multi-Functional Facility (MFF) (K6-1145). In addition, Fresh Ideas' concession agreements include catering capabilities. Fresh Ideas will modify the Space Station Processing Facility (SSPF) (M7-360) cafeteria into a training and meeting venue and will offer catering at this and other locations across the Center.

Fresh Ideas is a food service management company that has operated out of Columbia, Missouri since its inception in 2000. The success of the organization is due to the concentrated efforts in employee satisfaction and the strategic focus surrounding the company's mission, vision and values. Fresh Ideas has experience in operating approximately 25 food service accounts of similar size and scope in K-12 schools, colleges and universities, and businesses and industries. The majority of their operations are located in the Midwest region of the United States.

Space Coast Bar-B-Q, operating as Sonny's Real Pit Bar-B-Q, was awarded a concession agreement for the independent branded fast food/casual dining restaurant in the Operations & Checkout (O&C) building (M7-355). In addition, Space Coast Bar-B-Q's concession agreement includes catering capabilities. The O&C cafeteria will close October 1, 2012 as part of the O&C construction project, and is scheduled to reopen in early 2013 featuring Sonny's restaurant.

Currently, with 128 restaurants in nine southeastern states, Sonny's Real Pit Bar-B-Q is one of the largest, most popular barbecue chains in the country. The franchisee, Space Coast Bar-B-Q, has experience with managing and operating six Sonny's restaurants throughout the Space Coast area, demonstrating their ability to meet customers' needs while adhering to the requirements of the franchisor.

The current food service concession agreement expires on September 30, 2012 and we will continue to support Lackmann Culinary Services as they assist us in making a successful transition to the new providers. You should expect to see changes leading up to the transition date of October 1, 2012. Although there are a variety of options being implemented as stated, these changes will also result in the consolidation and streamlining of the Food Service Program to ensure self-sufficiency and reduce Center Management & Operations (CMO) requirements and operational costs.

As plans are finalized and additional information becomes available, we will keep you updated via the KSC Daily News and the Food Services Program Transition website (<http://nasaexchange.ksc.nasa.gov/foodService.htm>). If you have any questions, please contact Xaivian Raymond at [Xaivian.L.Raymond@nasa.gov](mailto:Xaivian.L.Raymond@nasa.gov) or 321-867-2360.