

# UpperCrust

FOOD SERVICE



# WELCOME TO UPPER CRUST FOOD SERVICE

Thank you for the opportunity to tell you about our company and services. We are excited about the opportunity to partner with your chapter and bring fresh, healthy, and exciting meals to your members. Our company mission statement states that we will provide “excellence beyond expectations” and we look forward to sharing with you how we will accomplish that goal in your house.

I founded Upper Crust Food Service in 2009 to solve a problem that I experienced as an undergraduate fraternity member. During my three years living in my fraternity house our chapter went through multiple cooks who provided a very inconsistent service to our members. I realized that this problem was not unique to my house and that many other chapters experienced this same issue. I knew that there had to be a better way and that is when Upper Crust Food Service was born.

From our humble beginnings serving two chapter houses on a Midwest campus we have grown to become the industry leader in Greek food service management and now manage hundreds of accounts coast to coast. Despite our growth we have not lost sight of personal service, customized menus, and of course, great, fresh food.

We are only as good as the people that work for us and I am very proud of the team of chefs and managers that provide “excellence beyond expectations” every day for our clients.

Please feel free to contact me directly anytime that I can be of assistance to you. Thank you for your consideration of our services and I look forward to welcoming you to the Upper Crust Food Service family!



Warm Regards,

A handwritten signature in dark ink, appearing to read 'AGuy'.

Adam Guy, President  
Upper Crust Food Service





## Who We Are

Proudly serving Sororities and Fraternities, Upper Crust Food Service is known for freshness, quality, variety, and excellent customer service. Upper Crust Food Service began with a vision to solve a problem that many Fraternity and Sorority houses face. That problem is a lack of consistency and professionalism in the kitchen. With a focus on great food and personal service, we've remained true to our roots. Today, the chefs of Upper Crust Food Service prepare tens of thousands of meals weekly for students across the country.

## Our Mission Statement

We proudly support our customers and each other in an environment of professionalism, efficiency, and excellence beyond expectations.

## OUR COMPANY VALUES

- Efficiency
- Consistency
- Professionalism
- Pride
- Responsibility
- Dedication
- Trustworthiness
- Positivity



## Recipe for Success

Our Recipe for Success includes four main ingredients:

### Cleanliness and Safety

- We keep our kitchens clean
- We keep our kitchens compliant
- We follow proper food handling procedures
- We are knowledgeable about kitchen equipment
- We serve food at the proper temperature
- We understand and cater to students with special dietary requirements
- We handle all insurance and workers comp in the kitchen

### High Quality

- We are proud of our food and our company
- We present our food in an appealing way
- We follow recipes to ensure consistency
- We serve all meals on time
- We ensure that we cook enough food every time
- We are knowledgeable about food trends

### Excellent Service

- We have a genuine interest in our customer
- We listen to the requests and needs of our customer
- We ask if we can do anything to improve our service
- We know our customers expectations and we exceed them
- We strive for consistency daily

### Good Relationships

- We treat all customers, vendors, and coworkers with respect
- We are pleasant, polite, neat, and courteous
- We are an active participant in delivering the UCFS experience
- We act quickly and appropriately to address any issues or concerns
- We speak about others in only a positive way
- We protect our company and customer information and treat it as confidential
































# WHAT WE DO

You are essentially running a full service restaurant inside the walls of your chapter house on a daily basis. Not just any restaurant but one that provides breakfast, lunch, dinner, snacks, and caters your special events. The restaurant business is one of the hardest to have success due to many variable factors such as staffing, vendors, health codes, kitchen maintenance, and more. Many chapters struggle to manage the day to day operations of their kitchen because they rely on board members who have full time careers, house directors without a restaurant background, or undergraduate members who are focused on school to maintain a quality kitchen operation. Many houses find themselves unable to attract quality chef talent, maintain consistently quality meals, and keep up with managing the business side of paying employees and vendors.

Upper Crust Food Service provides a turnkey solution for all of your kitchen management needs. We handle the daily logistics of running your kitchen including hiring and training staff, purchasing goods from vendors, cleaning the food service areas, creating delicious menus, handling insurance and workers comp, meeting with your students to gain feedback, and much more. When you make the decision to partner with Upper Crust Food Service you can leave all of your kitchen worries behind and allow the industry leading experts to take over. We are confident in what we do and we also realize that every chapter is unique. We customize your meal plan to your chapters needs and budget. Every program includes delicious options for meals along with our superior service. Our professional chefs, simple pricing, staff stability, special event catering, exclusive app, and performance reviews keep your food service program operating at top level.

## Food Service Plans

We offer a variety of meal plans tailored to your exact needs and budget. Meal schedules and dining times are based on the chapters needs and weekend service is available. We request that all in house members are on the same meal plan for consistency but we offer a variety of out of house meal plan options to encourage those members to eat at the house. Here are some of our most popular offerings:

MEAL OPTIONS	FULL MEAL PLAN	BREAKFAST & LUNCH	LUNCH & DINNER
<b>BREAKFAST</b>			
Hot Breakfast Buffet			
Made to Order Eggs			
Fresh Pastries, Bagels, Breads			
Whole and Freshly Cut Fruit			
Yogurts, Granola, Oatmeal, Cereals			
Beverages Bar			
<b>LUNCH</b>			
Hot Lunch Buffet			
Full Salad Bar			
Beverages Bar			
<b>DINNER</b>			
Hot Dinner Buffet			
Full Salad Bar			
Freshly Made Desserts			
Beverages Bar			

# OUR MENUS

Trained chefs customize our menus to your chapters needs with the life of busy, hungry students in mind. Freshness is our guide. Our meals are made by chefs, from scratch daily. We cook with fresh meats, quality produce, and wholesome ingredients. Our program is tailored to your tastes, your preferences, and your schedule. The menu below is just an example of one of our fantastic weekly menus customized for one of our accounts.



## MONDAY

### BREAKFAST

Buttermilk Pancakes with Maple Syrup and Sausage Links

### LUNCH

Cheddar/Monterey Jack Cheese, Chicken Quesadillas - Salsa, Sour Cream and Jalapeños with Tortilla Chips and Salsa

### DINNER

Sliced Pork Loin - Roasted Potatoes, Green Beans and Mushroom Gravy Sauce

## THURSDAY

### BREAKFAST

Breakfast Burrito - Jalapeños, Egg, Peppers, Cheddar Cheese, Bacon with Salsa and Sour Cream on the side

### LUNCH

TBLT Croissant Sandwich - Turkey, Bacon, Lettuce, Tomato, Croissant with Fresh Fruit Salad and Potato Chips

### DINNER

Chinese Night! Beef and Broccoli - Lo Mein Noodles, Fried or White Rice, Egg Rolls/Crab Rangoons with Fortune Cookie

## TUESDAY

### BREAKFAST

Bacon, Egg and Cheese Bagel Sandwich and Cheesy Scrambled Eggs

### LUNCH

Patty Melt or Turkey Burger  
Grilled Beef or Turkey Patties, Texas Toast, White American Cheese, Sautéed Onions  
Waffle Fries

### DINNER

Pasta Bar - Grilled Chicken with Penne and Fusilli Noodles with Marinara, Meat Sauce and Alfredo Sauce, Parmesan Cheese, and Garlic Bread

## FRIDAY

### BREAKFAST

Fresh Baked Biscuits and Sausage  
Gravy and Cheesy Scrambled Eggs

### LUNCH

Spicy Chicken Sandwich Lettuce, Tomato, Onion, Chipotle Mayo with Mac & Cheese

### DINNER

Pizza Night - Pepperoni & Sausage, BBQ Chicken, Chefs Choice

## WEDNESDAY

### BREAKFAST

Steak, Egg and Cheese Biscuit

### LUNCH

Pulled Pork Sandwiches - Fresh Buns, Pickle Slices, BBQ Sauce, Red Onion with Potato Salad and Baked beans

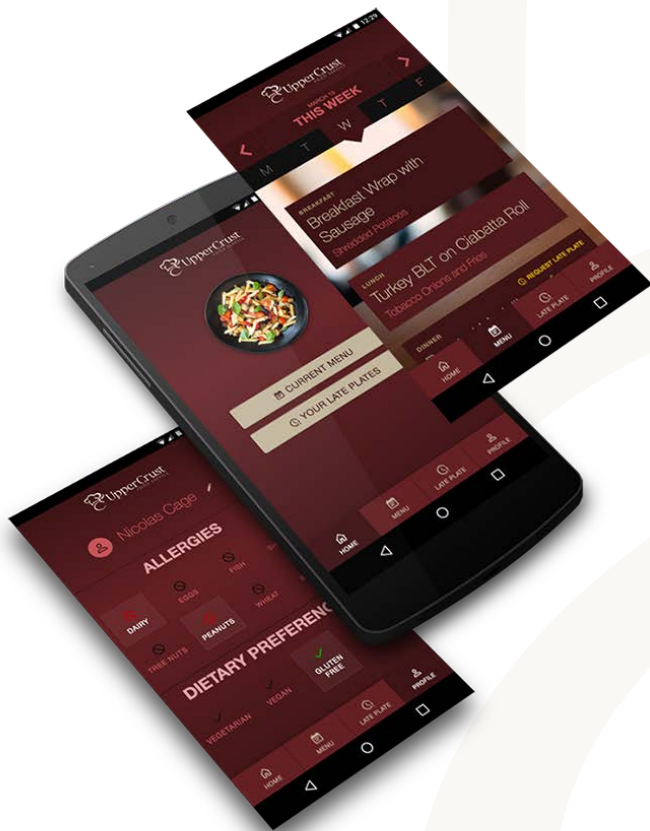
### DINNER

Chicken Cordon Blue - Au gratin Potatoes, Peas and Carrots and Dinner Roll

## DAILY SPECIALS

Check With Your Chef For Daily Specials

- Homemade Soups
- Desserts
- Full Salad Bar
- Snacks



# OUR MOBILE APP

The Upper Crust Food Service App is a revolutionary tool in the Greek food service industry. Our app allows for students to create a profile to let us know about any dietary restrictions that they might have. Users can also view their daily menus, provide feedback on menu items, and sign up for late plates all from the convenience of their smartphone.

You can check out all of the features of our app by searching "Upper Crust Food Service" in the app store and downloading the app. Create a profile and then enter "SAMPLE" as your house code to view sample menus.

# MORE ABOUT US

**Simple Pricing:** Forget about the days of budget surprises in your kitchen. Our simple pricing allows you to budget for your kitchen and bill your members correctly. We offer monthly and semester billing options to fit your needs.

**Staff Hiring:** We are proud to employ some of the best chefs in the country. Many of our chefs join our team looking for a better quality of life after working long hours, late nights, and weekends for high end restaurants, country clubs, hotels, and casinos. The work/life balance offered at Upper Crust Food Service is unmatched in the food service industry and we are blessed to employ such a great team. We understand that our company is only as good as our chefs on the front line cooking each and every meal and interacting with our customers, so we work hard to find the right fit for your chapter and build that person up with positive reinforcement.

**Snack Plans:** We offer snack plans to fully stock your kitchenette with an unlimited amount of snacks for your members to prepare 24/7. Based on your budget we will work with your members to determine variety and stock these items daily.

**Late Plates:** We offer late plates for any members who cannot make a meal. Late plates are created by our chefs and placed in refrigeration for your members to pick up when they return to the house. Houses utilizing our exclusive app can sign up and manage late plates from their smartphones.

## **Purchase Order Supplies:**

Upper Crust Food Service can order all of your kitchen and household cleaning supplies. Eliminate trips to the store and dealing with another vendor. Simply let your chef know what you need ordered and we will have it delivered with our next shipment. Purchase Order items are then billed monthly and itemized on your invoice.

## **Catering Special Events:**

Our chefs love to show off their skills and one of the best ways for us to do that is to assist with your special events. Whether it is a mom's weekend brunch, dad's weekend BBQ, football tailgate, social event, or philanthropy we can handle all of the details to make your event a huge success.

## **Assurance of Staff Availability:**

You can forget the days of ordering pizza and sandwiches when your cook is sick. Since we have a local, full time Executive Chef Manager employed on each of our campuses you will never be without a chef in your kitchen. It is our responsibility to ensure that your members are fed for each and every meal.

## **Regulatory Oversight:**

UCFS provides oversight and compliance with all sanitation and safety regulations, employment laws and insurance requirements. We will work with your local health department to keep your kitchen certified.

## **Ongoing Communication:**

Customer satisfaction is our top priority and our chefs and managers will stay in close communication with you to ensure that we are exceeding your expectations every day. Phone calls and emails are returned quickly and in-person meetings are available with a simple request.



# PROPOSAL AND PRICING

We would love the opportunity to submit a food service proposal for your chapter. We look forward to the opportunity to share with you how we can improve your food service operations. We are happy to customize a meal plan that exactly fits your needs and budget.

Our pricing will include the entire food service program including payroll, insurance, workers comp, purchasing, menu development, mobile app, etc. If you have any questions please do not hesitate to let us know. We are looking forward to serving your chapter soon!

We would love to hear from you! For additional information please contact:

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