



Structural Concepts®

DELIVERING FRESH. ALWAYS.™



OASIS C63R-UC
Self-Service, Undercounter



OASIS B5024RH
Self-Service, Multi-Deck

Higher Education

Drive Foot Traffic and Engagement in College Dining Halls.

OASIS B47R
Self-Service, Multi-Deck

Structural Concepts can help schools rethink their operational strategies by **offering more proper hot and cold holdings and batch-food safety, quickly adapt to menu changes, and improve the sustainability** of dining halls.



Generate More Sales and Profits with Autonomous Shopping

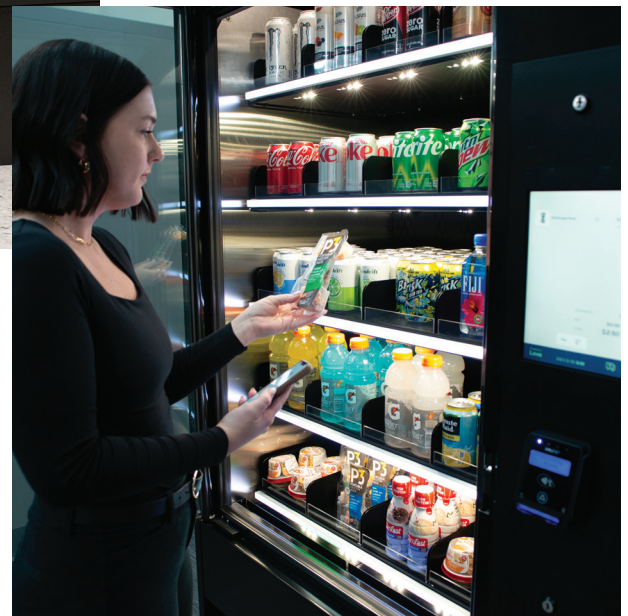
38% of college students want dining options open 24/7.
Source: McKinsey

More than 50% of institutions polled are interested in mobile ordering and/or cashierless pickup.
Source: McKinsey

Campus store/cafe traffic increased 21% and average transactions grew 23% in the months after going autonomous.
Source: Chartwells Higher Education Path Forward Survey

Having automated options for checkout ranked higher and more important than having human checkout options.
Source: NACUFS Campus Dining 2030 and Beyond

ELEVATE BD3632IS
Self-Service, Autonomous Merchandiser



Autonomous Retail Merchandiser

Improve the Overall Shopping Experience

Provide a cashier-less experience and increase the speed and accuracy of transaction for those looking for a convenient 24/7 fresh food selection. Offset labor challenges, create an appealing merchandising format with increased capacity, and seamlessly streamline inventory management to serve food deserts across colleges and universities.



Students prefer vending machines when human operated outlets had too long a wait time.



Outside of normal operating hours, students prefer to use self-checkout style or robotic vending option.



Modern students want access to food outside of traditional mealtimes as well as during normal operating hours.



Undercounter

Meet Customers On the Way In and Out

Increase sales potential with appealing grab & go displays. Can be integrated into millwork and other counter materials to bring fresh food and chilled beverages directly in front of customers.

OASIS C53R-UC
Self-Service, Undercounter



There is a demand for flexibility in building design in dining halls including the ability to adapt different meal parts by reconfiguring equipment.



REVEAL NE4820DSV
Service, In-Counter

In-Counter

Boost Profits with Sleek Frameless Merchandisers

Take full advantage of premium counter space and realize untapped profit potential by capitalizing on impulse buys. Consider frameless glass merchandisers for seamless presentation and integration of the surroundings, placing the focus on the food inside.

REVEAL NE4820RSSV
Self-Service, In-Counter

The Campus Foodservice Experience is Important to Students



OASIS B67R
Self-Service, Multi-Deck

54%

of students say food service offerings are a key part of why students choose one school over another.



Students – and their parents – want to know they’re getting a good value from their meal place.

Source: *Datassential C&U Segment Report*



Multi-Deck

Enhance Convenience and Speed of Service to Time-Starved Shoppers

Stimulate sales by offering a variety of grab & go options with self-service cases to accommodate modern consumer’s fast-paced lifestyle and desire to make speedy selections and transactions.

FUSION MD685R
Self-Service, Multi-Deck

48%

of students consider the opinions of their peers before making foodservice purchases.
Source: *The Center for Generational Kinetic*

1/3

of students who eat on campus list the chance to socialize with classmates as a motivator for eating on campus.
Source: *The Center for Generational Kinetics*



Islands

Increase Sales by Offering Busy Meal-Goers Healthy, Fresh Food Selections On-the-Go

Adapt faster to shopping trends with mobile and modular applications. Mobile refrigerated displays on casters use less floor space by displaying product vertically. Easy delivery through standard size doorways.

OASIS MI33R
Self-Service, Island



OASIS FSC660R
Self-Service, Island



Making it easier for students to access meals tends to increase participation by as much as 20%.

Source: Datassential



End Caps

Create Opportunities for Add-Ons

Utilize displays that blend into high traffic areas to generate incremental sales. Promote popular and profitable items that help create a point of destination and accommodate on-the-go consumers to make speedy selections and transactions.

OASIS FSE660R
Self-Service, End Cap

Structural Concepts can **help schools rethink their operational strategies** by offering more proper hot and cold holdings and batch-food safety, quickly adapt to menu changes, and improve the sustainability of dining halls.



REVEAL NR3651RRSSV
Combination

Combinations

Create a Destination for Fresh Food by Utilizing Space-Saving Innovative Display Options

Combination models optimize floor space with multiple display areas in a single piece of equipment, providing flexibility to offer a variety of fresh foods within different methods for serving the customer.



Amid supply problems, inflation, and a challenging labor market, many dining teams are being tasked to do more with fewer staff members and fewer stock keeping units (SKUs).
Source: NACUFS Campus Dining 20230 and Beyond



42% of college and university leaders surveyed reported issues with hiring skilled labor.
Source: Technomic



Operators are striving to strike a balance between efficiency, self-serve, reducing labor, and other needs preventing it from becoming a transactional experience.
Source: NACUFS Campus Dining 20230 and Beyond



REVEAL NR6051RRSSV
Combination



Hot and Cold Combinations

Elevate the Customer Experience by Offering More Options

Provides a vertical combination of grab & go refrigerated and heated display offering both hot and cold temperatures in the same case. Designed with self-contained refrigeration that affords operators the flexibility to relocate the merchandiser to different areas. Contains individually controlled heated shelf temperatures allowing more product diversity.

OASIS B3924RH

Self-Service, Multi-Deck



OASIS BD3632

Self-Service, Multi-Deck

Refrigerated Door Merchandisers

Open the Door to Profitability

Create a seamless transition from open cooler merchandisers that create more merchandising space to satisfy customers' desire for fresh food while reducing energy costs by 82%.



Operators need to consider investing in pop-up dining that will bring more options and offerings while simultaneously battling menu fatigue.



Schools can see a significant boost to their meal programs when students aren't deterred by long lines.

Source: NACUFS Campus Dining 2030 and Beyond

Structural Concepts Can Help Campus Foodservice Operators Maximize Their Programs



FUSION GMDS4R
Service, Multi-Deck



ELEVATE BD3632IS
Self-Service, Autonomous Merchandiser

We can help meet the demand for healthier options and better-for-you foods with temperature-controlled merchandisers that perform at the highest levels.

We can help streamline student and faculty traffic flow with a variety of solutions within serving lines and/or near checkout with full service and self-service options to complement existing foodservice menus.

We solve for campus food deserts by delivering convenience and immediate access with cashierless automated merchandisers.

We can support flexibility in facility design for delivering innovative dining programs to meet the expectations of the next generation of students.

We can minimize the total cost of ownership associated with the ongoing operation and upkeep of displays and merchandisers, as well as safely displaying fresh food over extended periods.



LEARN MORE

structuralconcepts.com
product.info@structuralconcepts.com

Structural Concepts®
DELIVERING FRESH. ALWAYS.™