



PRODUCT INNOVATION

DREXEL FOOD LAB



SUMMARY

When students at Drexel asked for more vegetarian and vegan choices at Urban Eatery, Aramark was happy to accommodate. Chefs from Aramark's Culinary Development Kitchen enlisted the help of Drexel Food Lab. Drexel Food Lab students represent the next generation of chefs and understand the Gen Z and Millennial markets.



IMPACT

Drexel Food Lab students were encouraged to be original in their thinking, too. The Drexel Food Lab students developed more than 100 recipes and seven were chosen for an open taste test with professional chefs from Aramark's Innovation Center and the Drexel Food Lab. Three finalists were chosen based on overall taste, the ability to locally source ingredients and on-trend. The three sandwiches were chosen to pilot at U.C. Veg (in Winter 2019), Urban Eatery's vegetarian and vegan-friendly station that focuses on plant-based and seasonal ingredients. They were a buffalo cauliflower wrap; a grilled portobello mushroom sandwich topped with Korean gochujang sauce and a fried egg; and a roasted beet salad and goat cheese sandwich.



NEXT STEPS

U.C. Veg expects to roll out additional plant-based items and more culturally diverse options. Aramark continues to develop and enhance vegetarian and vegan menu options.