

**IUPUI Food Service  
Student Focus Group  
Notes 10/20/09**

**Introduction:**

**Stacy:** I am Manager of Marketing and Communications and I am one of the moderators of this meeting. I will be taking notes and chiming in where necessary, but my main focus is to make sure that your thoughts and suggestions are accurately accounted and then we share with the university. This is confidential. Your names will not be listed on the notes.

**Josh:** (shakes hands and introduces himself) Let's start with the sampling, we are looking into updating the pizza program in catering and retail.

**Josh:** This is an inspiration that the chef had. One of the things with mamma leone's is that it is a brand. So we are a little bit limited, but this would be ours so we could add to it and create the recipes.

How would the price differ?

**Josh:** We are looking into it but it definitely wouldn't be more expensive but it might be a little less.

**Josh:** What do you like about it?

No cornmeal

Does it always come with Parmesan Cheese on it?

Everyone here likes it but would people across the board like it?

Doesn't look like cardboard.

Not greasy

Crust is hard around the edges

Could be hotter

Kinda messy

But it's less messy than Mamma Leone's

Presentation is better

**Josh:** explains how it may work in Retail with boxes and customer service

I think that it might be able to use more toppings. People may think they are getting less because it's a flatbread pizza so it seems a little smaller.

It is a smaller product and it's square so there

Is the cook time the same?

Prep time same, cook time a little less (or other way around?)

I like the Calzones would you still have them? Yes, if we headed in the direction that we want to go in, we would

How long would it stay fresh?

**Josh:** ML doesn't stay fresh bc it's in a box. When you buy the box , you don't get a chance to see the pie.

Is it possible for the ML team to mark them. During peak, probably not because they are selling them as fast as they are making it.

Toppings don't go to the edge.

All in all, it is a better product! Everyone likes it better than Mamma Leone's product.

**Stacy:** Does it remind you of any other pizza chain?

**ALL:** Doesn't taste like a Pizza chain, tastes more like a Papa Murphy pizza or a homemade pizza.

**Stacy:** Is this a good thing?

All: YES!!!!

If I eat pizza, I eat Little Caesar's , Pizza Hut

Marco's has horrible service, I'm tired of working with them.

Hot Box is awful! God please don't let your pizza taste like Hot Box and it's expensive!

A little more topping, spread out evenly, would make it a winner!!

What are the hours for Mamma Leone's: The people at Spatz are really nice! Awesome grilled cheese.

**Josh:** We wanted to provide comfort foods and dinner options. When we were choosing the concepts to leave open, we decided to close Mamma's because the product doesn't allow it to succeed after the rush.

I have noticed that people are friendlier this semester.

**Josh:** We have dramatically increased student employees. Solid 1/3 are students! Students are great workers!

I think the staff is very personable, they all know that I like granola on my salad at Wild Greens.

I have classes at noon... and I don't eat until 3-4, why are the candies empty when I go to buy them in the food court?

**Josh:** It really depends, on what day of the week and if we are sending the stock elsewhere. I will buy it if it was there!

**Josh:** The reality is is that if it is there you will get fed faster and we need to meet the demand.

Did you try Outtakes?

No

### **Last Meeting**

- a. Hours – have extended Food Court access this semester; ongoing assessment. We are very quiet right now from 6-7.

Do you know if the dorms are going to be opening soon?

**Josh:** Construction meetings are taking place to decide what kind of dorms to build.

Do you know if anyone has been discussing putting food inside the dorms. Ball State does it and it is awesome.

**Josh:** Yes, the plan is to have dining halls in or connected to the new dorms. We looked into Ball Hall, but we couldn't do it justice. Good questions.

Microwaves – discussing with the Campus Center

Lack of variety on the “No Frills” Menu – reviewing

Nutrition Lists – links to tools. Hard to determine without a dietician

Large portions at Rio, looking at large portions in general; pudding

Somebody wanted me to tell you that Styrofoam is not recyclable!

Wouldn't it simplify everything if you used plastic containers that can be recycled? We went to the Styrofoam products because hot products will burn your hands if you put it in the plastic containers. It's not recyclable but the products that we have must be compostable?

Can we get something a little bit more “in it's place” in regards to the napkins, straws, etc. Kiosk – I'm sick of going back and forth to get my stuff.

Could you put the straws by the drinks?

### **Conclusion**

- a. Next meeting: November 10; 10:30am; room 306