



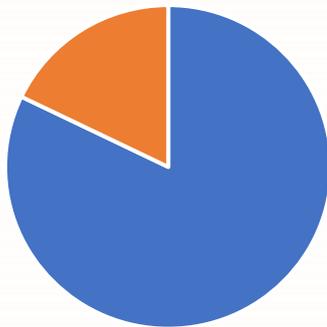
Food and Drink Insights – March 2024 Cooking Demonstration at Holland Hall

On Friday 8th March our culinary team organised a cooking demonstration at Holland Hall. We opened this up to all students and had a group of 15 that attended on the day. Rob showed the students how to make a butternut squash risotto and a cauliflower and lentil curry.

We had some great questions, in particular around food waste. One recipe called for part of the cauliflower to be used when it could be adapted to use the whole cauliflower. This is something that our culinary team will incorporate into new recipes.

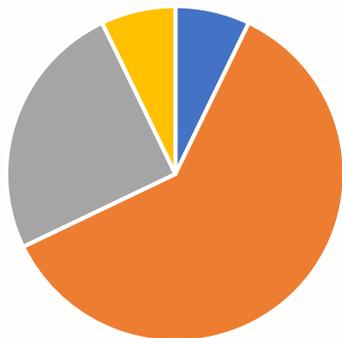
As part of the event we asked students to complete a set of questions to assist us in our marketing and development. We also sent this survey out across our social media channels. In total we had 28 responses. The data is as follows:

1. Do you know what Eat & Shop is?



■ Yes ■ No

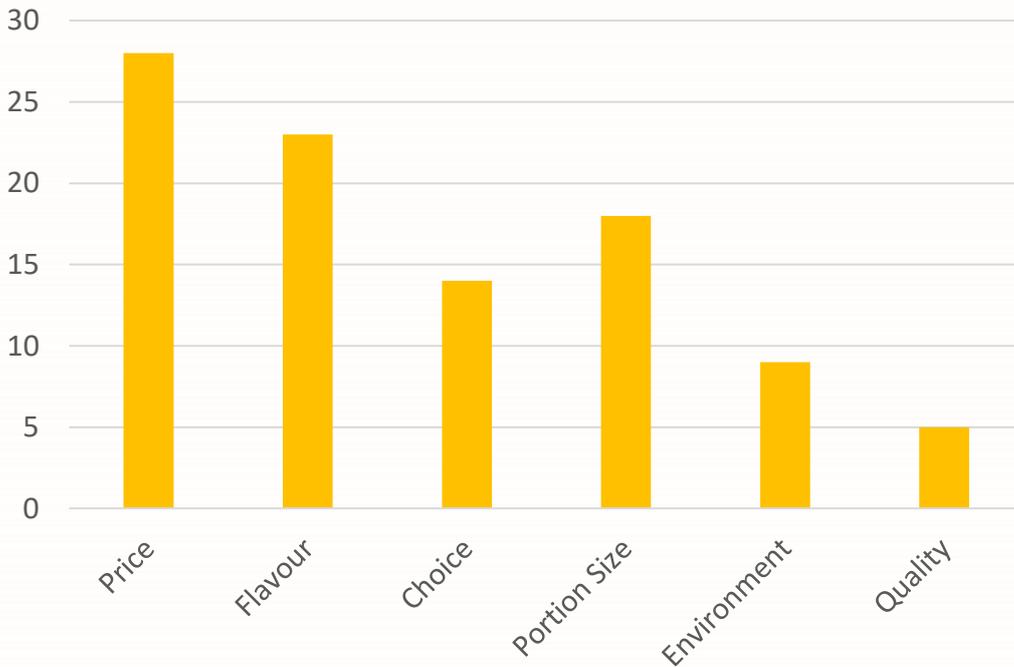
2. How often do you buy food and drink on campus?



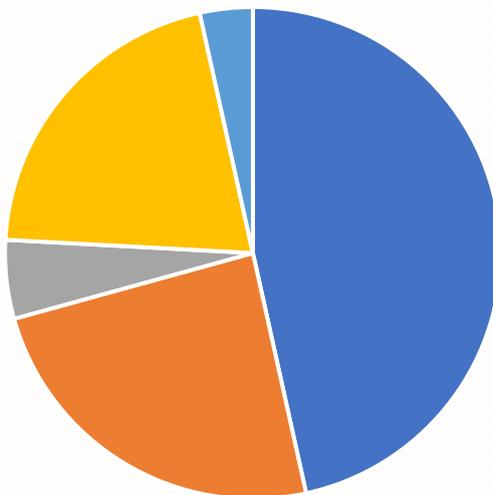
■ Daily ■ 1-2 times/ wk
■ 3-5 times/ wk ■ Never



3. What is important to you when making food and drink choices? (choose all that apply)



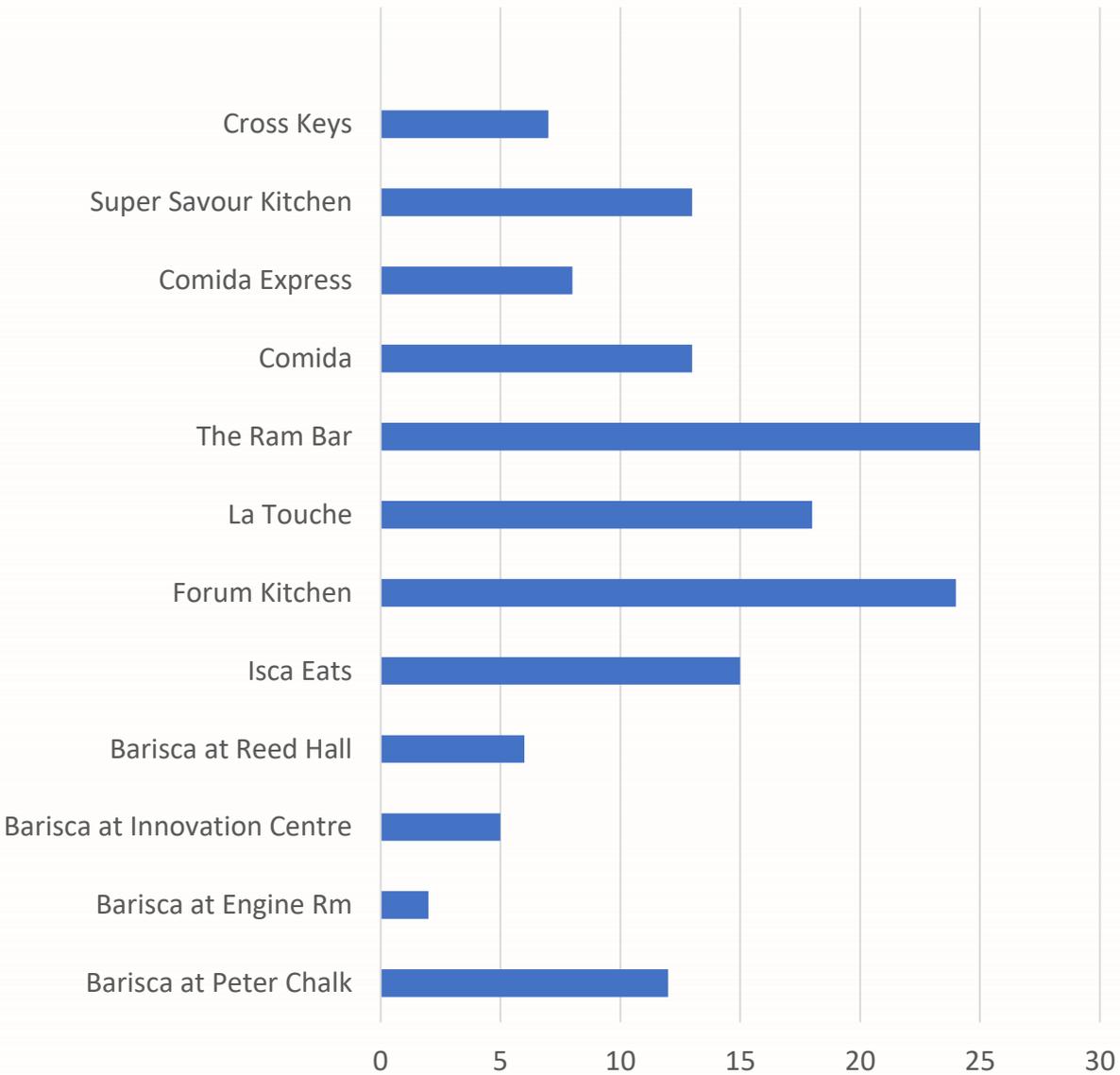
4. Which of our shops have you visited?



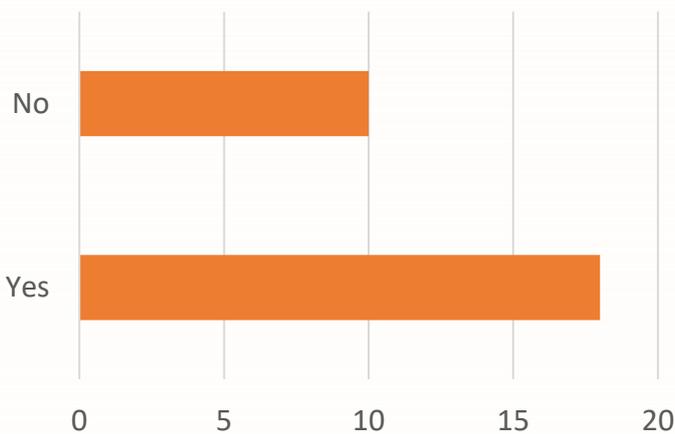
■ MP Forum ■ MP DH1 ■ MP Birks ■ MP Cornwall Hse ■ St Davids



5. Which of our catering outlets have you visited?

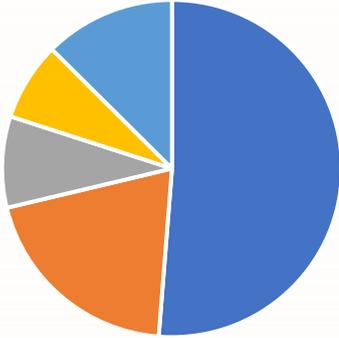


6. Are you aware of our Super Savour and budget ranges within our outlets?



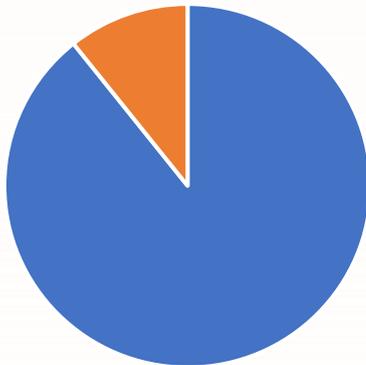


7. How often do you eat meat as part of your diet?



■ Daily ■ 5-6 times/ wk ■ 3-4 times/ wk
■ 1-2 times/ wk ■ Never

8. Have you heard of Barisca?



■ Yes ■ No

9. What are your favourite places to eat off campus?

Responses included How on Earth Deli, Wagamamas, Tortilla, Nandos, Cosmic Kitchen, The Firehouse and Greggs.

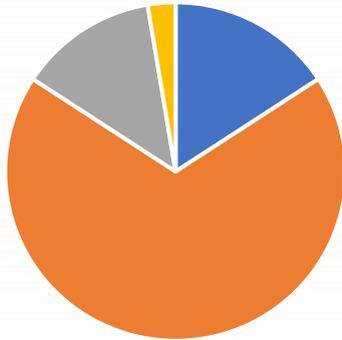


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10. What would improve your experience of food and drink on campus?

The main themes for the answers to this question are around price, variety and portion size.

11. Which social channels do you use when engaging with food and drink businesses? (choose all that apply)



■ Facebook ■ Instagram ■ Tiktok ■ Snapchat

We would like to thank all that took part in this questionnaire. The information is invaluable to us and we will be using it as follows:

- To benchmark some of the outlets mentioned in question 9
- To inform our decision making process around the new menu cycle
- To confirm that we have the right social media channels