

# NEWS RELEASE



Contact:  
Karen Cutler  
215-238-4063  
[cutler-karen@aramark.com](mailto:cutler-karen@aramark.com)

Dave Gargione  
215-238-3559  
[gargione-david@aramark.com](mailto:gargione-david@aramark.com)

**FOR IMMEDIATE RELEASE**

## **ARAMARK OPENS BURGER STUDIO™ ON CAMPUS**

*New Brand Created by Students Turns Traditional Favorite into High Tech Work of Art*

PHILADELPHIA, Pa., September 24, 2009 -- On campuses across the country, college students will find a new high-tech twist to a traditional favorite, and they have their fellow students to thank. ARAMARK Higher Education, a world leader in providing professional services to more than 600 colleges and universities throughout North America, has launched **Burger Studio™**, the first brand created entirely by students for ARAMARK.

Using electronic touch-screen ordering kiosks, students can design their own individual “masterpiece,” made to order, by selecting an Angus, chicken or veggie burger customized with more than 30 toppings, cheeses and special sauces. The kiosks prompt each customer with a variety of choices, and then visually create the order by building the sandwich, piece by piece on the kiosk screen.

“Our goal is to inspire students’ creativity and individuality,” said Karen Parker, Associate Vice President of Marketing, ARAMARK Higher Education. “Burger Studio allows students to create a customized meal they want, using touch-screen technology that is already part of their everyday life.”

Hundreds of students from the campuses ARAMARK serves around the country helped to create Burger Studio, including the concept, design, name, use of technology and staff uniforms.

ARAMARK conducted on-line focus groups and sponsored chat rooms to capture student feedback about all elements of the brand, from conception to final delivery. The Burger Studio name was selected from more than 1,200 entries submitted in an online contest. Student “taste testers” reviewed all menu items under consideration to ensure that the type of burger, fries and buns would appeal to students.

Burger Studio's design elements reflect an artist's palette with graphics depicting "masterpiece" burgers that great artists, such as Picasso, Van Gogh and Warhol, might have created. Staff uniforms are simple and relaxed, consisting of organic cotton t-shirts, painter's hats and jeans.

All locations are designed using sustainably-sourced materials and energy efficient equipment and lighting, including countertops made from bamboo with laminate made from coffee beans and recycled fibers; biodegradable packaging, made from 100 percent recycled materials; and take-out bags made with non-chlorinated pulp.

The first Burger Studio locations are opening this fall at University of Delaware, University of Hartford, Middle Tennessee State University, Missouri Western State University and Springfield College (MA). Additional locations are planned to open early next year.

Burger Studio is the fourth proprietary brand launched by ARAMARK Higher Education in the last three years, joining P.O.D. Provisions on Demand Market (convenience store), Zoca Fresh Mex to the Max! (Mexican) and Bleecker Street (bakery café).

#### **About ARAMARK Higher Education**

ARAMARK Higher Education is dedicated to excellence in dining, facility, conference center, and stadium and arena services. ARAMARK enhances the living and learning experience and environment for more than 600 colleges and universities throughout North America. For more information and a list of our services, visit [www.aramarkhighered.com](http://www.aramarkhighered.com).

#### **About ARAMARK**

ARAMARK is a leader in professional services, providing award-winning food services, facilities management, and uniform and career apparel to health care institutions, universities and school districts, stadiums and arenas, and businesses around the world. In FORTUNE magazine's 2009 list of "World's Most Admired Companies," ARAMARK was ranked number one in its industry, consistently ranking since 1998 as one of the top three most admired companies in its industry as evaluated by peers and analysts. ARAMARK seeks to responsibly address issues that matter to its clients, customers, employees and communities by focusing on employee advocacy, environmental stewardship, health and wellness, and community involvement. Headquartered in Philadelphia, ARAMARK has approximately 260,000 employees serving clients in 22 countries. Learn more at the company's Web site, [www.aramark.com](http://www.aramark.com), or [www.twitter.com/aramarknews](http://www.twitter.com/aramarknews).

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