



CONCESSIONS | CATERING | ATHLETIC TRAINING TABLES | EVENT MANAGEMENT

RFP RESPONSE # 1115484818

Prepared by:

DOUG SCHNEIDER
R HOSPITALITY, LLC

MARCH 2019

R HOSPITALITY, LLC
Response to
Request for Proposal #111548418 – Rutgers University
Proposal Due Date: March 27, 2019 2:00 p.m.

PROPOSAL RESPONSE REQUIREMENTS

4.1 Executive Summary

R Hospitality, LLC (hereinafter “R Hospitality”) is proud to respond to this request for proposal with a collection of individuals and entities committed to Rutgers University. Our team has a proven track record of achievement on campus and a vision for the future. Importantly, our business model is designed to function at all levels to ensure success and does not compromise quality for profit.

Rutgers University is fortunate to have a cohesive group of people so enthusiastic to provide the highest levels of service to the fans, donors, and student-athletes at Rutgers University.

The attached comprehensive proposal of both our team and its plan will serve as the road map to success.

4.2 Scope of Work Response

R Hospitality is proud to have outlined our passion for Rutgers Athletics in the attached proposal. We are committed to fulfilling all needs, without exception.

4.2.1 R Hospitality hereby affirms that it has the ability to perform the Scope of Work Specifications identified in Section 2.0 of the RFP. The attached proposal supplies a detailed and comprehensive narrative of the approach, expertise, procedures, equipment and commitment which R Hospitality and its team will supply to meet each requirement contained in the Scope of Work Specifications identified in Section 2.0 of the RFP.

4.2.2 R Hospitality and its team can fulfill all aspects of the Scope of Work Specifications identified in Section 2.0 of the RFP. There are no exceptions identified by R Hospitality; however, R Hospitality is willing to consider a payment in addition to its proposed commission structure in lieu of the one-time payment set forth in Section 4.7.

Additionally, R Hospitality offers the following specific responses to the Scope of Work set forth in Section 2:

2.2 General Requirements

2.2.1 Manner and details of staffing and organizational planning

R Hospitality, LLC is the official bidder on this proposal, however our proposal contains a unique organizational structure.

R Hospitality for general management of all services and quality standards.

Rutgers University Dining Services for catering, training tables, and select general concessions.

NYS Concessions for alcohol sales.

R Hospitality for select general concessions.

Location Sports Brands for portable concessions.

Subcontractors include Jersey Mike's Subs for sandwiches and Destination Dogs for gourmet hot dog products.

2.2.2 Detailed products and quality standards. Subcontractor lists.

Our RFP response is unique in that our main food service provider is Rutgers University. Rutgers Procurement is aware of the highest quality standards maintained by its own Rutgers Dining Services. If clarification is required, please contact Joe Charette, the Executive Director of Dining Services.

Subcontractors include NYS Concessions for alcohol, the current alcohol provider for the previous eleven (11) years at Highpoint Stadium.

Location Sports Brands will feature their brands such as Dunkin Donuts, Mrs. Fields Cookies, Auntie Anne's Pretzels, Dippin' Dots and Rita's Italian Ice. LSB is NOT paying commission as a subcontractor. There are no subcontractor commissions at this time.

2.2.3 Detailed Training Programs

R Hospitality's strategy will feature a centralized training program for game-day associates and partners; including, an enhanced approach to customer service and employee game day knowledge. This fan-centric program will be designed and executed by Matthew Ferguson. Mr. Ferguson, a leader in hospitality training, currently directs the learning and development efforts for HHM, a 120+ hotel and resort management company with over 6,000 employees. Prior to that, he served as a Senior Trainer at Amazon HQ in Seattle, Washington; he taught Customer Service skills to thousands of virtual

and retail associates. Our customer service philosophy, policies, and practices will be developed by Mr. Ferguson through a comprehensive strategic plan in partnership with the Athletics Operations and Marketing teams.

Training programs as relating to alcohol will include TIPS or TAM training, as per required by our special conditions on the current concessionaire's permit. Active certifications are required for all servers and our alcohol task force.

On-site manager biographical statements are included in the attached proposal.

Staffing plans and qualifications will meet or exceed Rutgers University staffing requirements.

Sanitation, cleaning, and recycling standards, practices and initiatives will meet or exceed Rutgers University standards.

All serving strategies, food storage and food safety methods will meet or exceed government and University requirements.

Food production should always remain fresh and hot. Food presentation is important. Concession stands need to be clean, well-lit, and bursting with enthusiasm.

Our customer service philosophy, policies, and practices will be developed by Matthew Ferguson. A comprehensive strategic plan will be authored and deployed immediately upon the award of the contract.

Marketing and promotions will be coordinated closely with Rutgers Athletic Marketing and IMG Rutgers. R Hospitality has a fantastic working relationship with both departments.

An Alcohol Task Force managed by Julio Hernandez and Andrew Martinez will be paid by R Hospitality. This stadium-wide task force will help coordinate with public safety and NYS Concessions to ensure our fans are safely consuming alcohol.

Our goal is to use consistent, trained labor when possible. If needed, we will use non-profit groups chosen amongst the many familiar community leaders. R Hospitality is a local company and its familiarity with community leaders is a valuable asset to the University.

2.2.4 New Equipment Required

R Hospitality will provide any new equipment necessary for operating its business. Each entity involved with this RFP response will provide equipment necessary to operate its business.

R Hospitality will evaluate the existing equipment prior to creating a strategic plan on what is needed. RFP question responses have indicated all equipment is in working condition as per the previous concessionaire. R Hospitality will verify the equipment condition based on its own independent evaluation before committing to upgrading and new installations.

R Hospitality will repair and replace any equipment required to do business as it relates to concessions and catering.

2.2.5 Cost of maintenance and repair

R Hospitality will coordinate maintenance and repair to all equipment as it relates to its own business as the food and beverage supplier.

2.2.6 Cleaning and Service of Equipment and Service Areas

R Hospitality will coordinate the cleaning and service of equipment and service areas. R Hospitality will clean the food service areas only. R Hospitality will not clean the general common areas of the Audi Club or the Recruiting pavilion in non-food related areas.

2.2.7 Garbage removal and vermin control

R Hospitality will coordinate exterminating and garbage removal from food service areas and food/dry storage areas only. Concourse portable concessions will be maintained and cleaned however R Hospitality will not pay for exterminating and vermin control on the main common areas of the concourse.

2.3 Required Concessions Services

2.3.1 Comprehensive Concessions Menu

Menu items, specifications, and pricing can be found on the attached proposal.

2.3.2 Technology Upgrades

All technology will be evaluated upon winning the bid and R Hospitality is committed to providing a stadium-wide POS system capable of processing credit cards. Existing digital menu displays will be evaluated and upgraded if necessary. Rutgers Dining Services will accept meal swipes in their stands in the south end zone at football games.

2.3.3 Networking

All connectivity will be evaluated and upgraded where necessary. An IT professional paid by R Hospitality will be onsite on all game days for football and basketball.

2.3.4 PCI Compliance

All necessary documents will be provided to Rutgers University upon completion of installation of all POS terminals within the stadium. R Hospitality welcomes a full audit of its encrypted security measures upon deployment.

2.3.5 Premium Catering Services

Sample menus and pricing are included in this RFP response. Rutgers Dining Services will provide all game day premium catering services. Prices can be negotiated between Rutgers officials for all internal pricing. R Hospitality will coordinate pricing for external clients as per the attachment.

Nutritional information for items on our party deck, suite, and press box menus will vary greatly as the food is scratch-made. R Hospitality will coordinate with clients for all dietary restrictions, allergies, and nutritional requirements.

2.3.6 Required Training Table Services

Sample menus and pricing are included in the attached proposal. Rutgers Dining Services will provide all training tables services. Exchange of nutritional information can be done via staff nutritionist Dr. Peggy Policastro and the specific team in need of nutritional information.

2.4 Alcoholic Beverage Services

NYS Incorporated is the current concessionaire's permit holder and has successfully operated alcoholic beverage service for Rutgers Athletics for more than eleven (11) years. NYS Incorporated is already permitted to sell alcohol in all hospitality areas requiring a simple renewal for July 1, 2019. The special conditions on the permit would allow for stadium-wide beer sales. NYS Incorporated has extensive experience in the State of New Jersey, the Township of Piscataway and the City of New Brunswick in obtaining permits to sell alcohol.

Upon permitting, NYS would complete its due diligence immediately to expedite the negotiation of the special conditions. The preference of NYS Incorporated is to sell beer to the entire stadium and Rutgers Athletic Center immediately, however we have developed a three-phase plan that conservatively introduces alcohol to the fan base in a way palatable to the public safety officials.

A concessionaire's permit is a permit, not a license. It is non-transferable.

2.4.1 Selected Bidder's Responsibilities re: Alcohol

NYS Incorporated will comply with all laws, as it has for the eleven (11) years it has served as the alcoholic beverage provider to the University.

2.4.2 Alcoholic Beverages at Events

NYS Incorporated will comply with all University and State of NJ regulations as it relates to event sales.

2.4.3 Damages

NYS Incorporated is not agreeable to paying all damages if there is a willful or intentional act by a patron. As NYS Incorporated does not employ stadium security and control aspects beyond reasonable efforts as it relates to alcohol service. Upon an experienced loss by NYS Incorporated, it should not have any business effect on our concessionaire partners such as Location Sports Brands or Rutgers Dining Services.

2.4.4 Alcoholic Beverage Menu

Alcoholic beverage menu is contained in the attached proposal.

2.5 Capital Improvements

2.5.1 Details

R Hospitality, along with its partners, encourage conversation and discussion for future projects. R Hospitality commits to consideration on all potential capital improvement projects. We intend on a cost analysis and feasibility study for projects such as a “bunker bar” in the Rutgers Athletic Center.

2.5.2 Annual Equipment Fund

R Hospitality and its partners will maintain its own equipment as it relates to the food and beverage operation for Rutgers Athletics. A specific percentage amount will not be committed and cash will not be forfeited to the Athletic Department.

2.5.3 Capital Equipment

R Hospitality will maintain all equipment installed as it relates to food and beverage operation. Permanent fixtures (i.e. exhaust systems) will remain. Movable items such as portable kiosks will remain property of the concessionaire. Maintenance and upgrades relating to food and beverage service will be responsibility of the food and beverage provider at all times.

2.5.4 Renovations and Alterations

R Hospitality and its partners will be responsible for costs associated with food and beverage operation.

2.5.5 Signage

R Hospitality and its partners will be responsible for signage as it relates to food and beverage service.

2.5.6 Environmental Problems

R Hospitality and its partners will remedy any environmental problem directly caused by its food and beverage operation.

2.5.7 Maintenance, Repairs and Cleaning

R Hospitality and its partners will maintain and repair fixtures and equipment related to food and beverage service in the food service areas only.

2.6 Employees and Subcontractors

R Hospitality and its partners are Equal Opportunity employers. R Hospitality and its partners will conduct satisfactory background checks and provide documentation upon request.

4.3 Value Added Services

R Hospitality currently provides full production of the Block R Party during football home games; visiting tailgate production during football home games; Beer Festival execution and production at various times during the year; Audi Club management during football home games and the spring football game; Party Deck and Suite management; basketball hospitality execution and production during men's home basketball games; and other general special event duties for Rutgers Athletics.

R Hospitality can continue these value added services only as the successful bidder.

The costs for the provision of these value added services by R Hospitality are outlined in the attached proposal.

4.3 Bidder Profile

R Hospitality company information is included in the attached proposal. Partner entities identified in the proposal are able to provide the information upon request. The largest partner entity included in the proposal is Rutgers University – Division of Dining Services.

4.4 Bidder's Team and Profiles

Information concerning the names, function and vital roles of the individuals within R Hospitality, as well as its team, assigned to this project are contained in the attached proposal. This includes their principal contact responsible for the day-to-day implementation and management of this project.

4.5 Bidder Experience

A brief history of R Hospitality and its team, including background, work experience and capabilities is contained the attached proposal.

4.6 References

The contacts listed below have extensive experience with R Hospitality; Rutgers Dining Services; or Location Sports Brands:

1. President Robert Barchi, Rutgers University
2. Dr. Felicia McGinty, Rutgers University
3. Pat Hobbs, Rutgers Director of Athletics
4. Sarah Baumgartner, Rutgers Deputy Director of Athletics
5. Mike Szul, CFO, Rutgers Athletics

It is presumed that the University possesses the addresses and the contact phone numbers/email addresses for these individuals; and, thus, the provision of same is unnecessary.

4.7 Pricing/Cost Proposal

R Hospitality has included the attachment outlining concessions pricing and catering pricing.

Please note that R Hospitality's strategy for a sustainable business model is based on an aggressive commission structure that increasingly benefits the University, especially as ticket sales and event revenues increase. Based upon this formula, R Hospitality is not currently offering the one-time payment requested to recoup certain expenditures; as such a model has proven to be unsustainable at the University in previous contracts. In lieu of the one-time payment, R Hospitality is open to evaluating another payment in addition to the proposed commission structure divided into annual increments for term of the contract. The payment would be subject to approval of a State Concessionaire's permit to sell alcohol in all athletic venues, as that would greatly impact revenue streams and forecasts for upcoming seasons.

4.8 Contract Terms and Conditions

Initially, R Hospitality questions the applicability and utility of the University Procurement Terms and Conditions contain in Section 3.0 to the services being requested under this RFP. R Hospitality believes that the University and the successful bidder would be better served by an agreement prepared which specifically addresses the services being provided and the commission structure proposed by the successful bidder.

However, if the University requires that some form of the University Procurement Terms and Conditions contain in Section 3.0 be used in connection with the agreement between the University and the successful bidder, R Hospitality identifies the following exceptions thereto:

1. Section 4.1. Payment is only applicable to training tables. This section should be modified to reflect that the successful bidder shall be responsible for the collection of all monies paid for concession and catering; with periodic payments being made to the University based upon the agreed upon fee and commission structure.

2. Section 5.1. Termination for Convenience. This section should be deleted. No alternative provision is proposed. Termination for cause is already outlined in Section 5.2.
3. Section 7.7. Equipment. This section should be deleted as it is not applicable to the services proposed under this RFP.
4. Section 10. Ownership Rights. This section should be deleted as it is not applicable to the services proposed under this RFP.
5. Section 13.4. Subcontracting or Assignment. This section should be revised to acknowledge and approve the subcontracting of services as outlined in the attached proposal.
6. Section 13.7. Alcohol and Drugs. This section should be revised to remove references to permit the possession of alcoholic beverages as necessary to perform the services proposed under this RFP.
7. Section 14. Artist/Performer Terms. This section should be deleted as it is not applicable to the services proposed under this RFP.
8. Section 15. Hospitality Terms. This section should be deleted as it is not applicable to the services proposed under this RFP.

4.9 Affirmative Action

R Hospitality and its partners will comply with the requirements of N.J.S.A. 10:5-31, et seq. and N.J.A.C. 17:27-1.1, et seq. if awarded a contract under the RFP.

4.10 Billing

A sample invoice is attached hereto.

R HOSPITALITY, LLC

By: _____
DOUGLAS SCHNEIDER, Managing Member

Dated: _____



TABLE OF CONTENTS

Page No.

i.	Pretext - RFP Response
3.	Highlights of Proposal
4.	Mission Statement and Introduction
5.	Perception vs. Reality
6.	History of R Hospitality
7.	Revenue Opportunities
8.	Our Business Philosophy
9.	Financial Model
11.	The Student Athlete Experience
13.	General Concessions
	16. Sample Concessions Menu
17.	Portable Concessions
	20. Portable Concessions Menu
21.	Alcohol Concessions
	26. Alcohol Concessions Menu
27.	Concessions Financial Model
28.	Catering
	32. Sample Training Table Menu
	34. Sample Audi Club Menu
42.	Event Management
45.	R Hospitality Team and Bios
59.	R Hospitality Revenue Projections
65.	Sample Invoice
66.	Sample Catering Menus



Proposal Highlights

R Hospitality has developed a ***network of trusted vendors*** - the burdens of success and risk is distributed throughout the network.

The R Hospitality partnership would immediately become one of the ***largest concessionaires in the State of New Jersey***.

We estimate our combined yearly gross revenue exceeds \$110 million dollars in New Jersey alone.

NYS Concessions has successfully operated with a State of New Jersey Concessionaire's Permit for more than a decade. The permit is already in place - only a simple renewal is needed. Special conditions can be negotiated to allow full stadium beer sales with the ABC via NYS - an experience concessionaire with a proven track record.

Our proposal focuses on ***human capital*** and its effect on the student-athlete, fan, and donor experience. We include bios of each experienced team member and their areas of expertise.

Partner Highlights

Concessions are handled by Doug Schneider of NYS Concessions and Bill Bori of ***Locations Sports Brands***. Both entities pay commission DIRECTLY to Rutgers Athletics. Locations Sports Brands is no longer a sub-contractor.

Locations Sports Brands brings the best stadium brands in the industry to Rutgers Athletics, including but not limited to, Dunkin' Donuts Coffee, Auntie Anne's Pretzels, Mrs. Field's Cookies, Dippin Dots, Rita's Italian Ice/Custard, and DoughMazing Edible Cookie Dough.

Rutgers Dining Services serves 6.9 million meals per year to Rutgers University Students in more than 20 on-campus locations to gross more than \$80 million dollars annually. These vast resources now impact the student athlete experience as our primary training table partner.

Rutgers Dining Services will allow student meal swipes to be accepted within the stadium as an exclusive benefit on this proposal.

Rutgers Dining Services will utilize their well-know campus brands to benefit student-athletes, including the Knight Wagon, Henry's Diner, and the Rutgers Club.

Jersey Mike's Subs - a University corporate partner - will provide the Athletic Department with boxed lunches and grab-and-go sandwich needs.



OUR LASER FOCUSED MISSION

DO WHAT'S BEST FOR: **STUDENT ATHLETES - DONORS - FANS**

This proposal by R Hospitality, LLC serves as a comprehensive plan for all food, beverage, and hospitality services for Rutgers Athletics.

Plans include:
All existing business
New business
Potential business opportunities

In every facet, R Hospitality will provide revenue generating business model for Rutgers Athletics along with cost savings for current operations.

All business methods have been analyzed and refined based on actual data and experience working at Rutgers University facilities and other athletic venues around the country.



PERCEPTION

The largest companies in the world will bid on these local contracts.
Companies like Aramark, Gourmet Dining, and Sodexo.
These companies are the largest in the world,
so people perceive them to be the "best."

-VS-

REALITY

In New Jersey, R Hospitality and its partners
create one of the biggest concession operations in NJ.

Rutgers Dining Services
Locations Sports Brands
NYS Incorporated
Jersey Mikes Subs franchisee
Twin Oaks Catering

When combined, we create a company MUCH larger than
most concessionaires in New Jersey and keep university
business in the Garden State.

**We estimate our gross revenue to be
over \$110 million dollars per year
in New Jersey.**



HISTORY OF R HOSPITALITY

2003 STAFFING AGENCY FOR RUTGERS ON-CAMPUS EVENTS

In partnership with Rutgers Dining Services, Doug Schneider began staffing parties at Rutgers including Old Guard Dinners, Loyal Sons and Daughters events, and President McCormick's in-home private events.

2008 CONCESSIONAIRE'S PERMIT AND OPEN AUDI CLUB

NYS Concessions under the leadership of Doug Schneider obtained a concessionaire's permit for the brand new Rutgers Stadium Club, now known as the Audi Club. Worked very closely with Trenton and NJ State ABC to obtain the permit as per state regulations.

2010 EVENT PRODUCTION WITH RUTGERS STUDENT AFFAIRS

NYS Concessions began a longstanding partnership with Rutgers Student Affairs. Events include student luaus (1200 people), beer festivals (1000 people), wine tastings, bartending courses, and night club events. All on-campus annual events still ongoing.

2011 CREATION OF VIP TAILGATE EXPERIENCE AND BLOCK R PARTY

NYS Concessions created the VIP Tailgate Experience in the D Field, a corporate pregame tailgate village, adjacent to the "bubble." This 990-person tailgate area was successful and led to the creation of the Block R Party currently in Athlete's Glen.

2012 CREATION OF BASKETBALL HOSPITALITY AREA

Doug Schneider works with Rutgers Athletics to create the Basketball Hospitality Area. This area - open to all courtside ticket holders and donors - is still in existence and is still operated by Doug Schneider.

2015 FORMATION OF R HOSPITALITY, LLC

NYS Concessions and Schneider created a multitude of hospitality offerings for Rutgers Athletics which warranted the creation of R Hospitality, LLC. This new company handled all party deck rentals, VIP tailgating, and close coordination with IMG-Rutgers.

2019 R HOSPITALITY FORMS DREAM TEAM OF HOSPITALITY EXPERTS

Today, R Hospitality proposes a dream team of individual stakeholders to service the Rutgers Athletics community at the highest levels.



REVENUE OPPORTUNITIES

CONCESSIONS

**General Concessions - Portable Concessions
Alcohol Concessions**

CATERING

**Donor Events - Corporate Events
Suites - Party Decks - Private Rentals**

~~TRAINING TABLES~~

ALWAYS NOT - FOR - PROFIT
*Decisions regarding feeding our
student athletes should NEVER
be shareholder driven*



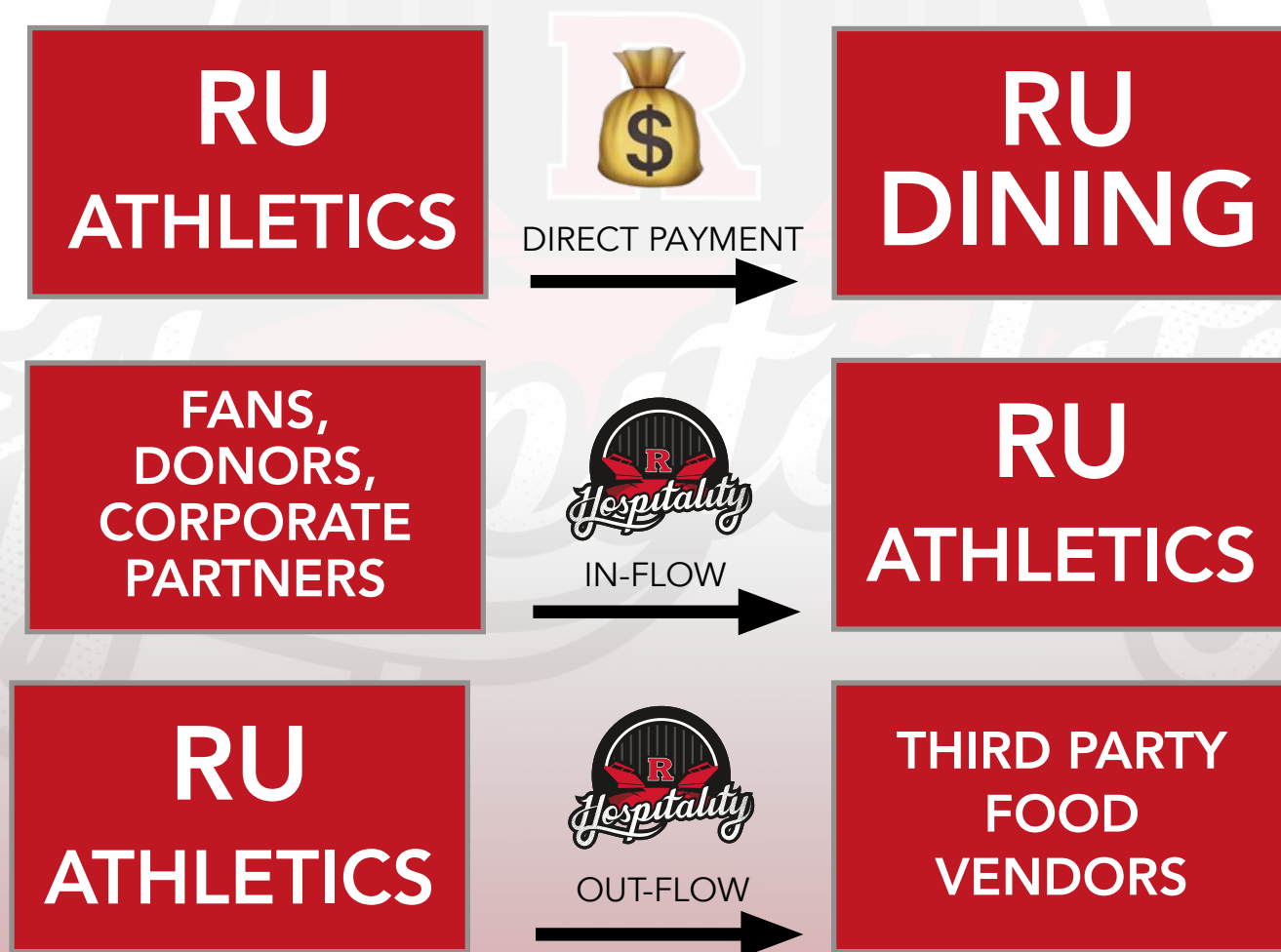
OUR BUSINESS PHILOSOPHY

To succeed, R Hospitality needs to regulate and monetize all in-flow and out-flow of money related to food and beverage spending by Rutgers Athletics.

Rutgers Dining Services is an entity of Rutgers University just like Rutgers Athletics.

When Rutgers Athletics pays Rutgers Dining Services, R Hospitality steps aside and does not monetize this transaction. The profit margins, or lack thereof, created within this relationship are internal business to Rutgers University.

R Hospitality requires exclusivity on all in- and out-flow of monies from Rutgers Athletics and will manage the operation, service, and quality.





FINANCIAL MODEL

For financial health:

R Hospitality requires maintained long-term integrity on the following concept:

R Hospitality will regulate the in-flow and out-flow of food and beverage monies as spent by Rutgers Athletics, however there is no regulation when money flows between Rutgers entities.

*Please note R Hospitality will manage and execute all arrangements with third parties.

EXAMPLE OF DIRECT IN-FLOW:

Two suites are booked for a football game. One suite hosts the athletic director and his guests. The invoice is payable by Rutgers to our catering partner, Rutgers Dining Services. This payment is internal and R Hospitality will not regulate the payment nor handle the direct billing. Rutgers is paying Rutgers. The money stays in the “family.”

The second suite is occupied by Prudential Insurance and paid for by Prudential. This defines an **inflow** of money; payment is billed via R Hospitality and is commissionable.

The above situation is likely to be applicable no matter who is the concessionaire. However, we represent the only bidder who is keeping all of the internal monies non-commissionable and under the one ultimate umbrella of Rutgers University. The money stays in-house from start to finish.

EXAMPLE OF OUT-FLOW:

The Women’s Volleyball team is flying to Wisconsin for a match. En route, the Director of Operations contacts R Hospitality for a boxed lunch. The team would like sandwiches. R Hospitality obtains boxed meals from the local Jersey Mike’s sub sandwiches, located in the Yard. R Hospitality maintains a wholesale agreement with the sandwich chain and retails the same boxed lunch to Rutgers Athletics. This is **outflow** of Rutgers money, and will be regulated by R Hospitality and billed via R Hospitality.



WHY SHOULD REGULATING OUTFLOW SPENDING BE IMPORTANT TO RUTGERS ATHLETICS?

By streamlining the ordering process through R Hospitality, **Rutgers Athletics no longer needs to pay individual vendors.** We will handle all billing, relationships, deliveries, and communication. R Hospitality will become an asset to every single sport, at a level that has not been seen in college athletics.

Teams no longer need to arrange vendor relationships and procurement no longer needs to process invoices for hundreds of food service providers.

Regulating outflow spending is a cost-savings measure for Rutgers Athletics

Creates buying power

Consolidates resources

Assists individual operations personnel for each sport

Lessens paperwork for procurement



ELEVATE

THE STUDENT ATHLETE EXPERIENCE

R Hospitality understands there are 700 student athletes, 20+ sports with myriads of support staff, nutritionists, trainers, etc. A novice immediately thinks "football" when analyzing a training table and food strategy, however football tends to receive the most internal financial support and human capital.

R Hospitality pledges to support every student athlete as they were the star quarterback of the football team. Each team can use our R Hospitality office to deliver on every food, beverage, and nutritional need.

• WHEN DONE CORRECTLY •
STUDENT ATHLETE FOOD SERVICE IS A
RECRUITING TOOL

GENERAL CONCESSIONS

DONORS - STUDENT ATHLETES - FANS



R HOSPITALITY, LLC

DOUG SCHNEIDER, PRESIDENT



GENERAL CONCESSIONS OVERVIEW

Operated internally or by outside vendors under the direction of Doug Schneider and R Hospitality.

General concession layout

Eighteen (18) concession stands

Eight (8) stands main concourse

Four (4) stands in south end zone above student section

Six (6) stands upper level

Most concession stands will feature the following:

Credit card processing capability

In-Seat ordering for quick pick-up

Upgraded interior signage and exterior signage

New equipment for new menu item production

**STUDENT SECTION STANDS
NOW FEATURING MEAL SWIPES**



NORTH END ZONE STANDS BEHIND SECTIONS 113 & SECTIONS 118

Alcohol Concessions behind Section 113 & 118

Branded with local bar brands OR breweries.
We would like to have collective conversation with Rutgers about
this and gather thoughts/opinions.

“Tumulty’s Pub”
“The Yuengling Bar”

“Olive Branch”
“Miller Lite R Zone”

WEST AND EAST CONCESSION STANDS BEHIND SECTIONS 104, 106, 125, 127

General concessions featuring national & local brands including

Jersey Mike’s Subs

Destination Dogs Gourmet Hot Dogs & Sausages

150th Anniversary Food Stand

Celebrating the Anniversary of College Football
Souvenir cups, souvenir leather helmet cups

Jersey Boardwalk Stand

French Fries, funnel cakes, sausage and peppers, fresh lemonade



SOUTH CONCOURSE STANDS BEHIND SOUTH END ZONE

Concept Stands operated by RU Dining Services

Knight Wagon

Henry's Diner

Rutgers Dining Services will operate these stands nearest to the student section.

MEAL SWIPES ACCEPTED!

Meals will be deducted from each student account at no additional cost to Rutgers Athletics.

Two remaining stands will be general concession stands featuring items from our stadium-wide brands.



SAMPLE GENERAL CONCESSIONS MENU

Final menu selections and pricing to be determined

R Hospitality will make sure the "basics" are done correctly. Hot dogs and pretzels are hot and fresh. Hot chocolate and coffee are hot. Soda is bubbly and not watered down. Beer is cold and refreshing.

**Find the best products possible.
Prepare them fresh.
Serve them in a clean, well-lit stand.**

HOT DOG	\$5.00
SODA - BOTTLED	5.50
CHICKEN TENDERS & FRIES	10.00
HAMBURGER & FRIES	12.00
HOT DRINKS	4.00
FRESH LEMONADE	6.00
PRETZEL	5.00
HOUSEMADE TORTILLA CHIPS	8.00
FRESH MADE DIPS FOR CHIPS	5.00
PRIME RIB SANDWICH	15.00
HALF RACK RIBS	17.00
FUNNEL CAKE	12.00
JERSEY BOARDWALK FRIES	9.00
AND MORE!!!	

**All items can all be served with
"150th Anniversary of College Football"
souvenir branding throughout the concourse**

PORTABLE CONCESSIONS

DONORS - STUDENT ATHLETES - FANS



LOCATIONS SPORTS BRANDS

BILL BORI, CEO & OWNER



FEATURING LOCATIONS SPORTS BRANDS

Under the leadership and management of Bill Bori

Locations Sports Brands and Bill Bori will operate all portable locations in the stadium. We will work in concert with Rutgers Public Safety and the fire department to ensure portables are in mutually agreed upon placements.

R Hospitality proposes a **direct commission structure** with Locations Sports Brands – LSB will no longer be a “sub-contractor.”

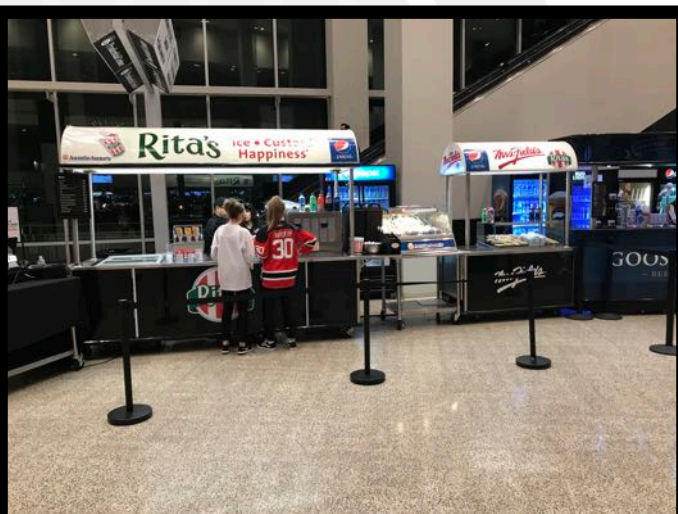
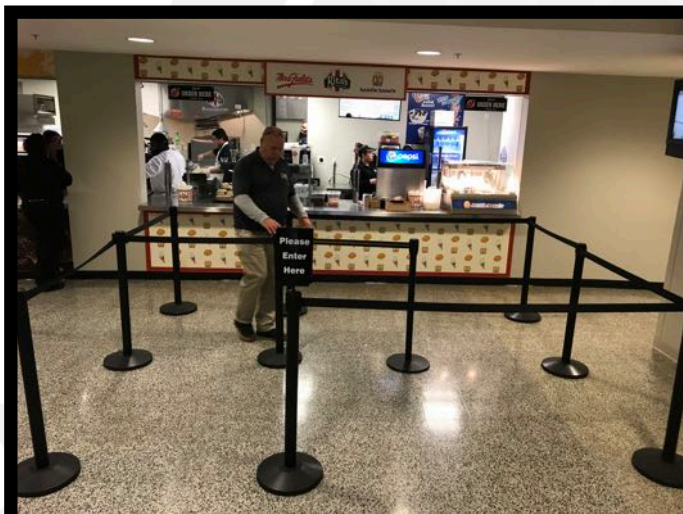
By bringing Bill Bori’s expertise and resources to the HighPoint Stadium concourse, fans will enjoy access to the following brands:

- Dunkin Donuts Coffee and premium beverages
- Auntie Anne’s Hand-Rolled Pretzels
- Rita’s Italian Ice and Custard
- Mrs. Field’s Cookies and Brownies
- DoughMazing Edible Cookie Dough



This is the first time in Rutgers history that a portable kiosk concessionaire provides direct commission to Rutgers Athletics.

LOCATIONS SPORTS BRANDS





SAMPLE PORTABLE CONCESSIONS MENU

Final menu selections and pricing to be determined

**Find the best products possible.
Prepare them fresh.
Serve them in a clean, well-lit stand.**

Dunkin' Hot Drinks	\$5.00
Dunkin' Souvenir Drinks	10.00
Mrs. Fields Cookies	7.00
Mrs. Fields Brownies	7.00
Mrs. Fields Cookie Sandwich	8.00
Small Edible Cookie Dough	7.00
Rita's Ice/Custard Cup	8.00
Rita's Waffle Cone	8.00
Ice Cream Sandwich	8.00
Small Dippin' Dots	7.00
Large Dippin' Dots	11.00
Auntie Anne's Pretzel	7.00
Auntie Anne's Pretzel Nuggets	10.00
Auntie Anne's Pretzel Dog	9.00
Bottled Water	5.00
Bottled Soda	5.50
Fountain Soda	5.00
Souvenir Soda	7.00
Fresh Lemonade	6.00

ALCOHOL CONCESSIONS

DONORS - STUDENT ATHLETES - FANS



NYS CONCESSIONS

DOUG SCHNEIDER, PRESIDENT



ALCOHOL CONCESSIONS

DISCLAIMER:

OUR FIRST PREFERENCE IS TO SELL BEER & WINE THROUGHOUT THE ENTIRE STADIUM BEGINNING FOOTBALL SEASON 2019. WE BELIEVE A CONSERVATIVE ROLLOUT MIGHT BE A MANDATORY REQUIREMENT BY NJ ABC FOR YEAR 1.

WE HAVE INCLUDED A 3 PHASE PLAN BELOW TO ENSURE APPROVAL BY THE STATE OF NJ ABC.

Currently, alcohol is sold in high-level hospitality areas only. This includes the Audi Club, suites, party decks, and recruiting patio. Service is also now permitted outside of the stadium in the enclosed beer garden and corporate hospitality tents.

The general fan is not able to purchase or consume alcoholic beverages within the confines of the stadium.

For the purpose of this document, the following assumptions must be made:

- The Rutgers Administration has approved beer sales to the entire stadium proper.
- The NJ State ABC and the Township of Piscataway maintains agreement to the plan.

PROPOSED TIMELINE

September 1, 2019 – Phase 1

November 2019 – Phase 2

September 2020 – Phase 3



ALCOHOL CONCESSIONS

PHASE 1 - SEPTEMBER 2019

Proposed serving locations are marked the stadium map.

Monitor results, sales, safety, and method of service. Evaluate in real time, respond with adjustments throughout the season.

Confine beer sales to two (2) concession stands on the north concourse, furthest from Rutgers Student Section.

Two (2) portable kiosks. One on each upper concourse for fan convenience.

“21 Means 21” tent outside the stadium and one on inside of the stadium. The branded ID Checking Tent would provide a wristband to each individual showing valid identification proving 21 years old or older. Designated drivers receive a different color wristband, and a voucher for a bottle of water. All ID Checkers are TIPS-Certified and licensed security officers.

An Alcohol Compliance Task Force will execute random ID checks and monitor individuals throughout the stadium to prevent pass backs and rule breaking.

**ALCOHOL TASK FORCE
PAID FOR BY R HOSPITALITY**



ALCOHOL CONCESSIONS

PHASE 2 - NOVEMBER 2019

Phase 2 refers to method of service at the Rutgers Athletic Center for men's basketball games, women's basketball games, and wrestling matches.

Methods of service will incorporate data from Phase 1 and we will adjust in a conservative manner. Special conditions on the concessionaire's permit will be negotiated in good faith with the NJ ABC and the Township of Piscataway.

PHASE 3 - SEPTEMBER 2020

All methods of service and alcohol safety strategies can be discussed with stakeholders prior to the renewal of the concessionaire's permit in June 2020.

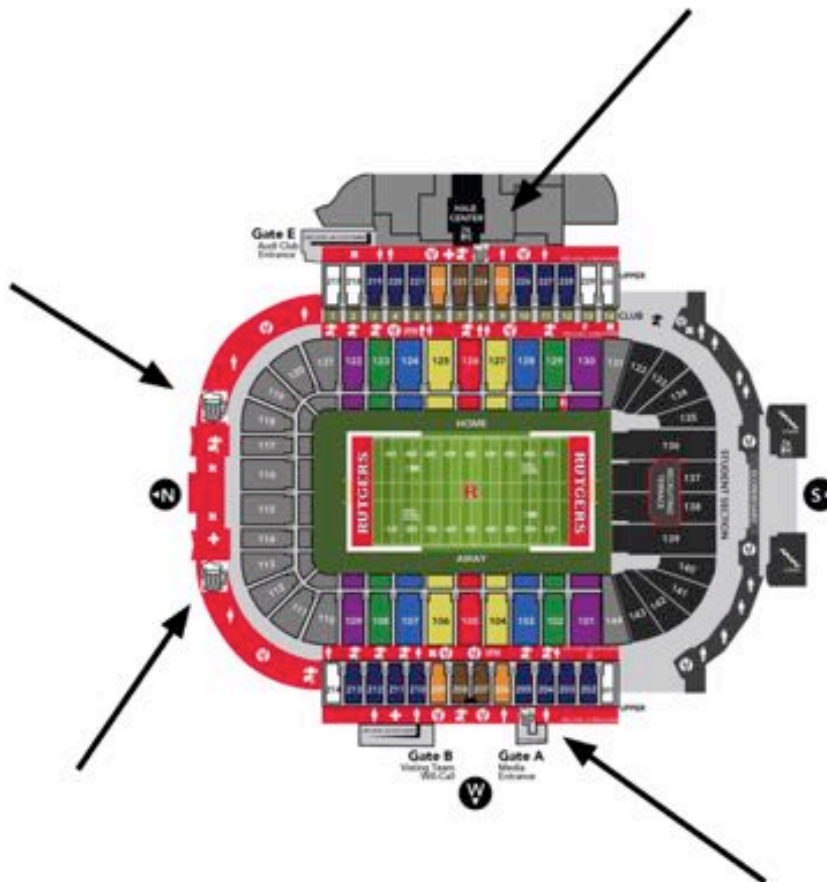
Phase 3 will commence with the start of the 2020 Rutgers Football season.

If agreed upon, Phase 3 will increase points of sale and provide service to more fans, per approval.

ALCOHOL TASK FORCE PAID FOR BY R HOSPITALITY

ALCOHOL CONCESSIONS

PHASE 1 SERVING LOCATIONS



**R HOSPITALITY WILL PROVIDE AN ALCOHOL COMPLIANCE
TASK FORCE VIA AN APPROVED SECURITY COMPANY
(JULIO HERNANDEZ AND ANDREW MARTINEZ)
AT NO COST TO RUTGERS.**



SAMPLE ALCOHOL CONCESSIONS MENU

Final menu selections and pricing to be determined

NYS CONCESSIONS

ON STADIUM CONCOURSE

16OZ BEER DOMESTIC	\$9.00
20OZ BEER DOMESTIC	12.00
16OZ BEER CRAFT/IMPORT	11.00
20OZ BEER CRAFT/IMPORT	13.00
6OZ GLASS OF WINE	12.00

AUDI CLUB PRICING

16OZ BEER DOMESTIC	\$8.00
16OZ BEER CRAFT/IMPORT	10.00
6OZ GLASS OF WINE	10.00
PREMIUM COCKTAIL	10.50 and up

Cocktails and premium spirits have a wide array of pricing options. Pricing can be discussed with Audi Club management prior to committing to a price increase.



CONCESSIONS FINANCES

COMMISSION STRUCTURE & ESCALATIONS

As attendance and event offerings increase, we escalate the commissions

Commission Structure						
	0-\$400k	\$400,000.01-\$700k	\$700,000.01-\$1Mil	\$1,000,000.01+	Sample Sales	Sample Commission
Concession Stands (14)	30%	35%	40%	45%	\$1,200,000	\$435,000.00
Portable Concessions (up to 35)	25%	28%	35%	40%	530,000	\$136,400.00
Catering - External	20%	20%	25%	30%	\$400,000	\$80,000.00
Alcohol Sales - Hospitality Areas	25%	32%	37%	40%	\$120,000	\$30,000.00
Alcohol Sales - Stadium Proper	35%	38%	42%	48%	\$1,200,000	\$476,000.00

\$3,450,000 \$1,157,400.00 33.55%

	0-\$400k	\$400,000.01-\$700k	\$700,000.01-\$1Mil	\$1,000,000.01+	Sample Sales	Sample Commission
Concession Stands (14)	30%	35%	40%	45%	\$1,500,000	\$570,000.00
Portable Concessions (up to 35)	25%	28%	35%	40%	630,000	\$164,400.00
Catering - External	20%	20%	25%	30%	\$600,000	\$120,000.00
Alcohol Sales - Hospitality Areas	25%	32%	37%	40%	\$150,000	\$37,500.00
Alcohol Sales - Stadium Proper	35%	38%	42%	48%	\$1,500,000	\$620,000.00

\$4,380,000 \$1,511,900.00 34.52%

	0-\$400k	\$400,000.01-\$700k	\$700,000.01-\$1Mil	\$1,000,000.01+	Sample Sales	Sample Commission
Concession Stands (14)	30%	35%	40%	45%	\$2,000,000.00	\$795,000.00
Portable Concessions (up to 35)	25%	28%	35%	40%	\$800,000.00	\$212,000.00
Catering - External	20%	20%	25%	30%	\$900,000.00	\$190,000.00
Alcohol Sales - Hospitality Areas	25%	32%	37%	40%	\$200,000.00	\$50,000.00
Alcohol Sales - Stadium Proper	35%	38%	42%	48%	\$2,000,000.00	\$860,000.00

\$5,900,000.00 \$2,107,000.00 35.71%

Please refer to our RFP Response Appendix for all commision numbers.

SHARE RISK, SHARE REWARD

**We believe this is the only sustainable
business model at Rutgers Univeristy.**

CATERING

DONORS - STUDENT ATHLETES - FANS



RUTGERS DINING SERVICES

JOE CHARETTE, EXECUTIVE DIRECTOR



PRIMARY CATERING

IN-STADIUM HOSPITALITY CATERING & PRIMARY TRAINING TABLE

This proposal is the *only proposal* featuring **Rutgers Dining Services**, the campus food service provider for all Rutgers Students in New Brunswick. RDS caters more than 5,000 events per year and serves 6.9 million meals, all to Rutgers students, faculty, staff, and community members. RDS accepts meal plans at 16 different locations on campus, most of which are state-of-the-art dining facilities using the latest in food technology and sustainability.

Rutgers Dining Services is led by:

Executive Director Joseph Charette, 30+ yrs at Rutgers

Director of Operations Nick Emmanuel, Rutgers Football Letterwinner

Assistant Director Danielle Niro-Sams

Catering Manager Susan Dimaio

Nutritionist Dr. Peggy Policastro, Rutgers Graduate

...And 900 employees and another 900 student employees

Rutgers Dining Services maintains strict hiring practices to ensure all employees and prospective employees receive equal opportunities, background checks, training, professional development, and competitive wages. It is common for culinary award winners to be serving food to each and every Rutgers student.

When done correctly, high-level food service permeates into the student-athlete lifestyle and becomes a recruiting tool for all sports.

**RUTGERS DINING INVESTS MILLIONS OF DOLLARS IN
THE RUTGERS STUDENT EXPERIENCE.**

**RUTGERS STUDENT ATHLETES, FANS AND DONORS
SHOULD BENEFIT FROM THIS INVESTMENT**



SECONDARY CATERING

SECONDARY TRAINING TABLE

R Hospitality, under the leadership of experienced sports administrator and Director of Operations Jason Mitchell, will work with each individual sports team to meet their needs. Fueling stations and grab-and-go meals can be customized.

Rutgers University is home to the Rutgers Institute for Food, Nutrition, and Health and **Harvest IFNH** featuring local, sustainable, artisanal products. Operated by Rutgers Dining Services, Harvest IFNH can meet all fueling station needs while again taking advantage of on-campus resources.

Additionally, R Hospitality is committed to working with IMG Rutgers with their corporate sponsorships relating to training table opportunities.



OUTSIDE HOSPITALITY CATERING

Our secondary catering partner is Twin Oaks Caterers from East Brunswick NJ. Serving Central New Jersey for more than 25 years, Twin Oaks has become a valuable asset to the Rutgers University community. (Yearly gross sales eclipse \$650,000 per year for Rutgers alone) With a fleet of refrigerated trucks and a commissary a few short miles from campus, Twin Oaks is able to maintain the highest quality standards at reasonable prices in serving the entire Rutgers Community. Most recently, Twin Oaks has successfully catered the Rutgers Men's Basketball & Wrestling Hospitality area at a reasonable price while featuring aspects such as carving stations and pretzel displays. Feedback from donors has been overwhelmingly positive.

Importantly, Twin Oaks has consistently maintained a position to rescue Rutgers Athletics when primary food service providers were not able to meet expectations. More than once, and as recently 2019, Twin Oaks has excelled when filling those gaps in service.



BOXED LUNCH AND SANDWICH CATERING

Our preferred vendor for all sandwiches and boxed lunches is Jersey Mike's Subs, located in the Yard on the Rutgers College Avenue Campus. This franchise is owned and operated by successful entrepreneur and New Brunswick community member Joe Egan. Mr. Egan provides consistent quality and service to Rutgers Athletics using one of the hottest brands in the country, "Jersey Mikes."

Jersey Mikes is a contributor to IMG and Rutgers Athletics as a corporate partner.



VISION FOR TRAINING TABLES

MAINTAIN HIGHEST STANDARDS - NEVER PROFIT DRIVEN

R Hospitality proposes that ALL training table meals are managed and operated by Rutgers Dining Services to ensure that student athletes receive the same benefits as all Rutgers students.

Rutgers Athletics should never compromise quality and service for its student athletes for the profits of a private, third party vendor.

R Hospitality will coordinate the needs of staff nutritionists for all teams with the vast experience of the RUDS Nutrition Team, led by Nutrition Specialist Peggy Policastro, M.S., R.D..

Not all meals are served at a traditional training table. Rutgers Dining Services owns and operates many locations on campus, which can be used by teams – including, but not limited to, the Rutgers Club and Henry's Diner. The Knightwagon Food Truck, a Mobile Starbucks and an upcoming Taco Truck are also available for team use (based upon availability).

When eating on campus – the cost for Rutgers Student Athlete meals – meal swipes! Just like any other Rutgers student, the athletes will have a meal plan and in most cases, a simple meal swipe will be used for each meal eaten. Simple as that. And Rutgers is paying Rutgers for the meals – not a third party. To repeat:

RUTGERS PAYS RUTGERS



SAMPLE TRAINING TABLE MENU

Final menu selections and pricing to be determined

Brower Catering Office
 145 College Avenue
 New Brunswick, NJ 08901
 848-932-8044
 Fax 732-932-1206
 After Hours 848-932-7658
 Office Hours: Mon-Fri 8-5

RUTGERS UNIVERSITY CATERING

Neilson Catering Office
 177 Ryders Lane
 New Brunswick, NJ 08901
 848-932-1930
 Fax 732-932-1212
 After Hours 848-932-9798
 After Hours 848-932-9782
 Office Hours: Mon-Fri 8-5

Training Table Breakfast-SAMPLE MENU

Catered by: BROWER

Contract#: 00109129

CUSTOMER	EVENT INFORMATION
Nick Emanuel Dining Services Fax: Email: nick.emanuel@dining.rutgers.edu P.O.#: CC	Event Date: Thursday, February 28, 2019 Guest Count: 155 Service Type: 10-1/4 Blk-Recruits Contact Person: Nick Emanuel Contact Phone: 2-8040 Salesperson: Susan DiMaio

LOCATION AND TIMES			
Location	Setup Style	Start Time	End Time
Audi Club	As Is	6:30 am	9:30 am

MENU SELECTIONS			
Name	Quantity	Price	Total
Training Table Breakfast Inclusive of equipment and labor	155	\$19.98	\$3,096.90
Omelete Station	-	-	-
2- Attendants	-	-	-
Cage Free Eggs & Egg Whites	-	-	-
Onion	-	-	-
Red Bell Peppers	-	-	-
Sweet Sausage	-	-	-
Mushrooms	-	-	-
Diced Ham	-	-	-
Diced Turkey	-	-	-
Diced Tomatoes	-	-	-
Shredded Cheddar	-	-	-
Feta Cheese	-	-	-
Fresh Spinach, Broccoli Florets	-	-	-
Full Size Bagels with Cream Cheese, Butter & Jelly	-	-	-
Assorted Mini Muffins & Danish	-	-	-
Buffet	-	-	-
Hard Boiled Eggs	-	-	-
Scrambled Eggs	-	-	-
Roasted Vegetable Frittata	-	-	-
Sweet Potao Hash	-	-	-

Catered by: BROWER

Training Table Breakfast-SAMPLE MENU

Event Date: Thursday, February 28, 2019

Contract#: 00109129

Printed on Wednesday, March 6, 2019 at 12:32 pm



SAMPLE TRAINING TABLE MENU

Final menu selections and pricing to be determined

Crispy Bacon	-	-
Turkey Bacon	-	-
French Toast Sticks w/Maple Syrup	-	-
Chocolate Chip Pancakes	-	-
Whole Bananas, Apples & Oranges	-	-
Bunches of Red & Green Grapes	-	-
Fresh Fruit Salad	-	-
Individual Whole Milk, 2% and Chocolate Milk	-	-
FOR 30	-	-
Coffee,Tea,Decaf (Lmns,Crm,Sgr)	-	-
* Server *	-	-
OTHER CHARGES		
STAFFING	PURCHASE MATERIALS	
OUTSIDE SERVICES	ROOM CHARGES	-
SPECIAL INSTRUCTIONS		
Linen napkin Rollups with Fork & Knife		
16oz Red Coffee Cups w/Lids & Stirrers-send carousel & 3 tier stand		
BILLING		
Subtotal:		\$3,096.90
Discount:		-
Tax 1:		-
Tax 2:		-
Service Charge:		-
Gratuity:		-
Contract Total:		\$3,096.90
Total Credits:		-
Adjusted Total:		\$3,096.90

Catered by: BROWER
Event Date: Thursday, February 28, 2019
Printed on Wednesday, March 6, 2019 at 12:32 pm

Training Table Breakfast-SAMPLE MENU
Contract#: 00109129



SAMPLE AUDI CLUB MENU

Final menu selections and pricing to be determined

Brower Catering Office
145 College Avenue
New Brunswick, NJ 08901
848-932-8044
Fax 732-932-1206
After Hours 848-932-7658
Office Hours: Mon-Fri 8-5

RUTGERS UNIVERSITY CATERING

Neilson Catering Office
177 Ryders Lane
New Brunswick, NJ 08901
848-932-1930
Fax 732-932-1212
After Hours 848-932-9798
After Hours 848-932-9782
Office Hours: Mon-Fri 8-5

TENT-Audi Club-Sample Breakfast Menu

Catered by: BROWER

Contract#: 00108739

CUSTOMER	EVENT INFORMATION
Doug Schneider Fax: Email: P.O.#: Check/CC Tbd	Event Date: Sunday, September 1, 2019 Guest Count: 1,000 Service Type: Buffet- Logowear Contact Person: Doug Schneider Contact Phone: Salesperson: Susan DiMaio

LOCATION AND TIMES

Location	Setup Style	Start Time	End Time
Audi Club	To Follow	10:00 am	3:00 pm

MENU SELECTIONS

Name	Quantity	Price	Total
PRE-GAME BUFFET	1000	\$45.00	\$45,000.00
LOGE Snacks		-	-
Packaged snacks & Candy		-	-
Concourse Action Stations w/Attendants			
Crispy Bread Pudding Bites			
Maple Syrup/Powdered Sugar			
Playa Bowls			
Dragon Fruit Puree			
Acai Fruit Puree			
Toppings:			
Granola, Blueberries, Chia Seeds			
Strawberries, Toasted Coconut			
Cinnamon & Honey			
10oz Plastic Bottles of OJ, Apple and Cranberry Juice		-	-
Assorted Donut Holes		-	-
HOT & COLD BUFFETS		-	-
Assorted Mini Muffins & Danish		-	-
Mini Bagels with Cream cheese, butter & Jelly pc's		-	-
Grapes, Bananas & Apples			
Roasted Vegetable Frittata		-	-

Catered by: BROWER

TENT-Audi Club-Sample Breakfast Menu

Event Date: Sunday, September 1, 2019

Contract#: 00108739

Printed on Friday, February 8, 2019 at 4:04 pm



SAMPLE AUDI CLUB MENU

Final menu selections and pricing to be determined

Egg, Cheese & Chive Stuffed Breakfast		
Biscuit		
Crispy Bacon	-	-
Potato Cubes w/Satueed Peppers & Onions	-	-
Bottles of Ketsup		
CARVING STATION		
2 Attendants		
Baked Ham	-	-
Creamed Chipped Beef		
Toast Points		
Bowls of Continental Butter		
Bottles of Spicy Brown & Yellow Mustard		
Build Your Own Salad Bar		
Artisan Breads, Butter		
Mixed Nuts		
Fruit Salad		
Assorted composed salads		
Assorted Lettuces, Toppings & Dressings		
HALF TIME BUFFETS		
Best All Beef Hot Dogs		
Sauerkraut		
Vegetarian Baked Beans		
Baked Mac & Cheese		
Hot Dog Rolls (Potato)		
BULK Relish, Mustard, Ketsup		
Carving Station 1/2 Time		
Sloppy Joes		
Hamburger Buns (Potato)		
Cole Slaw		
Individual Bags of Chips & Pretzels		
COFFEE & DESSERT SERVICE		
(2) Locations on concourse		
Coffee, Tea, Decaf (Lmns, Crm, Sgr)		
"R" Sugar Cookies		
Bakeshops Choice of 3 Desserts (no nuts)		
* Server *		
OTHER CHARGES		
STAFFING	PURCHASE MATERIALS	
OUTSIDE SERVICES	ROOM CHARGES	-

Catered by: BROWER
Event Date: Sunday, September 1, 2019
Printed on Friday, February 8, 2019 at 4:04 pm

TENT-Audi Club-Sample Breakfast Menu
Contract#: 00108739



SAMPLE AUDI CLUB MENU

Final menu selections and pricing to be determined

Brower Catering Office
145 College Avenue
New Brunswick, NJ 08901
848-932-8044
Fax 732-932-1206
After Hours 848-932-7658
Office Hours: Mon-Fri 8-5

RUTGERS UNIVERSITY CATERING

Neilson Catering Office
177 Ryders Lane
New Brunswick, NJ 08901
848-932-1930
Fax 732-932-1212
After Hours 848-932-9798
After Hours 848-932-9782
Office Hours: Mon-Fri 8-5

TENT-Audi Club Sample Lucnh/Dinner Menu

Catered by: **BROWER**

Contract#: 00108738

CUSTOMER	EVENT INFORMATION
Doug Schneider Fax: Email: P.O.#: Check/CC Tbd	Event Date: Sunday, September 1, 2019 Guest Count: 1,000 Service Type: Buffet- Logowear Contact Person: Doug Schneider Contact Phone: Salesperson: Susan DiMaio

LOCATION AND TIMES			
Location	Setup Style	Start Time	End Time
Audi Club	To Follow	5:30 pm	10:30 pm

MENU SELECTIONS			
Name	Quantity	Price	Total
PRE-GAME BUFFET	1000	\$45.00	\$45,000.00
LOGE Snacks		-	-
Individual bags of snacks:		-	-
Terra Chips			
Pretzels			
M&M's			
Skittles			
Snickers			
Rice Crispy Treats			
Concourse Action Stations w/attendants			
Beef Chili with toppings & Tortilla			
Scoops			
Fresh Popped Popcorn Cart			
Assorted toppings			
Servery			
(4) HOT & COLD BUFFETS		-	-
(1) Buffet to remain open throughout			
COMPOSED SALADS:			
Mediterranean Quinoa Salad			
Green Bean and Red Pepper Salad		-	-
Fresh Mozzarella, Basil & Tomato Salad			
HOT SELECTIONS:			

Catered by: **BROWER**

Event Date: Sunday, September 1, 2019
Printed on Friday, February 8, 2019 at 4:04 pm

TENT-Audi Club Sample Lucnh/Dinner Menu

Contract#: 00108738



SAMPLE AUDI CLUB MENU

Final menu selections and pricing to be determined

Salmon Pinwheels Veloute Chicken Fingers Pasta Michael w/Shrimp, Sundried Tomatoe & Asparagus Cheddar Mashed Potatoes BBQ, Honey Mustard Deconstructed Salad Station Variety of lettuces, composed salads salad fixings and dressings Fruit Salad Assorted Artisan Breads CARVING STATIONS (2) 2 Attendants Marinated Hanger Steak (GF) Sweet Potato Fries Assorted Dinner Rolls w/Wrapped Butter HALF TIME Hot Dogs Hot Dog Rolls (Potato) Sauerkraut Relish, Mustard, Ketsup Bottles Half Time Hot Sandwich Station Sausage,Pepper, Onion Sandwiches Hoagie Rolls Red Bliss Potato Salad COFFEE/DESSERT SERVICE ALL DAY (1) Station on each wing Bakeshops choice of 4 desserts (NO NUTS) * Server *	
OTHER CHARGES	
STAFFING	PURCHASE MATERIALS
OUTSIDE SERVICES	ROOM CHARGES -
SPECIAL INSTRUCTIONS	BILLING
R Logo 9" and 6" plastic white plates R 16oz Coffee Cups w/lids R Cocktail & Dinner napkins Reflections disposable flatware R Bowls for salad station Soup cups for action station Employee Meal 4:30pm Chef's choice	Subtotal: \$45,000.00 Discount: - Tax 1: - Tax 2: - Service Charge: - Gratuity: - Contract Total: \$45,000.00 Total Credits: - Adjusted Total: \$45,000.00

Catered by: BROWER
Event Date: Sunday, September 1, 2019
Printed on Friday, February 8, 2019 at 4:04 pm

TENT-Audi Club Sample Lucnh/Dinner Menu
Contract#: 00108738



EVENTS UNIQUELY DESIGNED AND EXECUTED BY RUTGERS DINING SERVICES

Under the management of Susan Dimaio



University Board of Governors and
Board of Trustees Reception and Dinner
Produced in partnership with NYS Concessions



School of Engineering Medal of Excellence
Reception and Dinner



EVENTS UNIQUELY DESIGNED AND EXECUTED BY RUTGERS DINING SERVICES

Under the management of Susan Dimaio



Wendell Pritchett Welcome Reception



**Cancer Institute of New Jersey
Annual Donor Gala
Produced in partnership with NYS Concessions**



EVENTS UNIQUELY DESIGNED AND EXECUTED BY RUTGERS DINING SERVICES

Under the management of Susan Dimaio



**Matthew Leydt Reception at
President Barchi's Residence**

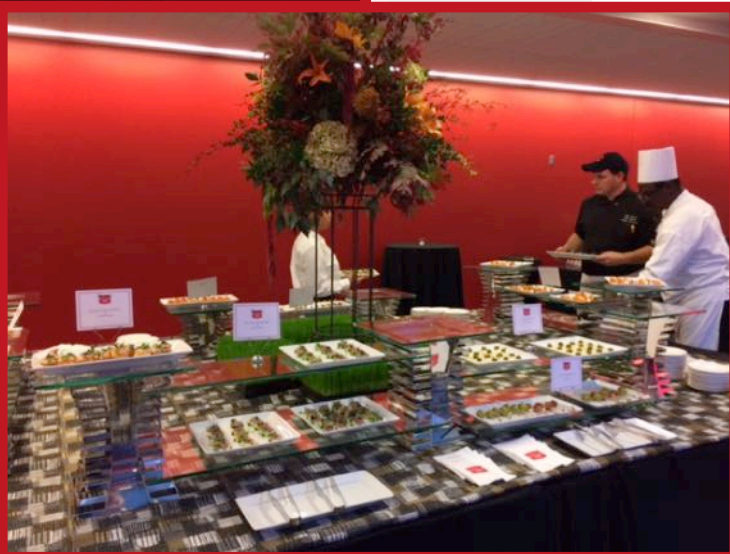
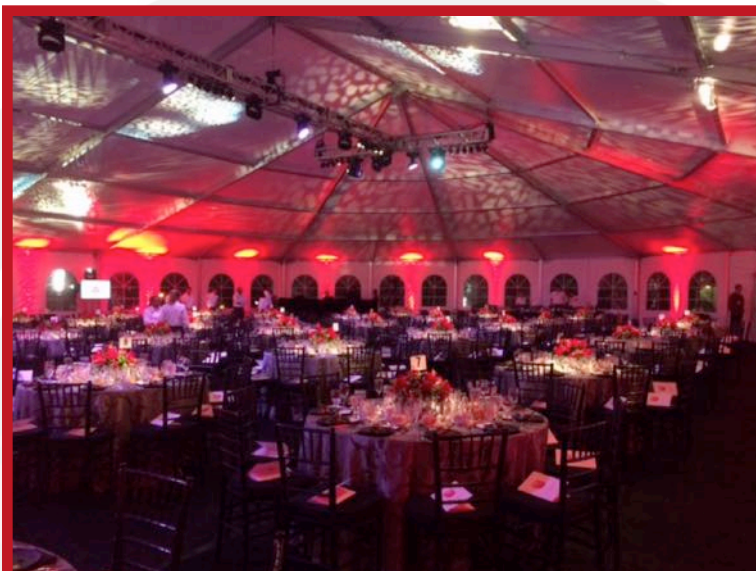


**Pregame Tailgate Brunch
Athlete's Glen
Produced in partnership with NYS Concessions**



EVENTS UNIQUELY DESIGNED AND EXECUTED BY RUTGERS DINING SERVICES

Under the management of Susan Dimaio



Rutgers University 250th Anniversary Celebration
Produced in partnership with NYS Concessions

(Attended by Athletic Senior Administration)

EVENT MANAGEMENT



DONORS - STUDENT ATHLETES - FANS



EVENT MANAGEMENT

R Hospitality and its catering partners have created and/or produced these events at the highest levels.

Unique to the R Hospitality partnership is our experience and expertise with large-scale event production in the form of festivals, concerts, off-site hospitality initiatives and sponsorship activations. Unlike your traditional hospitality companies, our full-service in-house team can coordinate and execute memorable events, both large and small, inside and outside of the Rutgers University Athletic facilities. Some of the services of our event management team include:

Live entertainment production including staging, sound, lighting and artist/DJ booking

All-weather private and VIP event production including tenting, event logistics, off-site catering, decorations, and children's entertainment.

High-profile sponsorship activation including logistics, contest execution, and script writing.

Festival production including crowd control strategy, boundary planning, emergency protocol, sponsors relations and, experience curation.

Recent events executed by R Hospitality or its partners include:

**BLOCK R PARTY CORPORATE HOSPITALITY R AWARDS
BASKETBALL HOSPITALITY VISITING TEAM TAILGATES
SKULL SESSIONS PARTY DECKS 50YD LINE DINNER**



EVENT MANAGEMENT



OUR TEAM



PASSION TO SERVE
DONORS - STUDENT ATHLETES - FANS



**THE SUCCESS OF
FOOD & BEVERAGE OPERATIONS
IS PREDICATED ON ONE THING:
PEOPLE**

We have included bios of every person and entity included on this RFP response.

**THIS IS THE MOST IMPORTANT
PART OF THE RFP RESPONSE
AND SHOULD BE CAREFULLY
CONSIDERED AND ANALYZED**

Any partner included in this RFP response is ready and willing to answer any questions regarding their enthusiasm for Rutgers University and its forthcoming success.



KEY PLAYERS

DOUG SCHNEIDER R HOSPITALITY

Oversight of the entire R Hospitality operation
Accountable to the Athletic Director's Office
Food, Beverage, Hospitality Director for Rutgers Athletics
Creator and operator of alcohol concessions and hospitality programming for RU

JASON MITCHELL R HOSPITALITY

Day-to-Day Operations for R Hospitality
Student Athlete and Athletic Team Liaison
Budgeting, Accountable to Athletic Director's Office
Rutgers Football, New Orleans Saints, Princeton Football

BILL BORI LOCATIONS SPORTS BRANDS

Oversight of entire Locations Sports Brands portable concessions operation
Responsible for all brands including Dunkin' Donuts, Auntie Annes, Rita's Ice, Mrs. Fields, Dippin' Dots and more.
MetLife Stadium, Prudential Center, Dunkin' Franchisee, and more

JOE CHARETTE RUTGERS DINING SERVICES

Executive Director of Rutgers Dining Services
Oversight and operation of training tables, catering, donor events
Previous concessions operator, heavily involved with stadium renovation
Deep University resources such as Knight Wagon, Henry's Diner, Rutgers Club, and more

SUSAN DIMAIO RUTGERS DINING SERVICES

Catering Manager of Rutgers Dining Services
Years of event design and production of the highest end events on Rutgers Campus
Previous successful operation of the Audi Club and stadium hospitality premises

MATT FERGUSON R HOSPITALITY

Oversight of Outside Event Management & Personnel Training.
Coordination of centralized fan-experience training for all stadium personnel.
Currently Director of Learning & Development for 130+ location hotel & resort company
Former Senior Trainer at Amazon HQ.

TWIN OAKS
CATERERS

JERSEY
MIKES

DESTINATION
DOGS

Bios of key team members attached. Feel free to contact us for more details.



Doug Schneider
President, R Hospitality, LLC & NYS Concessions

Doug Schneider has proudly been a member of the Rutgers University community for his entire career. This bio will focus on the strong connection between Schneider's businesses and Rutgers Athletics - this bond was formalized when the stadium expansion occurred with the development of the Rutgers Stadium Club and the need of a concessionaire.

In 2008, Doug Schneider formalized a partnership with Rutgers Athletics to be the sole alcoholic beverage provider at Rutgers Football Stadium in an area that was soon to become the "Audi Club." Schneider developed all standard operating procedures for the club, encompassing both alcohol service and general club operation. As the liquor permittee, this role was crucial in its early success.

In 2011, in partnership with Rutgers administration, Schneider created the Rutgers VIP Tailgate Experience. Located in D Field, this 990-person tent included cabana-style private space rental, giving donors and sponsors a place to socialize and conduct business. The success of this space led to Schneider's creation of the "Block R Party." This included (and still does) live music, corporate hospitality, a beer garden, sponsor activations, fan games and a festival-like atmosphere.

In 2012, Schneider created the basketball hospitality area - still in operation - for all donors and courtside fans.

Throughout this time, Schneider successfully provided licensed alcoholic beverage service and assisted with event planning for all visiting teams and visiting alumni associations. Duties have included catering, tenting, equipment, beverage service, entertainment, and coordination for venue rentals.

This hospitality journey led to the formation of R Hospitality, LLC in 2015. This entity formalized a partnership with Rutgers Athletics to provide all hospitality services. Party deck rentals, event services, coordination with IMG-Rutgers, basketball hospitality operation, event trailer rental, and other hospitality-related services have been the focus of R Hospitality.

There has been no other entity within Rutgers Athletics during this 11-year tenure that can claim success like Doug Schneider and R Hospitality. The continuity of service and personnel has not been achieved by any other entity.

Schneider resides in Edison, New Jersey with his wife, Harriet Sideris (RU BA '01, GSE '02) and three children, Nikos, Eddie, and Andreas. All proud season ticket holders and big fans of Rutgers Basketball.



Jason Mitchell
Director of Operations - R Hospitality

Jason Mitchell is strategic with a focus on the details. Jason has an extraordinary ability to dig deep on a wide range of issues, and at the same time knows the bounds of his responsibilities, as not to lose sight of the forest for the trees. He has an innate ability to keep his organizations high-level strategy front-and-center, while understanding the details of day-to-day execution to ensure what needs to happen does happen. Throughout his eighteen year tenure in athletic administration, Mitchell has built a reputation for a tireless work ethic, developing business strategies, incubating new business models, and helping to achieve organizational milestones and success. Embracing the core values of hard work, integrity, innovation, growth and professional excellence.

Jason Mitchell is about to complete his second season as the Director of Operations for the Princeton Tigers football program. Since his arrival in 2017, the Tigers have seen a historical transformation in their program and a complete renovation in facilities upgrades. This past season Princeton completed their first undefeated season in fifty-four years (since 1964) finishing 10-0. He has also helped transform their recruiting efforts, helping them to finish first and third respectively in all of FBS recruiting for football. Prior to his arrival on campus the highest Princeton ever finished was twelfth in FBS recruiting. Finally, he has overseen a complete renovation in the Princeton Tigers football facilities, including five new meeting rooms, a locker room upgrade, and the building of an indoor facility. Prior to his arrival Princeton ranked 6th in the Ivy League with their facilities, and currently sit atop the Ivy League.

Jason came to Princeton after spending a decade with the New Orleans Saints organization, including winning the first Super Bowl in the history of the franchise during the 2009 season. While in his tenure with the Saints he held multiple positions, with a wide range of responsibilities. During his time with the Saints he spent three years as the Director of Coaching Administration, one as an area scout, and six as the college scouting coordinator. While he was the Director of Coaching Administration he was responsible for assisting head coach Sean Payton in organizing football operations for the club. Mitchell managed several elements of Payton's off-field agenda, involving the day-to-day schedule, player and staff communications and the football calendar, including offseason programs, mini-camps and training camp. During his time as an area scout, he was responsible for the Midwest portion of the United States. His territory included from Ohio to Iowa, everything north, and as far south as Kentucky. As the college scouting coordinator, Jason was responsible for overseeing the day-to-day operations of the college scouting department. Based out of the main office in New Orleans he would be the main support for all scouts while they were on the road, and would be the main information source in the office. While in this position the Saints would draft their nucleus for the team that would eventually win Super Bowl XLIV. During his time as the college scouting coordinator the Saints would install a new database for gathering reports, a new database for workouts, and a program for the combine (including updated instant results).

(continued)



Jason Mitchell
Director of Operations - R Hospitality

Jason started his career in football, and athletic administration while as a student assistant for Greg Schiano and the Rutgers football program. While still enrolled as a student Jason became a recruiting assistant, and while going into his senior year at Rutgers he became the Recruiting Coordinator. During his time as the leader of their recruiting efforts, Rutgers saw an implosion in their talent base. The Scarlet Knights have had 3 players drafted in the first round of the NFL Draft. In 2010, Anthony Davis was selected 11th overall by the San Francisco 49ers, and Devin McCourty was chosen 27th overall by the New England Patriots. In 2009, Kenny Britt was chosen 30th overall by the Tennessee Titans. An Associated Press All-America selection, Britt became the first player in Rutgers history to be selected in the first round of the NFL Draft. Ten Scarlet Knights have been drafted in the last three years. 2010 also marked the fourth consecutive year that a Scarlet Knight has been taken on the draft's first day after Brian Leonard (2007) and Ray Rice (2008) were both second-round draft selections. The 2012 NFL Draft saw wide receiver Mohamed Sanu drafted in the 3rd round to the Cincinnati Bengals, while the 2013 NFL Draft was the most productive in Rutgers history, with seven draft picks: Logan Ryan, Duron Harmon, Jawan Jamison, Steve Beauharnais, Khaseem Greene, DC Jefferson, and Marcus Cooper. In addition, ten other Rutgers players signed free agent contracts following the 2013 NFL Draft. Including, Brandon Coleman signing with Jason Mitchell and the New Orleans Saints as an undrafted free agent. Further bolstering the Rutgers presence in the NFL. Finally upon graduation in 2005, Jason was named Director of External Operations for the Rutgers football program. During the 2006 season Rutgers rose to its highest rank ever in the polls, topping out at No. 7 in the AP Poll and No. 6 in the BCS. The Scarlet Knights achieved a final record of 11-2 and a postseason rank of No. 12 in the AP Poll, including a postseason victory, beating Kansas State 37-10 in the Texas Bowl, for the first bowl victory in school history.

Jason is a proud graduate of Rutgers University – New Brunswick holding a BS in Exercise Science and Sports Studies, with a minor in Psychology.



Matthew Ferguson
R Hospitality - Event Management and Trainer

Matthew Ferguson's unique experience as an event planner, corporate hospitality trainer and former University administrator make him a perfect addition to the R Hospitality team. In a variety of different roles, Ferguson has amassed expertise in large-scale event planning, customer service training and hospitality management over the last 10 years.

Ferguson currently serves as the National Director of Learning and Development for HHM, a hotel and resort management company representing some of the finest hospitality properties in the country. In this role, he is responsible for the strategy, creation and execution of training, customer service and leadership development programs for the company including three corporate offices, over 100 hotel/resort locations and over 5000 employees. He recently completed the Forbes Travel Guide Foundations training program to drive customer service excellence at his properties in an effort to reach Forbes rating standards.

Prior to HHM, Ferguson spent two years working at the Amazon.com headquarters in Seattle Washington as a Senior Program Manager for Learning. In this role, Ferguson was part of the team opened the first brick-and-mortar Amazon bookstore. He was responsible for building, designing, implementing, and evaluating learning experiences across Amazon's physical retail operations including all on-boarding activities for the Eastern division of stores including the New York City, Washington D.C, and Boston markets. Ferguson had the honor of being elected as 1 of 11 employees (out of 60,000) to deliver Seattle's company-wide Customer Obsession (CO 101) training workshop for new hires at orientation and was recognized as the highest rated facilitator for 2018.

Prior to joining Amazon, Ferguson was a faculty member and administrator at Rutgers University for over 11 years. During his time at Rutgers he served as the Director of New Student Orientation and Family Programs, founding Director of the University's Leadership Development Department, and Assistant Director for Major Events and Programs. In the latter role, Ferguson was instrumental in the creation of several large-scale University traditions including New Student Convocation, Homecoming Bed Races and Guinness World Record Breaking events. Ferguson was also an adjunct faculty member for the Department of American Studies and Communication, where he developed and taught over 15 courses.

In the freelance space, he has worked with Doug Schneider and NYS Incorporated as the Executive Producer of the Block R Party since its inception. Ferguson also works as a freelance event planner, wedding planner/officiant, and corporate trainer for clients like New York University and Johnson & Johnson.

Ferguson earned a Masters Degree in City and Regional Planning from the Bloustein School of Planning and Public Policy.



Bill Bori

Entrepreneur, Franchise Owner, Consultant, Visionary and Philanthropist

Bill Bori is the CEO and sole owner of several multi-million dollar corporations but his roots began in the food service industry, working at and eventually managing a Ground Round Restaurant. Fiercely driven, Bill went on to buy into the TCBY Yogurt and Mrs. Field's Cookies franchises in the mid-1980s.

Building his network to 10 stores, Bill recognized there was a need for something more family oriented, like cookies, in the sports arenas and stadiums in his area. He took his idea to the NY Giants and NY Jets, and before long, fans were greeted with the intoxicating aroma of a warm chocolate chip cookie when they entered the stadium. It was a great fit! Bill operated Mrs. Fields at Giant's Stadium from the late 1990's and was invited to move with both the Jets and Giants to the newly constructed New Meadowlands Stadium, now known as MetLife Stadium. Here, Bill continues to operate today, adding to his repertoire of franchises, Rita's Ice and Custard, well known for its real fruit Water Ice and creamy Custard and the strangely addicting frozen pellets that make up Dippin' Dots Ice Cream, giving fans the ultimate dessert experience at every event.

The opportunity at the Jets and Giants stadium back in the late 90's was unprecedented. Stadiums and arenas did not allow single vendors to sell their products outside of the hired concessionaire. Bill's commitment to professionalism, his willingness to operate at the highest level of sophistication and his sheer vision have been a welcome addition to MetLife Stadium and the guest experience. Taking this experience to other venues has been a passion for Bill. Currently, Bill operates at The Prudential Center in Newark with the NJ Devils, selling not only his prized cookies and ice cream varieties, but he has also added Auntie Anne's Pretzels. Think about the aroma of a freshly baked hot pretzel that no one can resist! Bill also operates at High Point Solutions Stadium at Rutgers University and the Louis Brown Athletic Center, also at Rutgers. As a visionary, Bill has been traveling the country as a consultant for many of these brands, helping to bring the same style of operation to other stadiums and arenas.

If that were not enough, back in the early 2000's, Bill decided to venture into the world of Dunkin' Donuts! This was a company that was an integral part of millions of people's morning routine. Believing wholeheartedly in what Dunkin Brands had to offer as a Franchisor, Bill quickly built his network to over 20 stores, operating in central New Jersey and the Jersey Shore.

One of Bill's favorite statements is "Every day, people get up, get dressed, tie their shoes, and come to Dunkin' Donuts! There aren't many businesses who have such dedicated customers." Bill truly understands the importance and value of the people who support the brand.

For many years, Bill has dedicated much of his time to Dunkin Brands and his fellow franchisee owners. Attending DAC meetings, RAC meetings, and sitting on the board of the Ad Committee in representation of his New Jersey constituents, Bill has been fully involved in all aspects of Dunkin' Donuts and what it represents. Two of Bill's most memorable experiences were his personal involvement in facilitating the addition of the Dunkin' Donuts brand at Yankee Stadium and the signing of Eli Manning as the Dunkin' Donuts Spokesperson in 2015. Bill continues to be an integral part of the Dunkin Donuts family.

If you asked Bill what accomplishment he is most proud of, he would probably tell you that giving back to others and serving the community make him more proud than anything else he does. Bill has many philanthropies that he supports, from his beloved Midland School (for which he holds a special place in his heart) to the Bill Zimmerman Foundation, "Live Like Billy" (for students in need), to Sean's Pals (a cystic fibrosis foundation) to Kristen's Legacy of Love (a brain aneurysm foundation) to the Dunkin Brands Joy In Childhood Foundation – Bill has dedicated his time, his money and his heart to these organizations and many others. Saying yes to people in need and giving of himself is the foundation of his strength, integrity and dignity.



Sue Clavin

Vice President of Operations - Locations Sports Brands

Sue Clavin, a graduate of Cittone Institute originally pursued a career in Court Reporting. Stepping away from that career path to raise her two daughters, she dedicated her time and attention to their lives and had the opportunity to coach them in soccer and basketball. In 2004 Sue decided to go back to work and joined the Locations Sports Brands team part time. Over the years, Sue has risen through the ranks from cashier to Administrative Assistant, to Assistant Operations Manager, to Operations Manager and finally to Vice President of Operations. With a mind for numbers and a willingness to do whatever it takes, Sue has become an integral part of our company, helping to grow sales, brand recognition and brand integrity. Always striving for the best, Sue is responsible for the smooth execution and representation of all of our brands at each and every event, whether it be at MetLife Stadium, The Prudential Center or Rutgers Stadium and Arena. With hardly a day off, Sue is one of the hardest working people in our industry. When Sue is not at Locations Sports Brands, she spends her time with her two successful daughters, Bethann and Jennifer, her boyfriend Roger and her extended family. What Sue loves most about her job is the relationships she had developed with her employees, the concessionaries and the staff at all the venues, the teams she serves and supports, and most of all, the guests she has the pleasure of interacting with at every event.

Kirk Bori

Assistant Vice President of Operations - Locations Sports Brands

Kirk Bori has essentially been a part of the Locations Sports Brands team since birth! A graduate of Penn State University with a Bachelor's of Science in Economics, Kirk joined our team full time in 2015. Prior to that, Kirk worked summers all through high school and college, learning the business his father created and grew into a multimillion dollar corporation. Now Kirk is applying the knowledge he has amassed through the years to the business today, adding another layer with a young, fresh approach to what fans expect and appreciate in today's world. Kirk's knowledge of social media allows the company to have a presence on many of the social networking apps used by fans and followers of the various sports teams we represent. Dedicated to the legacy his father built, Kirk is committed to the growth and expansion of sales, service and the fan experience at each and every event. Outside of LSB, Kirk excels at playing golf and is a most welcome addition to any foursome who's looking to win! His most important time off is spend with his girlfriend Ali, and his friends and family. The most rewarding aspect of Kirk's job is continuing his father's legacy and, in the process, creating a new legacy of his own.

Karen McDonough

Chief Revenue Officer - Locations Sports Brands

Karen McDonough, a graduate of the University of Maryland, has been a part of the Locations Sports Brands team for a little over 10 years. Her roots began at a warehouse and distribution company, working her way up from a clerk in the finance department to running the department at the age of 27. She remained there for 12 years, leaving in 1990 to begin her family. Four children later, she began her own Limousine company which grew to a fleet of 10 sedans and stretch limousines. Karen ran this business for 10 years until the recession of 2008 hit and luxury services were not in high demand. Selling her business, Karen decided to jump back into the corporate world and took a bookkeeping job at Locations Sports Brands. At LSB, Karen was able to grow from bookkeeper, to Controller and then to Chief Revenue Officer. In addition, Karen is the creator of an edible cookie dough product which is now Locations Sports Brands own brand called DoughMazing! Karen says "The best part of working for Locations Sports Brands has always been the freedom to grow, expand into other roles and contribute to the success of the company." In her spare time, Karen enjoys spending time with her expanding family, her husband Tom and their dog Blitz.



Anna Fisher

Supervisor - Locations Sports Brands

A graduate of Montclair University, Ann Fisher joined the organization 5 years ago. Her willingness to take on responsibility earned her a spot as a Supervisor at our Rutgers University venue. From supervising the cashiers, to restocking the carts during the event, Ann handles things with ease. "There is such a variety of people that you work with and run into at Locations Sports Brands, it's very interesting!" Ann's responsible and proactive management style make her a great asset to the organization. When Ann is not working, she enjoys reading and working on crafts.

David Ivers

Supervisor - Locations Sports Brands

David Ivers, a graduate of Somerset County College, has been with Locations Sports Brands for 7 years is not only hard working but funny! Staff and customers alike are regularly entertained by his lighthearted approach to the workday. He excels in sales and although he is not regularly behind the cash register, Dave can be heard helping customers with suggestions or information on our products. A true team player, Dave does whatever it takes to make our events a success. Stocking and restocking carts, moving equipment, tending to events in several locations and daily problem solving are only a few things on Dave's long list of things to do! This great asset to Locations Sports Brands would say his greatest qualities are "working hard and caring about what's going on" with every event. He loves football and spending time by the pool watching baseball.

Joshua Ivers

Supervisor - Locations Sports Brands

Joshua Ivers also joined our very elite team of supervisors 7 years ago along with his father, David. Josh describes himself as loyal, outgoing and courageous. We would describe him as hard working, dependable, reliable, trustworthy and an essential part of the inner workings of our company. Following in his father's footsteps, Josh, too, does whatever it takes to get the job done. His motivated attitude is one of his greatest qualities and serves him well in a job where the hours are sometimes long and physical. As a friendly face to fans and customers alike, Josh exceeds expectations in customer service and is well liked by all who meet him. Maintaining a healthy lifestyle is important to Josh. He also enjoys BMX biking and listening to music.

Gerald Newton

Supervisor/Bakery - Locations Sports Brands

Gerald Newton is one of the original members of the Locations Sports Brands team. Sixteen years ago Jerry joined Bill Bori at Giant's Stadium in East Rutherford as a supervisor for the Mrs. Fields cookie business that Bill had started a few years earlier. Jerry, a graduate of St. Peter's College, brought with him great organizational skills and versatility which helped him to become one of the cornerstones of this growing business. Reliable, professional, loyal and dedicated are all words that would describe Jerry. The best thing about working for Locations Sports Brands for Jerry are the "many friendships formed over the years". Proud of his motto, "Do it right the first time!", Jerry lives by this rule each and every day. Outside of work, Jerry loves to watch a ballgame at home, or challenge his mind with jigsaw puzzles and word games. He is also a member of the Knights of Columbus.



Lisa Chiera

Administrative Assistant - Locations Sports Brands

Lisa Chiera has been with Locations Sports Brands for four years. A graduate of Rutgers University, Lisa is our “go to” girl in the office. She provides support to all members of our staff at all levels and is an integral part of the organization with her keen attention to detail and her friendly and welcoming manner. Locations Sports Brands is multi-faceted and so is Lisa! Her talents include organization, creativity, resourcefulness, reliability and dependability. Lisa and her husband Ryan are new parents to their sweet little boy, Noah! In her spare time, Lisa loves interior design, decorating, taking rides to the beach and trying out new restaurants. When asked what she loves most about working at Locations Sports Brands, Lisa said, “The Family atmosphere. It’s genuinely a fun place to be, especially when everyone is all together working on a project.”

Suzanne Collins

Supervisor - Locations Sports Brands

Suzanne Collins is one of our very dedicated and hardworking supervisors. Having only been with Locations Sports Brands for a year and a half, Suzanne worked her way up to a supervisory position in a very short time. Outgoing, hardworking and loyal are three words that describe Sue. She goes by the motto, “If you’re going to do it – do it right!”. And doing it right it is quintessential when you are serving over 80,000 customers on any given Sunday during football season! Suzanne and her husband -----, have 3 children. Spending time with her family is Sue’s favorite thing to do, along with watching movies and visiting different state parks in NJ. She also sits on the board of her son’s school’s PTO. About working at Locations Sports Brands, Sue says, “I like the people I work with and the interaction with the customers (fans) at the different events. It makes coming to work fun!”

Ian Carey

Supervisor - Locations Sports Brands

Ian Carey has been a part of the Locations Sports Brands team for 5 years and is motivated, optimistic and passionate. Whether he is prepping for an NFL game, supervising cashiers and carts at a concert, moving equipment to and from a PGA event or transporting inventory and supplies between venues, Ian wears many hats and wears them well. He is dependable and takes pride in his work. On his days off, Ian loves hiking, bowling, kayaking and spending time with family and friends exploring new places. When Ian was asked what he most loved about working at Locations Sports Brands, Ian said “The unpredictability of every single event. Whether it be the weather, different demographics, etc., it is very interesting to see how every event turns out. I also like the sense of accomplishment after a busy day where our team succeeded in our daily goals.”



Joe Charette
Executive Director - Rutgers Dining Services

Joe Charette is the Executive Director of Rutgers Dining Services, where he has spent the last thirty years of his food service career. Rutgers Dining Services is an 87 million dollar food service operation serving over 35,000 meal a day from 5 all you care to eat dining halls, 34 cash operations and over 5,500 catered events a year. Rutgers also runs an Alumni Club, a diner, a grocery store, several health care facilities in their medical school, three food trucks, a commissary, a central bake shop, a laundry, a facilities department, marketing department, university sanitarian, nutritionists, and the university debit system.

Nick Emanuel
Director of Operations - Rutgers Dining Services

Nick Emanuel is the Director of Operations at Rutgers University Dining Services where he has worked since 2006. He started his career working in his family's restaurants at a very young age and developed a passion for the food service industry which ultimately led to him owning and operating his own businesses. In his current role Nick leads a team of over 70 food service managers that operate 18 Retail Operations and 4 Dining Halls with a direct budget of over \$85 million dollars.

A big believer in empowerment Nick enables his employees to make decisions and strives to build a strong foundation for future dining services leadership.

Nick attended Rutgers University where he played Football on a full scholarship and graduated in 1997, upon graduating he enrolled at the prestigious Culinary Institute of America where he graduated in 1999. Nick also holds an MBA and degrees in Nutritional Science and Hotel/Restaurant Management.

Before joining Rutgers University in 2006, Nick worked for a diverse range of organizations, including Marriott, Deer Valley Resort Company, and Renaissance.

Since working at Rutgers Nick has lead teams that created the Knight Wagon, Henrys Diner, Kilmer's Market, Harvest at IFNH, The Rutgers Club, and successfully opened Starbucks on Livingston campus, and the Starbucks Truck. Nick has been mentioned for his work in various food service magazines such as Food Service Management, Food Service Director, and numerous online publications.

Nick and his wife Mary-Pat who was also a former Scarlet Knight competing in gymnastics class of 1998, have been married since 2003 and live in Washington, NJ with their 3 children, Madison, Chase and Avery.



Dr. Peggy PolICASTRO
Director of Nutrition - Rutgers Dining Services

Dr. Peggy PolICASTRO, RDN, is the Director of Behavioral Nutrition in the New Jersey Institute for Food, Nutrition, and Health (IFNH) at Rutgers University and the Director of Nutrition for Rutgers Dining Services. In addition to being a Registered Dietitian, she holds a master's degree in Nutritional Science from Rutgers and a Ph.D. in interdisciplinary studies-Nutritional Science and Psychology. Her research interest is in the area of Behavioral Economics and the use of nudges to encourage healthy eating behaviors. She has numerous journal publications in the area of Behavioral Nutrition and during her tenure at Rutgers, has mentored hundreds of students on research projects investigating dietary habits of college students. She currently is very active in the MCURC Research Group, leading multi-site projects and holding the position of Co-Chair of the Academic Committee. As a professional in both the academic and dining services arenas, Dr. Peggy PolICASTRO is uniquely suited to be a champion and researcher for healthy dining across campus.

Danielle Niro-Sams
Assistant Director Business Affairs - Rutgers Dining Services

Danielle Niro-Sams, is the Assistant Director Business Affairs, Rutgers Dining Services, at Rutgers, the State University of New Jersey, and has critical responsibility for all personnel, computing, and business matters for the department. RU Dining is consistently measured among the largest student dining operations nationwide encompassing fully self-operated student board, multiple nationally branded concepts, self-branded retail locations, catering, and private club operation on each of the five New Brunswick/Piscataway campuses. The department serves almost seven million meals annually.

One of her key duties is administrative oversight of student meal plan operations that serve approximately 15,000 plan holders and an additional 70,350 account holders participating in the discretionary debit card program, RU Express.

Ms. Niro-Sams is a 1995 graduate of the University of South Carolina with a degree in Hotel, Restaurant and Tourism Administration. Her professional career began in her home state of New Jersey with Compass Group, North America, and Eurest Dining Services. This Compass Group subsidiary is responsible for food service management in Compass Group's business and institutional segments. There her responsibilities progressed into the food service operation of elementary and secondary educational segments providing important experience into profile issues and concerns of major public educational district operations. Her daily managerial responsibilities impacted both traditional students and those with special needs.

By August 2005, Ms. Niro-Sams career progressed to a successful opportunity at Rutgers University. Her early involvement in all departmental operations, to include high volume student dining, catering event management, retail operation and sales, gave her the preparation necessary to assume a profile staff role.



Susan Dimiao
Catering Manager - Rutgers Dining Services

Service excellence, integrity, commitment and accountability, is Susan Dimiao's professional mantra, and the mission statement she has set forth for her department. Ms. Dimiao has implemented these standards with great success, throughout her 20 year career, providing Rutgers Catering services to the Rutgers University collegiate community.

As Rutgers University Catering Manager, Ms. Dimiao has successfully designed menus to accommodate the diverse expectations of her clients and developed departmental policies that have improved operational efficiencies that have resulted in caterings ability to increase their client base and expand services to include external clients.

Ms. Dimiao coordinates extensively with department leaders on the Governing Boards, Community Affairs & Engagement, Alumni & Donor Relations, Admissions, Athletics and the Foundation, to ensure their service needs are understood and realized.

Her focus on service excellence through continued staff development, and strong and effective leadership, has resulted in personnel retention and overwhelming customer satisfaction, as demonstrated in letters of commendation received.

Events Produced by Susan Dimiao include:

Rutgers Athletics Audi Club (successfully for the first 5 seasons)
Football Game Day Pre-Game Tailgate at President Barchi's Home
IMG Corporate Hospitality Tent
President of Botswana In-Game Party Deck Reception
Rutgers Athletics 50-Yard Line Dinner
250th Anniversary of Rutgers University
President Barchi's Annual Momentum Gala
Cancer Institute of New Jersey Annual Gala
Loyal Sons and Old Guard Events on Campus

And thousands more....



Twin Oaks Caterers Rich and Mike Pelligra

Twin Oaks Caterers opened its doors in February of 1989, with two generations of off premise catering experience under his belt the founder Luke Pelligra (Dad) opened Twin Oaks with a partner Pete Manero. We were officially Twin Oaks Caterers, Butcher and Deli with a retail butcher shop run by Pete, the catering operation run by Luke and the deli run by Grace (Mom) and Rose (Pete's wife). It wasn't long before the kids got involved, I (Mike) was a recent graduate from the Culinary Institute of America, sister Sandy was around to help, and brother Rich had just graduated from high school a few years earlier and was eager to get involved. It wasn't long before the catering operation was in full swing.

After a few years it was time to expand the catering operation and we decided to close the retail portion of the growing business and put all of our resources into off premise catering. Fast forward 15 years and Luke & Pete are retired, Mike and Rich have taken the reigns and Twin Oaks Caterers is well established as one of New Jersey's Premier off premise catering companies.

The family involvement has changed, we now have a great staff that we consider family and they care about the business and its customers as if it was their own. For over twenty years we have strived to make every event special, always improving menus, presentation and excelling in customer service. We're very proud of the accomplishments we've made in the catering industry over the years, our goal was never to be the biggest caterer on the block, just the best. We have proudly partnered with some really great industry professionals and have relationships that have lasted for decades.

What we are most proud of is the relationship we have with our customers. We've been proud partners with Rutgers University from the very beginning. We have been the go-to caterer for the Office of Continuing Professional Education "OCPE" since day one, we've catered literally thousands of events for them, customizing menus and services around their needs. We've been fortunate to work with many departments and some really terrific people at the university over the years and will continue to support RU in any way we are able.

Twin Oaks has successfully catered the Block R Party, visiting tailgates, and basketball hospitality for Rutgers Athletics in recent years.

We have a very diversified client base. Our corporate clients are also very loyal, name like ExxonMobil, PSE&G, Williams Sonoma, Lennar Homes, Toll Brothers & K Hov and have recently started working with Amazon at several of their local facilities.

We have received recognition from the Home News Tribune as the "Best of the Best" multiple times over the years and just recently we were ranked #1 by NJBIZ as New Jersey's Top Catering Company, but the accomplishments we are most proud are the relationships that we've created both with our clients and business partners. There are no plaques or articles written about these relationships but they mean the world to us.

REQUIRED REVENUE PROPOSAL

Submit a 5 year sales proforma and the percentage and guarantee amount you will pay Rutgers

Category	Year 1				Year 2				Year 3				Year 4				Year 5			
	Sales Estimate	Commission %	Commission \$	Guarantee \$	Sales Estimate	Commission %	Commission \$	Guarantee \$	Sales Estimate	Commission %	Commission \$	Guarantee \$	Sales Estimate	Commission %	Commission \$	Guarantee \$	Sales Estimate	Commission %	Commission \$	Guarantee \$
Football Games/Stadium Events - Food & Non Alcoholic Beverages	30% on first 400k 85% on next 300k \$700,000.00 40% on next 300k		\$225,000.00	\$150,000.00	30% on first 400k 35% on next 300k \$721,000.00 40% on next 300k		\$233,400.00	\$154,500.00	30% on first 400k 35% on next 300k \$742,630.00 40% on next 300k		\$242,052.00	\$159,135.00	30% on first 400k 35% on next 300k \$764,908.90 40% on next 300k		\$250,963.56	\$163,909.05	30% on first 400k 35% on next 300k \$787,856.17 40% on next 300k		\$260,142.47	\$168,826.32
Football Games/Stadium Events - PORTABLE Concessions - Food & Non Alcoholic Beverages	\$300,000.00 25% on first 400k		\$75,000.00	\$40,000.00	\$309,000.00 25% on first 400k		\$77,250.00	\$41,200.00	\$318,270.00 25% on first 400k		\$79,567.50	\$42,436.00	\$327,818.10 25% on first 400k		\$81,954.53	\$43,709.08	\$337,652.64 25% on first 400k		\$84,413.16	\$45,020.35
Men's/Women's Basketball Games & Concerts - Food & Non Alcoholic Beverages	30% on first 400k \$500,000.00 35% on next 300k		\$155,000.00	\$85,000.00	30% on first 400k \$515,000.00 35% on next 300k		\$160,250.00	\$87,550.00	30% on first 400k \$530,450.00 35% on next 300k		\$165,637.50	\$90,176.50	30% on first 400k \$546,363.50 35% on next 300k		\$171,227.23	\$92,881.80	30% on first 400k \$562,754.41 35% on next 300k		\$176,964.04	\$95,668.25
Men's/Women's Basketball Games & Concerts - PORTABLE Concessions - Food & Non Alcoholic Beverages	\$230,000.00 25% on first 400k		\$57,500.00	\$30,000.00	\$236,900.00 25% on first 400k		\$59,225.00	\$30,900.00	\$244,007.00 25% on first 400k		\$61,001.75	\$31,827.00	\$251,327.21 25% on first 400k		\$62,831.80	\$32,781.81	\$258,867.03 25% on first 400k		\$64,716.76	\$33,765.26
RAC Concession Space (daily operations) and all other Athletic or Special Events - Food & Non Alcoholic Beverages	30% on first 400k \$100,000.00 35% on next 300k		\$30,000.00	n/a until event schedule known	30% on first 400k \$103,000.00 35% on next 300k		\$30,900.00	n/a until event schedule known	30% on first 400k \$106,090.00 35% on next 300k		\$31,827.00	n/a until event schedule known	30% on first 400k \$109,272.70 35% on next 300k		\$32,781.81	n/a until event schedule known	30% on first 400k \$112,550.88 35% on next 300k		\$33,765.26	n/a until event schedule known
Football Stadium Beer	35% on first 400k 38% on next 300k \$800,000.00 42% on next 300k		\$296,000.00	n/a until permitted	35% on first 400k 38% on next 300k \$824,000.00 42% on next 300k		\$306,080.00	n/a until permitted	35% on first 400k 38% on next 300k \$848,720.00 42% on next 300k		\$316,462.40	n/a until permitted	35% on first 400k 38% on next 300k \$874,181.60 42% on next 300k		\$327,156.27	n/a until permitted	35% on first 400k 38% on next 300k \$900,407.05 42% on next 300k		\$338,170.96	n/a until permitted
RAC Beer	35% on first 400k 38% on next 300k \$400,000.00 42% on next 300k		\$140,000.00	n/a until permitted	35% on first 400k 38% on next 300k \$412,000.00 42% on next 300k		\$144,560.00	n/a until permitted	35% on first 400k 38% on next 300k \$424,360.00 42% on next 300k		\$149,256.80	n/a until permitted	35% on first 400k 38% on next 300k \$437,090.80 42% on next 300k		\$154,094.50	n/a until permitted	35% on first 400k 38% on next 300k \$450,203.52 42% on next 300k		\$159,077.34	n/a until permitted
Suite Food Catering	\$35,000.00 20% on external		\$7,000.00	n/a	\$36,050.00 20% on external		\$7,210.00	n/a	\$37,131.50 20% on external		\$7,426.30	n/a	\$38,245.45 20% on external		\$7,649.09	n/a	\$39,392.81 20% on external		\$7,878.56	n/a
Suite Alcoholic Beverage Catering	\$10,000.00 25% on external		\$2,500.00	n/a	\$10,300.00 25% on external		\$2,575.00	n/a	\$10,609.00 25% on external		\$2,652.25	n/a	\$10,927.27 25% on external		\$2,731.82	n/a	\$11,255.09 25% on external		\$2,813.77	n/a
Initial Capital Improvements	as needed				as needed				as needed				as needed				as needed			
Marketing Royalties	n/a				n/a				n/a				n/a				n/a			
Scholarship Fund	n/a				n/a				n/a				n/a				n/a			
Percentage of Gross Sales into an Equipment/Maintenance Fund Annually:	n/a				n/a				n/a				n/a				n/a			

Contract Year	Commission Guarantee	Football Revenue Threshold	Basketball Revenue Threshold	
2019-2020	\$305,000.00	400,000/700,000/1Mil	400,000/700,000/1Mil	See attachment for further detail
2020-2021	\$314,150.00	400,000/700,000/1Mil	400,000/700,000/1Mil	
2021-2022	\$323,574.50	400,000/700,000/1Mil	400,000/700,000/1Mil	
2022-2023	\$333,281.74	400,000/700,000/1Mil	400,000/700,000/1Mil	
2023-2024	\$343,280.19	400,000/700,000/1Mil	400,000/700,000/1Mil	
2024-2025	\$353,578.59	400,000/700,000/1Mil	400,000/700,000/1Mil	
2025-2026	\$364,185.95	400,000/700,000/1Mil	400,000/700,000/1Mil	
2026-2027	\$375,111.53	400,000/700,000/1Mil	400,000/700,000/1Mil	
2027-2028	\$386,364.87	400,000/700,000/1Mil	400,000/700,000/1Mil	
2028-2029	\$397,955.82	400,000/700,000/1Mil	400,000/700,000/1Mil	

Football Games & Concerts - Food & Non-Alcoholic Beverages Commissions payable shall be subject to the Revenue Threshold Set forth above	Commission % - Net Sales <=the Revenue Threshold	Commission % - Net Sales > the Revenue Threshold
Football Games & Concerts - Food & Non-Alcoholic Beverages	See attached	
Football Stadium Beer and Malt Beverages	See Attached	
Football Games & Concerts - Sub-Concessions - Food & Non-Alcoholic Beverages	See Attached	

Men's/Women's Basketball Games & Concerts - Food & Non Alcoholic Beverages Commissions payable shall be subject to the Revenue Threshold set forth above		
Men's/Women's Basketball Games & Concerts - Food & Non-Alcoholic Beverages	See attached	
Men's/Women's Basketball Games & Concerts - Sub Concessions - Food & Non-Alcoholic Beverages	See Attached	
RAC Beer and Malt Beverages	See Attached	
RAC and all other Athletic Events Food & Non-Alcoholic Beverages	See Attached	
RAC and all other Athletic Events Beer and Malt Beverages		

Other Considerations:

Marketing Royalties (To be paid to Rutgers)	n/a
Annual Rutgers in-kind catering Fund	n/a
Athletic Scholarship Fund (payable by August 1 of each year)	n/a
Annual Funding for Sport Nutritionist (payable by August 1 of each year)	n/a
Percentage of Gross Sales into an Equipment/Maintenance Fund Annually	n/a
Long Term Capital Contribution	n/a
2019 Capital Investment	n/a
2023 Capital Investment	n/a

Unrestricted Annual Funds

2019-2020	n/a
2020-2021	n/a
2021-2022	n/a
2022-2023	n/a
2023-2024	n/a
2024-2025	n/a
2025-2026	n/a
2026-2027	n/a
2027-2028	n/a
2028-2029	n/a

No commissions shall be paid on Rutgers catering, training table or camps. In addition commissions due to Rutgers will be reduced when promotional events, such as Dollar Days take place

REQUIRED COST PROPOSAL - MENU FOR CONCESSIONS

Specify each menu item, portion, and suggested selling price including non-alcoholic beverages

Menu Item	Portion/Size	Suggested Selling Price
Hot Dog	6 per pound	\$5.00
Chicken Tenders & Fries	3 tenders, fries	\$10.00
Hamburger & Fries	6oz patty, fries	\$12.00
Sausage Hoagie	8inch roll	\$10.00
Hot Drinks	12oz	\$4.00
Fresh Lemonade	20oz	\$6.00
Mrs Fields Cookies	2	\$7.00
Mrs Fields Brownie		\$7.00
Cookies Sandwich		\$8.00
Small Edible Cookie Dough		\$7.00
Large Edible Cookie Dough		\$11.00
Rita's Ice/Custard		\$8.00
Ritas Waffle Cone		\$8.00
Ice Cream Sandwich		\$8.00
Small Dippin Dots		\$7.00
Large Dippin Dots		\$11.00
Auntie Annes Pretzel		\$7.00
Auntie Annes Pretzel Nuggets		\$10.00
Auntie Annes Pretzel Dogs		\$9.00
Bottles Water	20oz	\$5.00
Bottled Soda	20oz	\$5.50
Fountain Soda	20oz	\$5.00
Souvenir Soda	24oz	\$7.00
Shaved Prime Rib Sandwich	8 inch roll	\$15.00
Half Rack Ribs	6-8 bones	\$17.00
Tater Tots	2.5# basket	\$12.00
Funnel Cake	9inch plate	\$12.00
Popcorn	Small	\$6.00
Large Popcorn - Souvenir	Large	\$12.00
Housemade Tortilla Chips	2.5# basket	\$8.00
Fresh made dipping sauces	5oz	\$5.00
Jersey Boardwalk Fries	Small Bucket	\$9.00
Jersey Boardwalk Fries	Large Bucket	\$12.00
Dunkin Donuts Hot Drink or Iced	Small	\$5.00
Dunkin Donuts Hot Drink or Iced	Large - Souvenir	\$10.00

REQUIRED COST PROPOSAL - MENU FOR SUITE CATERING

Specify each menu item, portion, and suggested selling price including BOTH alcoholic and non-alcoholic beverages:

Menu Item	Portion/Size	Suggested Selling Price
Catering packages All Vary	Per Person	\$15-\$40 per person

REQUIRED COST PROPOSAL - ALCOHOLIC BEVERAGES

Specify each item, portion, and suggested selling price including alcoholic beverages for Concessions Venues

Menu Item	Portion/Size	Suggested Selling Price
Domestic Beer	16oz	\$9.00
Domestic Beer	20oz	\$12.00
Craft/Import	16oz	\$11.00
Craft/Import	20oz	\$13.00
Glass of Wine	6oz	\$12.00
Audi Club - Domestic Beer	16oz	\$8.00
Audi Club - Craft/Import	16oz	\$10.00
Audi Club - Glass of Wine	6oz	\$10.00
Audi Club Cocktails	2oz Liquor	\$10.50 and up

REQUIRED COST PROPOSAL FOR TRAINING TABLE AND CAMP CATERING MEALS

Specify the 5 year price you will charge Rutgers for each listed meal, including beverages, for a balanced and diverse menu:

Training Table

Preseason football camp meals (breakfast, lunch, dinner)
Preseason football camp snack
Special football dinner
In-season football dinner
Off-season football dinner
In-season football breakfast
Off-season football breakfast
Gymnastics training table lunch
Gymnastics training table dinner
Recruiting breakfast
Recruiting lunch
Spring football brunch
Spring football dinner
In-season brunch
Off-season brunch
In-season lunch
Off-season lunch

5 year Price

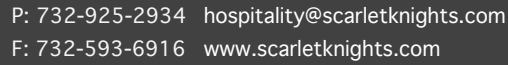
All pricing to be determined with our team, in coordination with Rutgers Dining Services, Jason Mitchell, and each team nutritionist.

Athletes can use a Rutgers meal plan with a regular meal swipe in any on-campus dining facility. Custom on-site buffets will be billed at an agreed upon rate based on individual team needs. It is NOT possible to commit to a 5 year price and be honest about that pricing.

A terrific sample menu for the Audi Club Training table is included in our packet and is priced at \$19.98 for breakfast and \$28.55 for lunch/dinner.

Camp

Camp breakfast
Camp lunch
Camp dinner
Camp snack
Special dinner
In-Season dinner
Off-Season dinner
Off-Season breakfast
Basketball training table dinner
Basketball special dinner
Recruiting lunch
Recruiting breakfast
Spring training dinner
VIP Brunch
Boxed lunches for Ath Dept Workers on game-days
Media Meals for Football and W & M Basketball
Audi Club Meal for Football Game-days



Brower Catering Office
 145 College Avenue
 New Brunswick, NJ 08901
 848-932-8044
 Fax 732-932-1206
 After Hours 848-932-7658
 Office Hours: Mon-Fri 8-5

RUTGERS UNIVERSITY CATERING

Neilson Catering Office
 177 Ryders Lane
 New Brunswick, NJ 08901
 848-932-1930
 Fax 732-932-1212
 After Hours 848-932-9798
 After Hours 848-932-9782
 Office Hours: Mon-Fri 8-5

TENT-Audi Club-Sample Breakfast Menu

Catered by: BROWER

Contract#: 00108739

CUSTOMER	EVENT INFORMATION
Doug Schneider Fax: Email: P.O.#: Check/CC Tbd	<i>Event Date:</i> Sunday, September 1, 2019 <i>Guest Count:</i> 1,000 <i>Service Type:</i> Buffet- Logowear <i>Contact Person:</i> Doug Schneider <i>Contact Phone:</i> <i>Salesperson:</i> Susan DiMaio

LOCATION AND TIMES			
Location	Setup Style	Start Time	End Time
Audi Club	To Follow	10:00 am	3:00 pm

MENU SELECTIONS			
Name	Quantity	Price	Total
PRE-GAME BUFFET	1000	\$45.00	\$45,000.00
LOGE Snacks		-	-
Packaged snacks & Candy		-	-
Concourse Action Stations w/Attendants			
Crispy Bread Pudding Bites			
Maple Syrup/Powdered Sugar			
Playa Bowls			
Dragon Fruit Puree			
Acai Fruit Puree			
Toppings:			
Granola, Blueberries, Chia Seeds			
Strawberries, Toasted Coconut			
Cinnamon & Honey			
10oz Plastic Bottles of OJ, Apple and Cranberry Juice		-	-
Assorted Donut Holes		-	-
HOT & COLD BUFFETS		-	-
Assorted Mini Muffins & Danish		-	-
Mini Bagels with Cream cheese, butter & Jelly pc's		-	-
Grapes, Bananas & Apples			
Roasted Vegetable Fritatta		-	-

Catered by: BROWER

TENT-Audi Club-Sample Breakfast Menu

Event Date: Sunday, September 1, 2019

Contract#: 00108739

Printed on Friday, February 8, 2019 at 4:04 pm

Egg, Cheese & Chive Stuffed Breakfast Biscuit		
Crispy Bacon	-	-
Potato Cubes w/Satueed Peppers & Onions	-	-
Bottles of Ketsup		
CARVING STATION		
2 Attendants		
Baked Ham	-	-
Creamed Chipped Beef		
Toast Points		
Bowls of Continental Butter		
Bottles of Spicy Brown & Yellow Mustard		
Build Your Own Salad Bar		
Artisan Breads, Butter		
Mixed Nuts		
Fruit Salad		
Assorted composed salads		
Assorted Lettuces, Toppings & Dressings		
HALF TIME BUFFETS		
Best All Beef Hot Dogs		
Sauerkraut		
Vegetarian Baked Beans		
Baked Mac & Cheese		
Hot Dog Rolls (Potato)		
BULK Relish, Mustard, Ketsup		
Carving Station 1/2 Time		
Sloppy Joes		
Hamburger Buns (Potato)		
Cole Slaw		
Individual Bags of Chips & Pretzels		
COFFEE & DESSERT SERVICE		
(2) Locations on concourse		
Coffee, Tea, Decaf (Lmns, Crm, Sgr)		
"R" Sugar Cookies		
Bakeshops Choice of 3 Desserts (no nuts)		
* Server *		
OTHER CHARGES		
STAFFING	PURCHASE MATERIALS	
OUTSIDE SERVICES	ROOM CHARGES	-

SPECIAL INSTRUCTIONS	BILLING																		
	<table> <tr> <td><i>Subtotal:</i></td><td>\$45,000.00</td></tr> <tr> <td><i>Discount:</i></td><td>-</td></tr> <tr> <td><i>Tax 1:</i></td><td>-</td></tr> <tr> <td><i>Tax 2:</i></td><td>-</td></tr> <tr> <td><i>Service Charge:</i></td><td>-</td></tr> <tr> <td><i>Gratuity:</i></td><td>-</td></tr> <tr> <td><i>Contract Total:</i></td><td>\$45,000.00</td></tr> <tr> <td><i>Total Credits:</i></td><td>-</td></tr> <tr> <td><i>Adjusted Total:</i></td><td>\$45,000.00</td></tr> </table>	<i>Subtotal:</i>	\$45,000.00	<i>Discount:</i>	-	<i>Tax 1:</i>	-	<i>Tax 2:</i>	-	<i>Service Charge:</i>	-	<i>Gratuity:</i>	-	<i>Contract Total:</i>	\$45,000.00	<i>Total Credits:</i>	-	<i>Adjusted Total:</i>	\$45,000.00
<i>Subtotal:</i>	\$45,000.00																		
<i>Discount:</i>	-																		
<i>Tax 1:</i>	-																		
<i>Tax 2:</i>	-																		
<i>Service Charge:</i>	-																		
<i>Gratuity:</i>	-																		
<i>Contract Total:</i>	\$45,000.00																		
<i>Total Credits:</i>	-																		
<i>Adjusted Total:</i>	\$45,000.00																		

Policy reminders:

- Catering asks that you provide event confirmation via a signed contract as soon as the details of your event have been finalized, but within 3 business days of service. We will call or email a reminder if a signed contract has not been received in a timely fashion, but appreciate your attention to this request. If we do not receive confirmation, it will be assumed our services are no longer needed.
- Catering requests a confirmed guest count at least 3 business days prior to the date of service. *Note: This confirmed guest count is the minimum you will be billed, but we will adjust your contract charges post event, should we feed additional guests.
- In an effort to ensure product availability, we ask that requests for catering be provided at least 3 business days prior to the date of service. If you are unable to provide 3 days' notice, a fee of \$25 will apply and catering will make every effort to accommodate your specific menu requests.
- We are at the ready to deliver your order, but require a minimum order of \$75 to qualify for free delivery. Should you not meet the minimum order requirement, delivery is available at an additional fee of \$60.

***Note that our drivers are on a very tight delivery schedule which requires building/room access within 45 minutes of the contracted start time. Denied access may result in the late delivery of your event.

- Please review your contract for accuracy and note that any staffed event that extends beyond the contracted end time, may incur additional server fees.
- Please note: The clean up of any event that does not have catering staff onsite, is the responsibility of the client. So please plan accordingly.
- Rutgers Dining Services requires payment before catering services can be provided, and we ask that whenever possible, payment is processed at least 3 business days prior to your event. We gladly accept all major credit cards, checks payable to "Rutgers University Catering", or by creating an IPO using the internal purchasing system, SciQuest Marketplace.
To navigate the new procurement system, follow these steps and contact a catering representative if you have any questions:
 - o Log into the SciQuest Marketplace
 - o Click the shopping cart icon located in the left margin of the home page
 - o Click shopping, then search Dining Services Catering (#40)
 - o Create an IPO making sure to reference the catering contract number
- We appreciate that on occasion events need to cancel or re-schedule with short notice, so should that be the case, cancellation fees may apply

Thank you for trusting Rutgers University Catering with your service needs!

Client Signature
Voucher #

Date

IPO # / Check # /

Catered by: **BROWER**

Event Date: **Sunday, September 1, 2019**

Printed on Friday, February 8, 2019 at 4:04 pm

TENT-Audi Club-Sample Breakfast Menu

Contract#: 00108739

Brower Catering Office
 145 College Avenue
 New Brunswick, NJ 08901
 848-932-8044
 Fax 732-932-1206
 After Hours 848-932-7658
 Office Hours: Mon-Fri 8-5

RUTGERS UNIVERSITY CATERING

Neilson Catering Office
 177 Ryders Lane
 New Brunswick, NJ 08901
 848-932-1930
 Fax 732-932-1212
 After Hours 848-932-9798
 After Hours 848-932-9782
 Office Hours: Mon-Fri 8-5

TENT-Audi Club Sample Lucnh/Dinner Menu

Catered by: **BROWER**

Contract#: 00108738

CUSTOMER	EVENT INFORMATION
Doug Schneider Fax: Email: P.O.#: Check/CC Tbd	<i>Event Date:</i> Sunday, September 1, 2019 <i>Guest Count:</i> 1,000 <i>Service Type:</i> Buffet- Logowear <i>Contact Person:</i> Doug Schneider <i>Contact Phone:</i> <i>Salesperson:</i> Susan DiMaio

LOCATION AND TIMES			
Location	Setup Style	Start Time	End Time
Audi Club	To Follow	5:30 pm	10:30 pm

MENU SELECTIONS			
Name	Quantity	Price	Total
PRE-GAME BUFFET	1000	\$45.00	\$45,000.00
LOGE Snacks		-	-
Individual bags of snacks:		-	-
Terra Chips			
Pretzels			
M&M's			
Skittles			
Snickers			
Rice Crispy Treats			
Concourse Action Stations w/attendants			
Beef Chili with toppings & Tortilla			
Scoops			
Fresh Popped Popcorn Cart			
Assorted toppings			
Servery			
(4) HOT & COLD BUFFETS		-	-
(1) Buffet to remain open throughout			
COMPOSED SALADS:			
Mediterranean Quinoa Salad			
Green Bean and Red Pepper Salad		-	-
Fresh Mozzarella, Basil & Tomato Salad			
HOT SELECTIONS:			

Catered by: **BROWER**

TENT-Audi Club Sample Lucnh/Dinner Menu

Event Date: Sunday, September 1, 2019

Contract#: 00108738

Printed on Friday, February 8, 2019 at 4:04 pm

Salmon Pinwheels Veloute
 Chicken Fingers
 Pasta Michael w/Shrimp, Sundried Tomatoe
 & Asparagus
 Cheddar Mashed Potatoes
 BBQ, Honey Mustard

Deconstructed Salad Station
 Variety of lettuces, composed salads
 salad fixings and dressings
 Fruit Salad
 Assorted Artisan Breads

CARVING STATIONS (2)
 2 Attendants
 Marinated Hanger Steak (GF)
 Sweet Potato Fries
 Assorted Dinner Rolls w/Wrapped Butter

HALF TIME
 Hot Dogs
 Hot Dog Rolls (Potato)
 Sauerkraut
 Relish, Mustard, Ketsup Bottles

Half Time Hot Sandwich Station
 Sausage,Pepper, Onion Sandwiches
 Hoagie Rolls
 Red Bliss Potato Salad

COFFEE/DESSERT SERVICE ALL DAY
 (1) Station on each wing
 Bakeshops choice of 4 desserts
 (NO NUTS)

* Server *

OTHER CHARGES

STAFFING

PURCHASE MATERIALS

OUTSIDE SERVICES

ROOM CHARGES

-

SPECIAL INSTRUCTIONS

R Logo 9" and 6" plastic white plates
 R 16oz Coffee Cups w/lids
 R Cocktail & Dinner napkins
 Reflections disposable flatware
 R Bowls for salad station
 Soup cups for action station

 Employee Meal 4:30pm Chef's choice

BILLING

<i>Subtotal:</i>	\$45,000.00
<i>Discount:</i>	-
<i>Tax 1:</i>	-
<i>Tax 2:</i>	-
<i>Service Charge:</i>	-
<i>Gratuity:</i>	-
Contract Total:	\$45,000.00
Total Credits:	-
Adjusted Total:	\$45,000.00

Policy reminders:

- Catering asks that you provide event confirmation via a signed contract as soon as the details of your event have been finalized, but within 3 business days of service. We will call or email a reminder if a signed contract has not been received in a timely fashion, but appreciate your attention to this request. If we do not receive confirmation, it will be assumed our services are no longer needed.
- Catering requests a confirmed guest count at least 3 business days prior to the date of service. *Note: This confirmed guest count is the minimum you will be billed, but we will adjust your contract charges post event, should we feed additional guests.
- In an effort to ensure product availability, we ask that requests for catering be provided at least 3 business days prior to the date of service. If you are unable to provide 3 days' notice, a fee of \$25 will apply and catering will make every effort to accommodate your specific menu requests.
- We are at the ready to deliver your order, but require a minimum order of \$75 to qualify for free delivery. Should you not meet the minimum order requirement, delivery is available at an additional fee of \$60.

***Note that our drivers are on a very tight delivery schedule which requires building/room access within 45 minutes of the contracted start time. Denied access may result in the late delivery of your event.

- Please review your contract for accuracy and note that any staffed event that extends beyond the contracted end time, may incur additional server fees.
- Please note: The clean up of any event that does not have catering staff onsite, is the responsibility of the client. So please plan accordingly.
- Rutgers Dining Services requires payment before catering services can be provided, and we ask that whenever possible, payment is processed at least 3 business days prior to your event. We gladly accept all major credit cards, checks payable to "Rutgers University Catering", or by creating an IPO using the internal purchasing system, SciQuest Marketplace.
To navigate the new procurement system, follow these steps and contact a catering representative if you have any questions:
 - o Log into the SciQuest Marketplace
 - o Click the shopping cart icon located in the left margin of the home page
 - o Click shopping, then search Dining Services Catering (#40)
 - o Create an IPO making sure to reference the catering contract number
- We appreciate that on occasion events need to cancel or re-schedule with short notice, so should that be the case, cancellation fees may apply

Thank you for trusting Rutgers University Catering with your service needs!

Client Signature
Voucher #

Date

IPO # / Check # /

Catered by: **BROWER**

Event Date: **Sunday, September 1, 2019**

Printed on Friday, February 8, 2019 at 4:04 pm

TENT-Audi Club Sample Lucnh/Dinner Menu

Contract#: **00108738**

Brower Catering Office
 145 College Avenue
 New Brunswick, NJ 08901
 848-932-8044
 Fax 732-932-1206
 After Hours 848-932-7658
 Office Hours: Mon-Fri 8-5

RUTGERS UNIVERSITY CATERING

Neilson Catering Office
 177 Ryders Lane
 New Brunswick, NJ 08901
 848-932-1930
 Fax 732-932-1212
 After Hours 848-932-9798
 After Hours 848-932-9782
 Office Hours: Mon-Fri 8-5

Training Table Breakfast-SAMPLE MENU

Catered by: BROWER

Contract#: 00109129

CUSTOMER	EVENT INFORMATION
Nick Emanuel Dining Services Fax: Email: nick.emanuel@dining.rutgers.edu P.O.#: CC	<i>Event Date:</i> Thursday, February 28, 2019 <i>Guest Count:</i> 155 <i>Service Type:</i> 10-1/4 Blk-Recruits <i>Contact Person:</i> Nick Emanuel <i>Contact Phone:</i> 2-8040 <i>Salesperson:</i> Susan DiMaio

LOCATION AND TIMES			
Location	Setup Style	Start Time	End Time
Audi Club	As Is	6:30 am	9:30 am

MENU SELECTIONS			
Name	Quantity	Price	Total
Training Table Breakfast Inclusive of equipment and labor	155	\$19.98	\$3,096.90
Omelete Station		-	-
2- Attendants		-	-
Cage Free Eggs & Egg Whites		-	-
Onion		-	-
Red Bell Peppers		-	-
Sweet Sausage		-	-
Mushrooms		-	-
Diced Ham		-	-
Diced Turkey		-	-
Diced Tomatoes		-	-
Shredded Cheddar		-	-
Feta Cheese		-	-
Fresh Spinach, Broccoli Florets		-	-
Full Size Bagels with Cream Cheese, Butter & Jelly		-	-
Assorted Mini Muffins & Danish		-	-
Buffet		-	-
Hard Boiled Eggs		-	-
Scrambled Eggs		-	-
Roasted Vegetable Frittata		-	-
Sweet Potao Hash		-	-

Catered by: BROWER

Training Table Breakfast-SAMPLE MENU

Event Date: Thursday, February 28, 2019

Contract#: 00109129

Printed on Wednesday, March 6, 2019 at 12:32 pm

Crispy Bacon	-	-
Turkey Bacon	-	-
French Toast Sticks w/Maple Syrup	-	-
Chocolate Chip Pancakes	-	-
Whole Bananas, Apples & Oranges	-	-
Bunches of Red & Green Grapes	-	-
Fresh Fruit Salad	-	-
Individual Whole Milk, 2% and Chocolate Milk	-	-
FOR 30	-	-
Coffee, Tea, Decaf (Lmns, Crm, Sgr)	-	-
* Server *	-	-
OTHER CHARGES		
STAFFING	PURCHASE MATERIALS	
OUTSIDE SERVICES	ROOM CHARGES	-
SPECIAL INSTRUCTIONS		BILLING
Linen napkin Rollups with Fork & Knife 16oz Red Coffee Cups w/Lids & Stirrers-send carousel & 3 tier stand		<i>Subtotal:</i> \$3,096.90 <i>Discount:</i> - <i>Tax 1:</i> - <i>Tax 2:</i> - <i>Service Charge:</i> - <i>Gratuity:</i> - Contract Total: \$3,096.90 Total Credits: - Adjusted Total: \$3,096.90

Policy reminders:

- Catering asks that you provide event confirmation via a signed contract as soon as the details of your event have been finalized, but within 3 business days of service. We will call or email a reminder if a signed contract has not been received in a timely fashion, but appreciate your attention to this request. If we do not receive confirmation, it will be assumed our services are no longer needed.
- Catering requests a confirmed guest count at least 3 business days prior to the date of service. *Note: This confirmed guest count is the minimum you will be billed, but we will adjust your contract charges post event, should we feed additional guests.
- In an effort to ensure product availability, we ask that requests for catering be provided at least 3 business days prior to the date of service. If you are unable to provide 3 days' notice, a fee of \$25 will apply and catering will make every effort to accommodate your specific menu requests.
- We are at the ready to deliver your order, but require a minimum order of \$75 to qualify for free delivery. Should you not meet the minimum order requirement, delivery is available at an additional fee of \$60.

***Note that our drivers are on a very tight delivery schedule which requires building/room access within 45 minutes of the contracted start time. Denied access may result in the late delivery of your event.

- Please review your contract for accuracy and note that any staffed event that extends beyond the contracted end time, may incur additional server fees.
- Please note: The clean up of any event that does not have catering staff onsite, is the responsibility of the client. So please plan accordingly.
- Rutgers Dining Services requires payment before catering services can be provided, and we ask that whenever possible, payment is processed at least 3 business days prior to your event. We gladly accept all major credit cards, checks payable to "Rutgers University Catering", or by creating an IPO using the internal purchasing system, SciQuest Marketplace.
To navigate the new procurement system, follow these steps and contact a catering representative if you have any questions:
 - o Log into the SciQuest Marketplace
 - o Click the shopping cart icon located in the left margin of the home page
 - o Click shopping, then search Dining Services Catering (#40)
 - o Create an IPO making sure to reference the catering contract number
- We appreciate that on occasion events need to cancel or re-schedule with short notice, so should that be the case, cancellation fees may apply

Thank you for trusting Rutgers University Catering with your service needs!

Client Signature
Voucher #

Date

IPO # / Check # /

Catered by: BROWER

Event Date: Thursday, February 28, 2019

Printed on Wednesday, March 6, 2019 at 12:32 pm

Training Table Breakfast-SAMPLE MENU

Contract#: 00109129

Brower Catering Office
 145 College Avenue
 New Brunswick, NJ 08901
 848-932-8044
 Fax 732-932-1206
 After Hours 848-932-7658
 Office Hours: Mon-Fri 8-5

RUTGERS UNIVERSITY CATERING

Neilson Catering Office
 177 Ryders Lane
 New Brunswick, NJ 08901
 848-932-1930
 Fax 732-932-1212
 After Hours 848-932-9798
 After Hours 848-932-9782
 Office Hours: Mon-Fri 8-5

Training Table Lunch-SAMPLE MENU

Catered by: **BROWER**

Contract#: 00109130

CUSTOMER	EVENT INFORMATION
Nick Emanuel Dining Services Fax: Email: nick.emanuel@dining.rutgers.edu P.O.#: CC	<i>Event Date:</i> Thursday, February 28, 2019 <i>Guest Count:</i> 155 <i>Service Type:</i> 10-1/4 Blk-Recruits <i>Contact Person:</i> Nick Emanuel <i>Contact Phone:</i> 2-8040 <i>Salesperson:</i> Susan DiMaio

LOCATION AND TIMES			
Location	Setup Style	Start Time	End Time
Audi Club	As Is	10:30 am	1:30 pm

MENU SELECTIONS			
Name	Quantity	Price	Total
Training Table Lunch	155	\$28.55	\$4,425.25
Inclusive of equipment and labor		-	-
Pasta Station		-	-
2- Attendants		-	-
Semolina & Whole Wheat Pasta		-	-
Alfredo & Marinara Sauce		-	-
Diced Red Onion		-	-
Diced Red Bell Peppers		-	-
Button Mushrooms		-	-
Sweet Sausage		-	-
Diced Tomatoes		-	-
Shredded Mozzarella		-	-
Fresh Spinach, Broccoli		-	-
Grated Parmesan		-	-
Garlic Bread		-	-
Soup of the Day		-	-
Buffet		-	-
Assorted Rolls & Butter		-	-
Spring Mix Greens		-	-
Sliced Cucumber		-	-
Shredded Carrots		-	-
Cherry Tomatoes		-	-
Ranch & Balsamic dressing		-	-

Catered by: **BROWER**

Training Table Lunch-SAMPLE MENU

Event Date: Thursday, February 28, 2019

Contract#: 00109130

Printed on Wednesday, March 6, 2019 at 12:39 pm

Chicken Parmesan	-	-
Oven Roasted Salmon	-	-
Sliced Flat Iron Steak	-	-
White Rice	-	-
Brown Rice	-	-
Garlic Roasted Red Bliss Potatoes	-	-
Roasted Butternut Squash	-	-
Seasonal Mixed Vegetables	-	-
Cookies & Brownies	-	-
Whole & Sliced Fresh fruit selection	-	-
Individual Whole Milk, 2% and Chocolate Milk	-	-
FOR 30	-	-
Coffee, Tea, Decaf (Lmns, Crm, Sgr)	-	-
* Server *	-	-
OTHER CHARGES		
STAFFING	PURCHASE MATERIALS	
OUTSIDE SERVICES	ROOM CHARGES	-
SPECIAL INSTRUCTIONS		BILLING
Linen napkin Rollups with Fork & Knife 16oz Red Coffee Cups w/Lids & Stirrers-send carousel & 3 tier stand		<i>Subtotal:</i> \$4,425.25 <i>Discount:</i> - <i>Tax 1:</i> - <i>Tax 2:</i> - <i>Service Charge:</i> - <i>Gratuity:</i> - Contract Total: \$4,425.25 Total Credits: - Adjusted Total: \$4,425.25

Policy reminders:

- Catering asks that you provide event confirmation via a signed contract as soon as the details of your event have been finalized, but within 3 business days of service. We will call or email a reminder if a signed contract has not been received in a timely fashion, but appreciate your attention to this request. If we do not receive confirmation, it will be assumed our services are no longer needed.
- Catering requests a confirmed guest count at least 3 business days prior to the date of service. *Note: This confirmed guest count is the minimum you will be billed, but we will adjust your contract charges post event, should we feed additional guests.
- In an effort to ensure product availability, we ask that requests for catering be provided at least 3 business days prior to the date of service. If you are unable to provide 3 days' notice, a fee of \$25 will apply and catering will make every effort to accommodate your specific menu requests.
- We are at the ready to deliver your order, but require a minimum order of \$75 to qualify for free delivery. Should you not meet the minimum order requirement, delivery is available at an additional fee of \$60.

***Note that our drivers are on a very tight delivery schedule which requires building/room access within 45 minutes of the contracted start time. Denied access may result in the late delivery of your event.

- Please review your contract for accuracy and note that any staffed event that extends beyond the contracted end time, may incur additional server fees.
- Please note: The clean up of any event that does not have catering staff onsite, is the responsibility of the client. So please plan accordingly.
- Rutgers Dining Services requires payment before catering services can be provided, and we ask that whenever possible, payment is processed at least 3 business days prior to your event. We gladly accept all major credit cards, checks payable to "Rutgers University Catering", or by creating an IPO using the internal purchasing system, SciQuest Marketplace.
To navigate the new procurement system, follow these steps and contact a catering representative if you have any questions:
 - o Log into the SciQuest Marketplace
 - o Click the shopping cart icon located in the left margin of the home page
 - o Click shopping, then search Dining Services Catering (#40)
 - o Create an IPO making sure to reference the catering contract number
- We appreciate that on occasion events need to cancel or re-schedule with short notice, so should that be the case, cancellation fees may apply

Thank you for trusting Rutgers University Catering with your service needs!

Client Signature
Voucher #

Date

IPO # / Check # /

Catered by: **BROWER**

Event Date: **Thursday, February 28, 2019**

Printed on Wednesday, March 6, 2019 at 12:39 pm

Training Table Lunch-SAMPLE MENU

Contract#: 00109130