

COLLEGE & UNIVERSITY

POST - COVID19
CHANNEL GUIDE

BACK TO BUSINESS:
Let's get there together!



Key COVID-19 INSIGHTS & TRENDS IN C&U

Food is an integral part of the college life experience – providing opportunities to connect with peers, creating a sense of belonging, and driving overall nourishment and well-being. State and university COVID-19 regulations have changed the ways colleges & universities – and their foodservice teams – can operate. We know it can be challenging to know how to adapt your operation this summer and fall as restrictions lift and students return to campus.



KEY CDC GUIDANCE FOR C&U'S:

As you plan your operation's approach to re-opening, be sure to follow all CDC guidance. We've highlighted some of the latest guidance on key aspects for C&U foodservice:

De-Densifying & Social Distancing

The virus is thought to spread mainly from person-to-person, so social distancing measures are best to help prevent spread.

The CDC recommends:

- Restrict the number of workers, students and visitors in dining halls, kitchens, and waiting areas to maintain 6-foot distance between people
- Space seating in dining hall at least 6 feet apart when feasible
- Provide physical guides, such as tape on the floor and signs on walls to remain 6 feet apart in lines
- Install physical barriers, such as sneeze guards and partitions in areas where difficult to social distance such as cash registers
- Limit large gatherings and events

TIP: Set up 'reservation-like' systems to help limit the rush of students in the dining halls

Menu Guidance & Support

It is possible that a person can get COVID-19 by touching a surface or object that has the virus on it and then touching one's own mouth, nose, or possibly their eyes, but this is not thought to be the main way the virus spreads.

The CDC recommends:

- Provide Grab & Go options for meals
- Serve individually plated meals (vs buffet or self-serve stations)
- Use disposable food service items like utensils or dishes
 - Ensure all non-disposable foodservice items are handled with gloves and washed with dish soap and hot water or in a dishwasher
- Leverage pre-packaged boxes of bags for catering events

Other ideas from General Mills:

- Simplifying the menu
- Adjusting your staffing and labor approach to manage COVID19 related changes

For More Guidance...

<https://www.cdc.gov/coronavirus/2019-ncov/community/colleges-universities/considerations.html>

<https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/business-employers/bars-restaurants.html>

Key COVID-19 INSIGHTS & TRENDS IN C&U

C&U's have gone through tremendous transitions due to COVID19. We know these past few months and preparing for students coming back to campus is the fall has not been easy. Our focus is to support you and your business, and to help offer guidance on adapting to this new normal across the operation – from cafeterias to coffee shops, grab-and-go to bulk service.



THE TOP COVID-19 CONSUMER TRENDS

The main student needs – joy, wellness, ease and values – will not change. But COVID-19 is shifting how those needs are fulfilled and balanced.

WELLNESS

SAFETY

Fear is driving decisions, and “sanitized” is synonymous with “healthy”

- Hygiene
- Every business is a health business
- Theater of clean

JOY

COMFORT

Stress and uncertainty drive people to seek joy in comfort

- Comfort food
- Smaller indulgences

CONNECTION & BELONGING

- Together but apart*
- Virtual connection
 - Creating rituals
 - Expert experiences

EASE

FLEXIBLE SOLUTIONS

How to do more with less!

- Alternative service models & versatile products that meet these new service model needs

TECH-ENABLED LIFE

Better/faster digital solutions will become a way of life

- Acceleration of e-commerce and digital ordering and delivery

VALUES

GREATER GOOD

A shift to focus on thinking of the crowd

- Community outreach
- Food pantries

PRODUCTS & SUPPORT FROM GENERAL MILLS

General Mills is here to help you as you navigate the “new normal” on campus this fall. With our *student loved brands, product formats to fit your operation, and ideas and solutions* – we are here to support you serve your students safely! Here is a preview of all our support and read on in the guide for more detailed insights and solutions!

CEREAL SOLUTIONS



Cereal is the #1 breakfast item for students¹

General Mills has the top brands in C&U² and serving our cereals increases the likelihood that students will join or remain on a meal plan³!

Ask about new bulk cereal bins and rebates!

YOGURT SOLUTIONS



Yogurt is perfect solution for students looking for taste, convenience and health

Yoplait is the #1 brand in C&U⁴

Ask about our new rebates!

BREAKFAST BAKERY SOLUTIONS



Breakfast bakery makes up more than 70% of all breakfast sides⁵

Pillsbury™ is the #1 brand in muffins, cinnamon rolls and scones⁶

SANDWICH CARRIERS & SIDES SOLUTIONS



Breakfast Sandwiches are the #1 breakfast order, and fastest-growing, at QSRs⁵

Pillsbury™ is the #1 brand in frozen biscuits⁶

GRIDDLE SOLUTIONS



Pancakes and waffles are versatile to deliver on traditional tastes and act as the canvas for more indulgent, trending and profitable meals

Our mixes and individually wrapped offerings are free from artificial flavors and colors from artificial sources

SNACKS SOLUTIONS



Meets a variety of consumer needs ranging from protein fuel to indulgent treat.

Our portfolio of favorites from Nature Valley™ bars (#1 selling bar in the world!⁷) and Larabars™ to Chex Mix™ and Gardetto's™

Ask about our new rebates!

Keep reading for more ideas and solutions to serve these categories in your operation!

Key COVID-19 INSIGHTS & TRENDS IN C&U

WELLNESS

SAFETY

Fear is driving decisions, and “sanitized” is synonymous with “healthy”

- Hygiene
- Every business is a health business
- Theater of clean

INSIGHTS

- Dining Halls experience high traffic, which inherently increases the risk of spreading infections
- Long lines could also be potential hazards for spreading coronavirus, driving an additional need for faster service
- Self-serve offerings are challenged from a safety and perception perspective: 60% of consumers would be comfortable visiting a cafeteria if self-serve areas were removed¹
 - Significant cafeteria options are self-serve
 - Salad/parfait bar
 - Hot bar
 - Baked goods
 - Beverages



POTENTIAL SOLUTIONS

Safety:

- **Signage:** Highlight sanitization actions through signage and encourage cleaning staff to be visible – their presence offers reassurance
- **Seeing is believing:** Students need to see everything from frequent cleaning of high-touch areas to employees in safety apparel to making sure food is covered for protection

Self-Serve stations:

- **Full service:** Repurpose a staff member to serve bulk items with gloves and masks or have them pre-portion bulk items in to-go packaging
- **Customization:** Unlock students need for customization with pre-packaged ala carte grab & go options
- **Single Serve:** Temporary conversion to single serve or individually wrapped options

Grab & Go:

- **Packaging:** Leverage packaging options to quickly and cost effectively transition more of your offerings to grab & go
 - Plastic is the top-rated serving container for that consumers feel most comfortable using¹. However, C&U students are very conscious of the environment, so look for recyclable and/or compostable options

Made to Order Stations:

- **Limited Menus:** Pare down menus to items with quick prep to keep lines from getting too long and getting students in and out of the cafeteria quickly. GMI has the versatile products to help you create many recipes out of the same product
- **Training:** Implement Assembly Line/Batch Prepping to help employees still observe tight sanitation rules, but prep more and quicker so offerings can remain under temperature controls

¹ Technomic “What Recovery Looks Like”, May 2020

Key COVID-19 INSIGHTS & TRENDS IN C&U

JOY

CONNECTION & BELONGING

Together but apart

- *Virtual connection*
- *Creating rituals*
- *Expert experiences*

COMFORT

Stress and uncertainty drive people to seek joy in comfort

- *Comfort food*
- *Smaller indulgences*

INSIGHTS

- Food is central to community and the dining hall is a major aspect of the college experience
- It provides opportunities to connect and meet peers, but changes will need to be made that will impact those opportunities
- As students emerge from COVID-19 crisis, they will ease into environments that provide a comfort zone
- Students are excited at the prospect of re-engaging with friends over food, but not ready for big crowds that make it impossible to keep your distance
- Additionally, college can already cause anxiety, especially for Freshman arriving on campus for the first time.
- Food is a key to lifting spirits, helping students feel at ease



POTENTIAL SOLUTIONS

Connection & Belonging:

- **Virtual Connection:** Offer virtual “meal groups” and connections to create opportunities for students to be together, but apart

Comfort:

- **Comfort Foods:** Familiar foods will help bring calm during stressful times
- **Small Indulgences:** Offer baked goods in to-go packages to brighten days



Key COVID-19 INSIGHTS & TRENDS IN C&U

EASE

FLEXIBLE SOLUTIONS

How to do more with less!

- Alternative service models & versatile products that meet these new service model needs

TECH-ENABLED LIFE

Better/faster digital solutions will become a way of life

- Acceleration of e-commerce and digital ordering and delivery

INSIGHTS

- Changes to the traditional dining hall experience, present an opportunity to test and adopt alternative service models to meet student needs and drive revenue
- Online/app ordering & delivery is increasing across students' lives, and expectations are growing at all foodservice operations – C&U's included
- Existing dining service infrastructure and capabilities don't always allow for these service models



POTENTIAL SOLUTIONS

Flexible Solutions

- Kits: Offer snack and meal kits for students on and off campus to bring home and create with friends and roommates
- Versatility: Prioritize products that can make multiple types of recipes
- Packaging: Work with manufacturer partners to identify the best to-go packaging solutions that meet your needs (value, recyclable, etc.)

Tech-Enabled Life

- Delivery Proof Items: Prioritize products with longer hold times for flawless execution
- Order ahead: Use "call-ahead" to get orders in advance for easy pickup
- Curbside: This is a low-contact way to continue serving students who previously frequented the dining hall

VALUES

Greater Good

Stress causes either 1) a shift to focus on thinking of the crowd or 2) focus on self-protection

- Community outreach
- Food pantries

INSIGHTS

- C&U's have always played a significant role in their communities both on and off campus
- As we emerge from COVID-19 lockdowns, this will be more evident and important to students as ever



POTENTIAL SOLUTIONS

Greater Good

- Community support: Students are eager to help their communities. Leverage C&U resources to position excess items for on- and off-campus food pantries and connect students with non-profits looking for help

CEREAL SOLUTIONS



Why cereal?

- Cereal is the #1 breakfast item¹
- Cereal variety can appeal to a wide range of consumers from taste-first seekers to the health-conscious
- Cereal can be consumed in the morning or as a snack all day long
- Cereal is an easy, low cost option for operators

Why General Mills?

- Students LOVE General Mills cereals
 - General Mills has the top 4 and 11 of the top 15 Brands in C&U²
 - Nature Valley™ is the #1 granola brand in C&U²
- Serving General Mills Cereals increases students':
 - Likelihood to remain or join a meal plan³
 - Quality and Value perceptions of cafeteria³
 - Satisfaction of cereal variety³
- General Mills is a leader in cereal innovation – from removing artificial colors and flavors to launching a new gluten-free cup cereal variety pack

POTENTIAL SOLUTIONS FOR COVID-19 CHALLENGES

Self-Serve & Grab & Go Stations – while risk of COVID-19 transmission from touching shared objects is lower, student perceptions may require you to repurpose your bulk cereal offering. Here are some ideas from GMI:

- **“Sanitized Self-Serve”**
Students use bulk cereal dispensers with added sanitary measures including providing sanitizing wipes and signage highlighting the frequency of cleaning
- **Cereal “Butler”**
Leverage one of your staff members to pour out the bowls of cereal for your students or wipe down the cereal dispenser after each student use. Make sure the staff member is wearing gloves and a mask to demonstrate the cleanliness of the dispenser
- **Pre-Portioned Cereal**
Pre-pour cereal into to-go bowls for students to grab quickly and easily. Leverage different packaging ideas (from bowls to small bags for snacking) and wrapping to keep fresh and clean
- **Single Serve Options**
General Mills has a wide variety of single serve options including a newly optimized cup cereal variety pack portfolio to meet C&U students needs!

GENERAL MILLS CEREAL PORTFOLIO



Bulk Cereal

Lowest cost option and versatile for back-of-house applications and pre-portioned on the go options



Cup Cereal

Larger sized offering of student loved brands enjoying with milk or on-the-go snacking



Bowlpak Cereal

Variety of sizes of student loved brands for enjoying with milk or snacking on-the-go



Singlepak Cereal

Nostalgic “mini” boxes of student favorites for on the go snacking

¹ Technomic Foodservice Away-From-Home Bakery Products Category Update and Outlook for the U.S. Foodservice Marketplace, May 2019; ² NPD SupplyTrack C&U Bulk Cereal, L3M through February 2020; ³ Product Evaluations Inc. C&U Bulk Cereal Study 2020

YOGURT SOLUTIONS



Why yogurt?

- Yogurt delivers on **taste, health and convenience**
- Consumers gravitate toward yogurt when seeking healthier options
- Morning meal accounts for 47% of yogurt servings, but there is appeal across lunch, PM snack, and dinner occasions¹

Why General Mills?

- Yoplait is the **#1 yogurt brand in C&U²**
- Yoplait® is the leader in traditional yogurt²
- We have a history of innovation –
 - ParfaitPro® helps operators serve easier, quicker parfaits
 - Oui® launched simply better, and
 - Go Gurt® revolutionized snacking

POTENTIAL SOLUTIONS FOR COVID-19 CHALLENGES

• Self Serve/Grab & Go Stations

- **“Fresh Bar”**: Re-purpose salad/parfait bar with grab & go items like pre-made smoothies or parfaits, cheese and fruit snack plates, cup yogurt, etc. Leverage General Mills’ Culinary team’s ideas for parfait and smoothie recipes and pre-make them in to-go packaging for quick service
- **The New “DIY”**: Consumers miss doing it themselves? Offer a DIY parfait bar by offering the items separately in containers at the cooler for personalized selection – bulk items in portion cups like bulk yogurt, nuts, granola and fruit to choose from
- **Single Serve**: Offer Yoplait Single-Serve Cup Yogurt for easy and simple options for students to grab & go

• Made to Order Stations

- **Limited menu**: Smaller menus at parfait & smoothie stations can help minimize wait times and lines in the dining hall. Leverage General Mills’ Culinary team’s ideas for parfait and smoothie recipes for inspiration!



Yoplait Parfait Perfection Recipe Book



Yoplait Smoothie Collection

GENERAL MILLS YOGURT PORTFOLIO



Bulk Tubs

Ideal for low volume BOH applications (recipes, etc.)



ParfaitPro®

Innovative bags save time and make portioning easy for pre-made parfaits and smoothies



Parfait Kit

Everything you need to pre-make parfaits in one kit! ParfaitPro® yogurt, granola, cups, lids, granola inserts and stickers



Single-Serve Cups

Convenience for quick grab-and-go occasions, and great for snacks or up-sell at meals.

¹ NPD Crest, Year Ending June 2014; ² NPD SupplyTrack C&U, Total Yogurt, \$ volume, L3M through April 2020

BREAKFAST BAKERY SOLUTIONS



Why breakfast bakery?

- Consumers love baked goods – breakfast bakery makes up more than 70% of all breakfast sides¹
- Baked goods drive breakfast traffic through fresh-baked aroma
- Baked goods' hold times make them one of the best breakfast items for grab-and-go
- Bakery offers comfort through nostalgic, sweet flavor, especially key in times of discomfort

Why General Mills?

- General Mills is a foodservice leader across breakfast bakery
- Pillsbury™ is the #1 brand in muffins, cinnamon rolls and scones²
- We offer a wide range of formats and sizes to meet every operation's needs
- Our full breakfast bakery mix, unbaked and baked portfolios have no artificial flavors and no colors from artificial sources

POTENTIAL SOLUTIONS FOR COVID-19 CHALLENGES

Grab & Go

- **Pack for to-go:** Package in individual paper bags or boxes for easy, safe enjoyment. Muffins and cinnamon rolls are perfect options!
- **Individually wrapped:** Our IW options provide safety confidence and make on-the-go easier than ever!
- **Invest in off-premise:** Baked goods transport well and have great hold time. Include them in clamshells for take-out or meal kits

Made to Order

- **Limited Menus:** Leverage our Category Management experts' recommendations to stock the core items you need to meet students' needs and speed up service
- **Versatility:** Explore the many ways you can use a couple core SKUs to work across your menus – muffin batter can make muffins, specialty loaves and muffin tops!

Our category management recommendation

PRODUCTS CONSUMERS ARE LOOKING FOR

MUST HAVES: MOST POPULAR ITEMS AMONG CONSUMERS

- **SANDWICHES** – A delicious breakfast and daypart-crossing option (Ex: sausage biscuit, turkey Swiss ciabatta)
- **MUFFINS** – The most popular flavors are blueberry and chocolate chip
- **CINNAMON ROLL** – Even better with icing!

NICE TO HAVES: ADD-ON ITEMS TO ROUND OUT OFFERINGS

- **SCONES** – Flavors like blueberry, chocolate chunk and raspberry
- **LOAF BREAD** – Offer banana nut or chocolate loaves

SIGNATURE ITEMS BRING DIFFERENTIATION TO YOUR OPERATION

- **CUSTOM CREATIONS** – Use our recipes to elevate your baked goods and create a signature item

60% of total product offerings



30% of total product offerings

10% of total product offerings

GENERAL MILLS BREAKFAST BAKERY PORTFOLIO



Flour

- Ideal for scratch-made operations



Mix

Muffin | Cake

- “Add water only” means minimal skilled labor is required
- Highly versatile for many menu applications from one box



Unbaked Dough

- Muffin Batter (Pail, TubeSet™, Puck) | Cinnamon Rolls | Scones | Strudels
- Enable fresh-baked breakfast bakery with minimal skilled labor



Individually Wrapped

- Strudels | Bagels | Cinnamon Rolls Crescents | Filled Bars
- Eliminates BOH labor and touchpoints
- Individually wrapped for easy on-the-go service

SANDWICH CARRIERS & SIDES SOLUTIONS



Why sandwiches?

- Breakfast sandwiches are the #1 breakfast order, and fastest-growing, at QSRs¹. C&U's can menu them to keep consumers orders, and dollars, onsite.
- Biscuits are among consumers' most-loved breakfast breads²
- Biscuits are the' #1 preferred sandwich carrier²
- Croissants cue to a more elevated offering and add variety!
- Cornbread is a classic, nostalgic side item to add variety to your menu

Why General Mills?

- Pillsbury® is the #1 brand in frozen biscuits³
- Our biscuits and croissants portfolios are free of high fructose corn syrup, artificial flavors and colors from artificial sources
- Our baked biscuits are better than ever, with improved texture and taste

POTENTIAL SOLUTIONS FOR COVID-19 CHALLENGES

• Delivery & Take Out

- **Hold Time:** The tender texture of biscuits, croissants and cornbread lends itself well to holding up for take out options. They don't dry out or get soggy like toast or French fries. They also can reheat well!

• Made to Order

- **Customization** doesn't need to go away! Serve made-to-order sandwiches all day long to meet the needs of students
- **Versatility:** Use one product (Biscuits or Croissants) to unlock many different sandwich options to mix up the menu with classics and limited time offerings

• Grab & Go:

- **Hold Time:** Pre-made sandwiches hold up well under heat. Make core sandwiches (bacon, egg and cheese on a croissant; sausage egg and cheese on a biscuit) and keep warm under a heat lamp or in a warmer for easy access
- **BOH Efficiency:** Create "assembly line" production of Made-to-Order menu items to quickly and easily provide customizable solutions for your students without long lines

GENERAL MILLS SANDWICH CARRIER & SIDES PORTFOLIO



Flour

- Ideal for scratch-made operations

Mix

- Biscuit & Corn Muffin**
- "Add water only" means minimal skilled labor is required
 - Highly versatile for many menu applications from one box

Unbaked Dough

- Biscuits & Croissants**
- Easy prep – just place, bake and serve. No skilled labor required
 - Bake only what you need

Baked

- Biscuits & Croissants**
- Just thaw & serve – or heat if desired – for fresh biscuits in minutes
 - Ideal for sandwich applications

GRIDDLE SOLUTIONS



Why griddle?

- Pancakes and waffles deliver are versatile to deliver on traditional tastes and act as the canvas for more indulgent, trending and profitable meals
- Pancakes and waffles are highly craveable
- Griddle meals can deliver on both indulgence and health, depending on menu ingredients and toppings
- Pancakes & waffles have broad appeal across ages and day parts

Why General Mills?

- We offer a wide range of options to meet all needs
- Our mixes and individually wrapped offerings are free from artificial flavors and colors from artificial sources
- Our IW griddle offerings now have an improved texture for even more delight

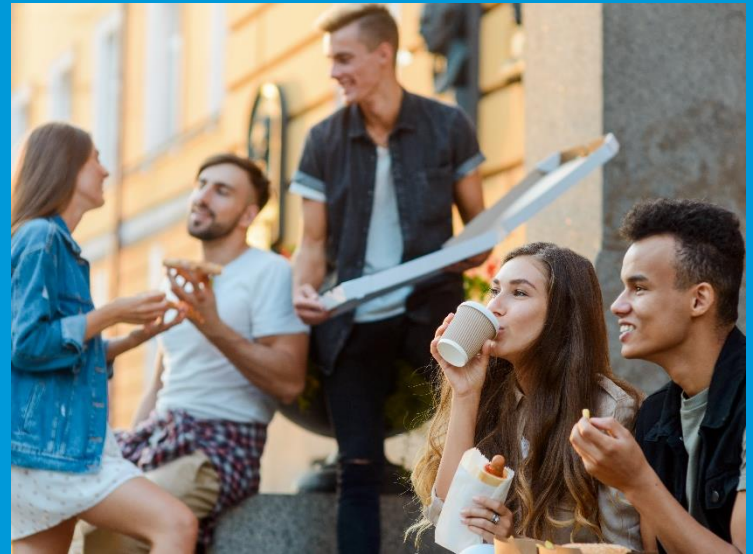
POTENTIAL SOLUTIONS FOR COVID-19 CHALLENGES

Grab & Go:

- Individually Wrapped: Griddle classics like pancakes and waffles are quick, easy and safe solutions for on the go breakfast or snacking

Delivery & Take Out

- Hold Time: The tender texture of waffles and pancakes lends itself well to holding up for take out options. They don't dry out or get soggy like toast or French fries – just keep syrup on the side. They also can reheat well!



GENERAL MILLS GRIDDLE PORTFOLIO



Flour

- Ideal for scratch-made operations



Mix

- “Add water only” means minimal skilled labor is required
- Highly versatile for many menu applications from one box



IW Griddle

- Eliminates BOH labor and touchpoints
- Individually wrapped for easy on-the-go service

SNACKS SOLUTIONS



Why snacks?

- Snacks meet a variety of consumer needs ranging from protein fuel to indulgent treat...individually wrapped and on-the-go!
- Variety of categories within Snacks and it's important to have a balance across all to meet all consumers needs

Why General Mills?

- General Mills has a wide portfolio of favorites from Nature Valley™ bars and Larabars™ to Chex Mix™ and Gardetto's™
- Nature Valley™ is the #1 selling bar in the world¹
- Nature Valley™ is the leader in Grain snacks and has 3 of Top 20 fastest turning items in the category¹
- Larabar™ offers the vegan, clean label products students are looking for

POTENTIAL SOLUTIONS FOR COVID-19 CHALLENGES

Grab & Go

- Granola and Performance Bars – Straight Packs:
 - Full size cases of the entire Nature Valley™ & Larabar™ product lines.
 - Perfect for operators with high traffic locations and plenty of storage
- Granola Bar Variety Packs:
 - Perfect for operators with limited storage space who are looking for the fastest turning bars to drive revenue
- Salty Snacks:
 - Classic snack brands consumers love – Gardetto's™, Chex Mix™, Muddy Buddies™ and Bugles™



¹ NPD SupplyTrack (Foodservice), 12 months ending 12/2018