



Modernizing the Army Food Program

Kiosks

g-Stores

Automation

Marketing

*Meeting Soldier and
Commander
Expectations*

The "Not Business as Usual.....Brief"



Advertising



Mission

❑ Transformation:

- Transform the Army Food Service Program to ensure that it meets future Army operational requirements while satisfying Soldier health needs, taste preferences and operates within budget.

❑ Plan:

- Evaluate: facilities, capital improvement, menu and nutrition planning, dining facility operations (food preparation, cook utilization, support staffing)
- Determine the right clientele to feed
- Benchmark (component services, non DoD like institutions)
- Determine the optimum method(s) for delivery of food service (regional-contracting)

- ❑ Goal: Recommend a way ahead for Army Food Service that meets the needs of the mission commander, supports the **Soldier as an athlete**, and is fiscally viable





What is a G-Store?

The Army's G-Store concepts evolves around a concept developed by ARAMARK - Provisions on Demand (P.O.D.) Market

The P.O.D. combines the “corner store” with the style of a modern market, featuring grab’n go dining options any time of day, including: freshly-prepared breakfast sandwiches, burritos, wraps, sushi and salads, as well as fresh produce, bakery and coffee selections and traditional essentials found in a convenience store.



The Army's research indicated our Soldiers want to receive freshly prepared foods and convenience items that meet current civilian industry food trends in one centralized and convenient location on their post



What we think it may look like!!



Do you fit here?

How can this be adopted for the Army?





What is a Kiosk?

A food booth is generally a temporary structure used to prepare and sell food to the general public, usually where large groups of people are situated outdoors in a park, at a parade, near a stadium or otherwise.

The Army wants to adopt this common practice to operate as concession stands at various locations throughout the installation to reach our target audience-The SOLDIER.

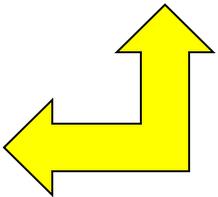


These are intended to be operated by Army Food Service personnel with potential support from manufacturers and branding concepts to be used in our future design concepts.



Kiosk Concepts

How best to make Industry Standards work for the Army?



What can Industry do to enhance this Concept?



Kiosk Concepts

How can industry partner with the Army to make this concept successful?



The Army wants to gain knowledge, skills and attributes from Industry.



G-Store & Kiosk Concepts



Advertising & Marketing



How can the Army utilize Automation, Marketing and Advertising to our advantage?

Remote Order Technology



Use of Technology



Improved POS Capabilities



G-Store & KIOSK Projections

Installations in green are managed by IMCOM headquarters.



- ❑ Installations: 20 CONUS
- ❑ Projected G-Store: 20
- ❑ Projected KIOSKs: 40-60
- ❑ Estimated Average Population: 10-30M
- ❑ Requirements:
 - ❑ Enterprise Menu
 - ❑ Equipment and Training
 - ❑ Pricing to meet BDFA
 - ❑ Business analysis
 - ❑ Marketing/Branding
 - ❑ Advertising





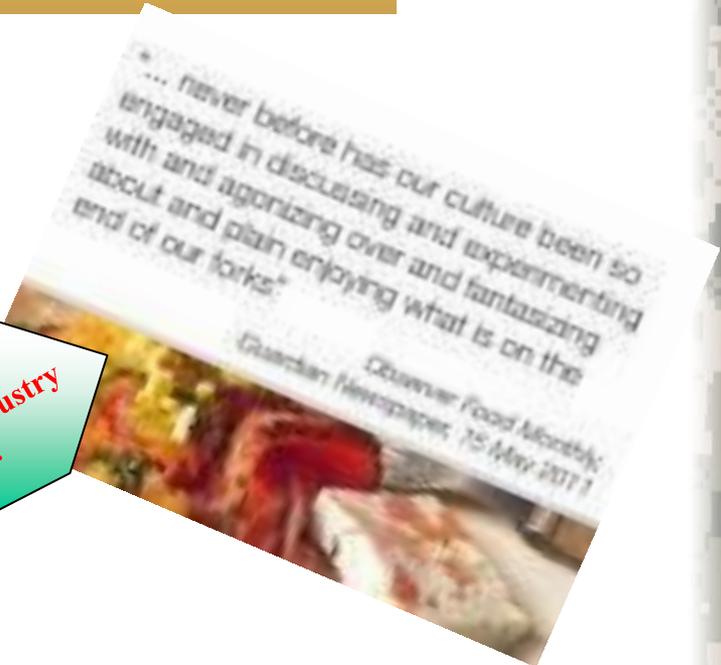
Industry + Expertise + Partnership = Success



What kind of Partnership can we do?

Will Industry be willing to assist the Army with these Concepts?

Can the Army leverage automation, equipment, industry trends and analysis?



How can Industry Help the Army be successful?





Where is the Army Now?



- ❑ Sequestration Issues
- ❑ Improve Cost Efficiencies
- ❑ Sources Sought (2-TRADOC & Consultation)
- ❑ EXORD (Published 11 Aug 2015)
- ❑ Requirements:
 - ❑ Close/Consolidate/Space Reduction
 - ❑ Surveys for Alternative Feeding Options
 - ❑ Response (90 Days)
 - ❑ Quarterly/Annual Reviews





Questions