# Resetting the Table

Dine Safe, Dine Well, Dine Confident







While the events of the past year have precipitated more and greater changes in the delivery of dining and refreshment services, one concept remains constant: the idea of hospitality is as relevant and essential as ever. Since our family began in the hospitality business over eighty years ago, we have understood the importance of the guest experience and how we make our guests feel. The environment in which we do that going forward will continue to evolve, but the core idea of hospitality as a set of different subjective feelings for each guest remains our goal.

#### 2021 TRENDS AND MARKET FORCES

America's office environments are adapting to a different on-site employee experience, in which an employee's time in the office may be less, but the experience while there becomes far more important. Currently, the competition to attract and retain human talent is unprecedented, placing even more importance on workplace-enhancing amenities such as food and refreshments. In the higher education world, the competition for student enrollment is driving heightened scrutiny (including social media reviews) and importance of campus dining programs.

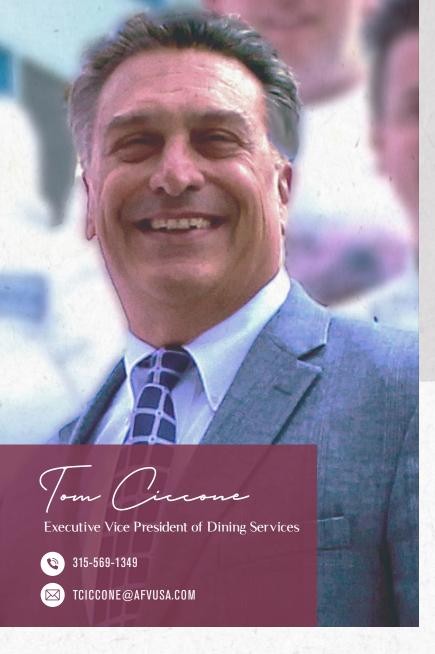
With our services becoming more important and high-profile than ever, our industry's inputs — food and labor — are experiencing macro-economic spikes in cost. High-profile national retailers and restaurant chains — with whom we compete for labor talent — are increasingly advertising \$15 hourly starting wages, exerting upward pressure on the entire labor model. Pandemic-induced supply-chain turmoil continues to disrupt food product availability while causing spikes in product costs.

#### WHAT WE ARE DOING TO ENSURE BEST-IN-CLASS, COST-EFFICIENT SERVICE

Fortunately, our company was already making the necessary investments to address the above issues prior to COVID. Now, we are accelerating our timetables and doubling-down on these initiatives. We are investing in the industry's best talent, systems, and technology to safely and efficiently deliver hospitality, while keeping your expenses low by taking costs out of the process. We are encouraging all of our employees to become vaccinated — and we are giving them paid time-off to do so. In that sense, our strategy for attracting and retaining our talented workforce is by doing what we are always trying to do: caring about them and treating them well.

#### GRATITUDE

We are honored by your confidence to place your employees' and students' well-being in our hands. We appreciate your continued partnership and flexibility as we navigated the past year together, and as we look forward to serving your evolving needs with our new old-fashioned hospitality.



As the Executive Vice President of Dining Services for our organization, I often get asked the question "what makes our organization different than our competitors"? Simply put, it's our culture and our people.

### **Our Culture**

Because we are a third-generation family owned company, the nucleus of American Dining Creations evolved from and revolves around the family values that have guided our direction for decades.

These values promote an inclusive and collaborative culture that encourages new ideas and innovation, resulting in a place to work where creativity flourishes and people know their opinions count.

We draw on this diversity and strength in the collective formation of business strategies which results in higher levels of engagement from our team and is directly reflected in our competitive edge and unparalleled growth in the industry, especially against larger competitors.

## Our People

Aligned by a common purpose and passion to serve, our team is comprised of a very diverse group of individuals with skill sets and expertise that work across a very flat organization, allowing us to bring innovation and solutions to the field more quickly than our competitors and with far greater success.

With the onset of the pandemic last year, this was on full display. Our teams worked cohesively across various disciplines to implement new technologies and redefine traditional business models with enthusiasm and speed to ensure the continuation of services at our client locations.

Our values and culture unlock the very best in our people and fuel the entrepreneurial spirit in each of us that our company is built upon.

From the onset of the pandemic crisis, our teams understood that nothing would be more important than the health and safety of our guests and ourselves and we worked diligently to ensure that we provided services that filled you with trust and confidence. We worked very hard to ensure that you could Dine Safe, Dine Well and Dine Confident.

## **Moving Forward**

As your strategic dining and refreshments partner, we understand the important role we play in the engagement of your workforce and the achievement of your mission. To help our organizations move forward together into the 'new normal' we assembled a team of experts from across our many disciplines to assist with the preparation and planning. This all-encompassing process is designed to confirm that your location opens in a timely way that exceeds your expectations.

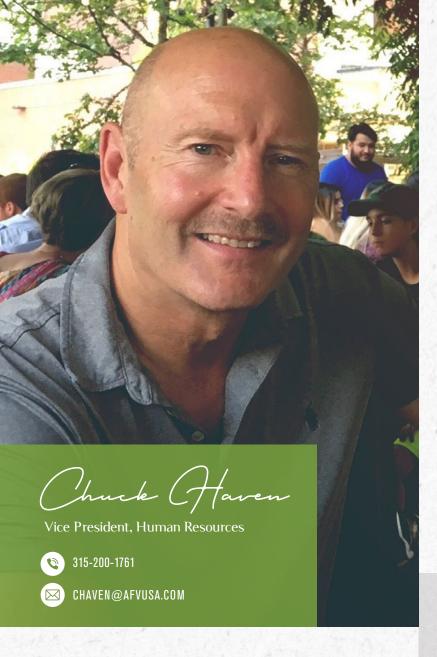
We look forward to the bright future ahead, are honored by your partnership and truly appreciate your business.

Tom Ciccone. Executive Vice Present, Dining

> A VETERAN OF THE BUSINESS FOR 42 YEARS, TOM SERVES AS THE EXECUTIVE VICE PRESIDENT OF DINING OVERSEEING THE CORPORATE, SCHOOL, HIGHER EDUCATION AND SPORTS DINING VENUES ACROSS THE U.S. AS THE SENIOR LEADER IN THE COMPANY, HE GUIDES OUR TEAMS IN PROVIDING CREATIVE SOLUTIONS TO COMPLEX ISSUES, LEVERAGING OPERATIONAL STANDARDS, BUILDING HIGH-PERFORMANCE WORK TEAMS AND CREATING AND ALIGNING BUSINESS MANAGEMENT STRATEGIES TO ORGANIZATIONAL OBJECTIVES.

TOM LOVES TO FOLLOW THE NEW YORK FOOTBALL GIANTS AND ENJOYS EXPLORING DIFFERENT AND UNIQUE CULINARY ESTABLISHMENTS THROUGHOUT THE COUNTRY. HE AND HIS WIFE, ANGELA, CAN OFTEN BE FOUND ON THE JERSEY SHORE VISITING WITH FAMILY AND FRIENDS: WITH ATTENDING THE KENTUCKY DERBY ON THEIR BUCKET LIST IN 2022. PRIOR TO THE START OF HIS CAREER, TOM PLAYED FOOTBALL AT THE UNIVERSITY OF DELAWARE.





We are all aware the workplace that existed prior to March 2020 has changed, perhaps forever. For traditional office-based positions, the realization that many jobs can be done remotely became apparent. Companies are now able to look more globally for talent and not be bound to specific geographies for candidates, providing access to a greater number and broader slate of diverse candidates.

While we were faced with the significant reductions and difficult decisions required due to the shutdown, American Dining Creations was able to retain many members of our talented staff. Those employees who remained active, both in the field and in supporting roles, were tasked with performing multiple functions and, in many cases, expanded roles.

A Family-Owned Provider

As a family-owned provider of dining/vending hospitality services, AFV/ADC looks to capture the entrepreneurial spirit to make every engagement singular and about the customer. The key to delivering on this vision is hiring associates with the same focus on customer satisfaction. At American Food & Vending / American Dining Creations, employees are given the opportunity to be creative to provide the best service possible. Growth opportunities exist for employees who exhibit these service attributes.

As we begin returning to a more 'normal' level of service and, as Clients restart operations, our Human Resources professionals are dedicated to ensuring that the proper level of staffing and talent are on board and trained to meet changing clientele needs and expectations.

workplace changes we have adapted our strategies and rewards to meet the changing requirements of the workforce.

As the

# The Challenge and Opportunity

The challenge and opportunity for AFV/ADC regarding human capital moving forward revolves around identifying those who meet our service model requirements, and providing the work opportunity and environment to attract and retain talented individuals.



CHUCK, ALONG WITH HIS WIFE PATTY, HAVE LIVED IN THE SAME HOUSE (ALTHOUGH CONTINUOUSLY REMODELED) IN SYRACUSE FOR 36 YEARS. THEY LOVE TO TRAVEL WITH FAMILY AND FRIENDS, WITH ITALY BEING AMONG THEIR FAVORITE DESTINATIONS.

YOU CAN REACH CHUCK AT THE CORPORATE OFFICES AT 315-200-1761 OR BY E-MAIL AT CHAVEN@AFVUSA.COM





## **Moving Forward**

In an optimistic 2021, we are all excited to put the crisis of last year's pandemic behind us and, with the experience gained, focus on the future. It was through our company's strengths of innovation, flexibility, nimbleness and clear communication strategies that we were able to continue to create positive guest experiences during these difficult times. Now, as we come out of the pandemic, we will take this opportunity to re-evaluate, rethink and reset our path forward with a focus on engaging dining experiences for our guests.

# Creating Atmospheres That People Want

We know that your employees and students may be anxious about changing their routines and getting back to the office and campus. Our goal is to help them make a smooth transition back by creating a safe environment where they can relax and be confident that they can dine safe and dine well with us. Offering flexibility in the dining program will also be key to making the guests comfortable. Through our advanced technology, mobile ordering, touchless technologies, in staffed micro-markets and efficient delivery systems, guests will be able to choose how, when and where they get served.

As companies start planning to re-open and bring employees and students back on-site, we understand that re-engaging them will help ease the transition. We will do this through enhanced communication platforms that will reach not only those in the office, but also those working from home. In order to keep our guests engaged, we will proactively gather their feedback through our Restaurant Advisory Boards and CHAT.

We want our guests to be heard, and for them to know that we will closely monitor their feedback and work to pivot strategy based on changing needs moving forward.

IF YOU'D LIKE TO VISIT WITH JULIE ON HOW AMERICAN DINING CREATIONS CAN "ENTERTAIN" YOUR EMPLOYEES AND STUDENTS, PLEASE CONTACT HER AT JGRAY@AFVUSA.COM OR CALL HER AT 913-220-4445.

WHEN JULIE IS NOT WORKING TO ENHANCE THE GUESTS' EXPERIENCE THROUGH INNOVATIVE AND FUN IDEAS, SHE LOVES TO GARDEN, COOK, AND ENTERTAIN FAMILY AND FRIENDS.

Modified work schedules, as well as staff working "staggered" on-site shifts, will result in smaller populations coming back to offices. However, guests will continue to enjoy a robust dining program built around creating guest excitement through "Pop Ups", Limited Time Offers and Guest Restaurants all focused on delivering increased variety. We'll keep guests coming back with our great food and radical hospitality!

## **Connecting With Our Guests**

People are eager to start connecting with friends and co-workers again. As work and schools return to normal and it's safe to gather, office parties, get-togethers, and simple interactions with coworkers and friends will be motivators for employees and students to return to the office and campus. We will help companies drive participation to the office and campus by creating a FUN environment through a constant array of weekly specials and fun events. We want to create FOMO — Fear of Missing Out — so that others still working from home will hear about the FUN and will want to join their colleagues and friends on campus, helping to drive an engaging culture.

With many of our guests finding themselves working remotely, American Dining Creations is finding new ways to keep them connected, nourished and engaged. We are providing innovative solutions to help them save time and eliminate stress.

Our employee connect boxes are a great way to stay in touch and show appreciation to employees working from home. We also offer virtual cooking classes that create an engaging team-building activity. Our chefinspired, family-style meals can be picked up onsite or delivered to their homes, helping employees save time by letting us do the cooking.

The unprecedented times that our industry has faced may have changed the way we serve and stay connected with our guests, but what hasn't changed is our passion for great food and radical hospitality!





**Creating Exceptional Experiences** 

For decades, our organization has prided itself on its ability to be especially nimble in a seemingly rigid industry. We use words like flexible, creative, innovative and unique as ways to best describe us. In 2020, those adjectives were put to the test in ways we could have never imagined. The dining industry as a whole is one of the more volatile and competitive industries that exist, and corporate hospitality is no different.

Taking what we do well and translating it through a filter that resonates with each and every customer is what has separated us from our competition for years. Now, we are facing such a unique set of circumstances that the playbook will change almost in its entirety.

While many organizations look at this through an adverse lense, we look at this as a tremendous opportunity to further distinguish ourselves — through our ability to deftly recreate the "exceptional" dining experience our patrons have come to know and love.

## The Power of The Pivot

When so much depends on your ability to overcome adversity, you tend to figure out solutions to problems at a higher rate. When the world was turned on its ear and most of our business shut down, it was clear that this would be a good time to use that approach. This is a time in my professional career that will forever be a benchmark moving forward, and it has absolutely nothing to do with me...or him...or her...or them.

KEEP UP WITH US ON SOCIAL MEDIA TO SEE WHAT'S NEW, EXCITING AND ON TREND!

FUN FACT: OVER THE PAST 25 YEARS, EVERY POSITION I'VE HELD HAS BEEN WORKING WITH OR WORKING IN THE FOOD INDUSTRY. TO SAY IT'S MY PASSION WOULD BE AN UNDERSTATEMENT!

It was completely about "Us" as a team, working together in stride to make monumental decisions at a moment's notice without the luxury of testing, probing or consulting. Metaphoric "hats" were worn by all that didn't fit, feel or function quite right, but nonetheless were necessary. When someone fell, others were there to pick them up, when someone failed, others were there to discourage defeat. It was at this time that the word "Team" had never meant more.

#### The New Normal

As we enter a new chapter and the dust finally begins to settle, the phrase "The New Normal" begins to emerge. We believe each and every day offers us an opportunity to create an exceptional "New Experience" in step with current trends, needs and state of affairs. We use every success and challenge to grow and evolve our programs to fit clients' needs and keep us on the cutting edge of culinary trends.

"The secret of change is to focus all of your energy, not on fighting the old, but on building the new" - Socrates





A New Normal

As the pandemic came into all of our lives and as we ease our way back into the new normal, I am thrilled and very proud of the fact that the American Dining Creations Culinary team never stopped innovating and continued our policy of enforcing the Fresh Difference.

What that means is we never paused, even in the most difficult times, in our pursuit of the most creative culinary solutions while maintaining our laser focus on wellness and freshness.

The following outlines what American Dining Creations has achieved pre-, during and postpandemic, and what we intend to do as the world enters the next phase of life.

#### Pre-Covid

- Fresh, never frozen food programs like fresh-pressed burgers, hand cut fries and hand-stretched pizza dough that help cut down on processing and preservatives for stealth health.
- Salad bars packed with fresh, raw, grilled and marinated vegetables and proteins.
- Unique and modern catering packages —
   Catering by Design, Executive Catering and Artisan Direct Delivery programs.
- Extensive chef-driven beverage program with infused waters, teas and lemonades as an alternative to soda.

## **During Covid**

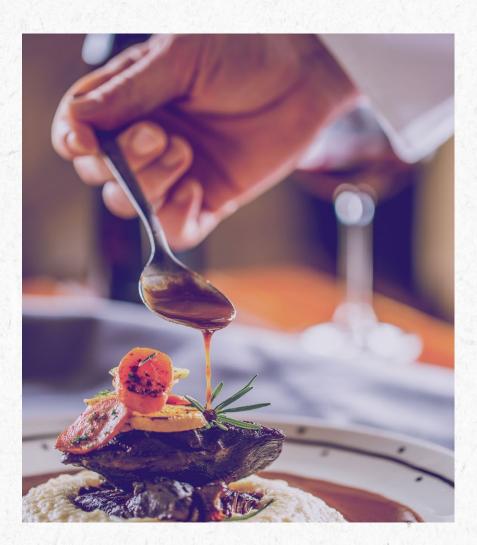
- Continuous innovation on trend, monthly limited-time offers and brands.
- Safe and healthy catering program —
   Catering with Confidence, focusing on individually packaged full meal solutions.
- Employee Connect Box program unique local products as a way to reconnect and engage with remote employees.
- Virtual cooking classes fun, engaging way to boost team morale.

CHEF HAS A BEAUTIFUL HOME LIFE WHICH HE SHARES
WITH HIS WIFE ERIN, DAUGHTER RUBY AND SON SPENCER.
IF YOU EVER WANT TO SPEND TIME WITH CHEF TALKING
ABOUT FOOD, HE IS ALWAYS AVAILABLE TO CHAT.

CHEF JONATHAN PYE HAS DEDICATED THE LAST 35 YEARS OF HIS LIFE TO THE CULINARY ARTS FIELD AND HAS PURSUED EXCELLENCE RELENTLESSLY. HIS OTHER PASSIONS ARE HIS FAMILY AND SOCCER.

## Post Pandemic

- Continued unique Chef-driven innovations.
- Continued menu customization with clients to ensure full satisfaction for employees.
- Continued support through corporate culinary resources.
- Extensive upgraded Grab-N-Go options
- New take-home meal program to benefit employees not on-site 5 days-a-week.



I will leave you with this:

"One cannot think well, love well or sleep well, if one has not dined well."

- Virginia Woolf.





A Pivotal Decision

The decision made four years ago to bring development for our customer-facing technology in house so we could own the roadmap has served us well. This decision, enabled by the nimble culture of this privately held company, uniquely positioned us to innovate and react quickly to evolving needs.

Since our proprietary point-of-sale system and applications are purpose-built for the contract food service environment, you end up with an experience that is unique in our industry.

As we continue to innovate and evolve our point-of-sale and mobile applications, we are paying particular attention to the customer experience in a preorder environment for our full service dining locations.

We built a feature-rich kitchen production system that is tightly integrated with our point-of-sale, providing visibility of your order's progress on our displays or via text messages if you need to social distance. For our micromarkets, we are streamlining the checkout experience and adapting it for this venue's increased use for fresh food provisions over the past year. Our system has what you need and only what you need, and the developers that wrote it are part of the support team. As we continue to expand our reach and bring more applications in house such as our mobile app, we expect your experience to only improve.

AFV/ADC IT follows the DevOps principals in our software development, support, and project management style. Doing so allows us the agility to respond quickly to the evolving needs of the business and our guests. Experimentation and customer feedback guide our roadmap, and we pivot towards the best solution rather than stubbornly sticking to a plan.

JAMIE CONDON IS THE DIRECTOR OF INFORMATION TECHNOLOGY FOR AFV/ADC AND IS BASED IN OUR HEADQUARTERS IN SYRACUSE, NY. SHE IS REACHABLE AT 315-200-1750 OR JCONDON@AFVUSA.COM

WHEN SHE IS NOT WORKING OR RELAXING AT HOME WITH HER HUSBAND AND MENAGERIE OF FEATHERED AND FURRY PETS, JAMIE ENJOYS HIKING AND CROSS-COUNTRY SKIING AND IS AN ACTIVE VOLUNTEER FOR THE ADIRONDACK MOUNTAIN CLUB.

Collaboration with our customers to provide the best in café and mobile order solutions is important to us and I welcome conversations about challenges in your environment.

We only use Validated Point-to-Point Encryption solutions for in-person credit card sales. For ecommerce transactions, we partner with third-party providers that are best in class for secure online credit card payments. Our infrastructure is mature and built on a foundation of resilience and security with next-generation endpoint protection deployed on every PC and POS terminal.

Whether you are ready to get back to business as usual, or like us, have been hard at work throughout the crisis, we will be here with what myself and my team strives to make the best in class technology and support!

While we value and promote agility, resilience and unique customer experiences with our technology, security is also front of mind in every piece of code we write, every system we build and every process we implement.





## Dine Safe, Dine Well, **Dine With Confidence**

We all know that the COVID-19 pandemic has wreaked havoc on the food service industry. Reputable industry analysts estimate a staggering 79% of consumers plan to avoid open, self-serve food stations once they resume dining out. Thanks to the seasoned leadership at American Food & Vending, with their quick reactions, industry experience and a willingness to adjust, we not only survived but also successfully added new clients to our portfolio.

Now, more than ever, customers are looking for brands they can trust and services that help them spend time doing the things that matter the most.

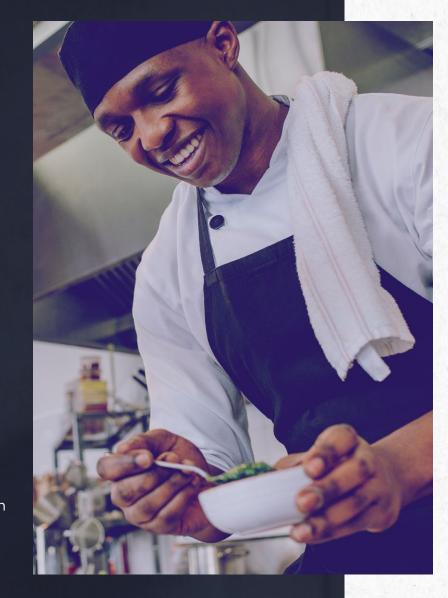
American Dining Creations is proud to be one of those trusted brands. In response to the pandemic, we launched our signature Dine Safe, Dine Well and Dine with Confidence concept.

- 1. Dine Safe Focus on reassuring food safety and updated packaging. As American Dining Creation navigated through the evolving environment, it became clear that we needed to be completely transparent about food safety and security measurements. We expanded our Grab 'N Go items to include such innovative culinary options as our Green & Grains To-Go program, converting the salad bars to provide our signature freshly-prepared, individually packaged foods. We also added tamperresistant containers for an extra layer of security and confidence.
- 2. Dine Well In new locations, American Dining Creations recognizes that as associates return to their traditional workplace, they may experience anxiety. As a true hospitality partner, we play a vital role in helping safely reconnect co-workers, even when some remain remote. By introducing our Signature Connect Boxes and hosting virtual cooking classes with our Executive Chefs, we helped build a positive bridge while providing innovative, safe food connections.

Our ability to be innovative and be nimble positioned us to provide safe food service solutions to our valued customers.

Another innovative program American Dining Creations launched was providing grocery-style shopping, providing touchless online ordering with convenient pick up at the café.

**3. Dine with Confidence —** using technology to limit touch points and exposure. American Dining Creations has designed several technological solutions to allow our guests to order their favorite foods and pay with the Fresh Rewards app; then receive order status updates via text and ultimately pick up their meal or connect box all touch-free, limiting time spent in dining areas as well as face-to-face interaction in accordance with CDC recommendations.



I'M PROUD TO SAY THAT I PLAYED A VITAL ROLE IN IMPLEMENTING AMERICAN DINING CREATIONS' DINE SAFE - DINE WELL - DINE WITH CONFIDENCE PROGRAM. OUR "SAFETY FIRST" APPROACH, CDC/FDA COMPLIANT TRAINING, TECHNOLOGY SOLUTIONS AND CULINARY INNOVATIONS HAVE MADE AMERICAN DINING CREATIONS ONE OF THE "TOP 10 FOOD COMPANIES" TO WATCH.

I AM ALWAYS AVAILABLE TO DISCUSS SAFETY IN THE WORKPLACE AND WELCOME YOUR E-MAIL AT PKESTLER@AFVUSA.COM.





## From The Field

American Dining Creations has updated our operational approach tailored to our individual clients. We have created and implemented a working model that serves our product at a high level, while ensuring the safety of our guests and staff.

#### We see the workplace of the future defined as one that:

 Operates with the primary goal of keeping our guests safe — championed by senior leadership

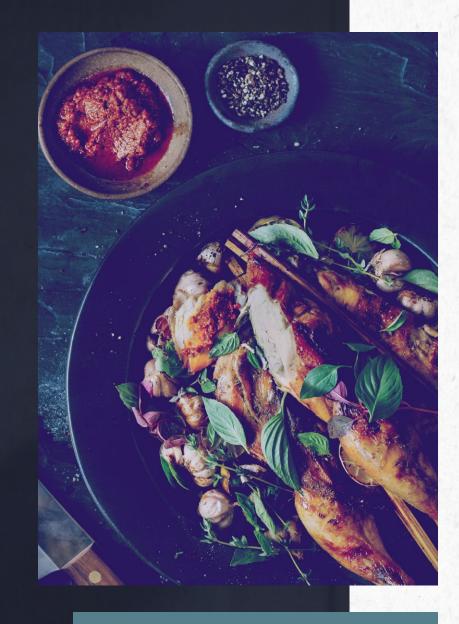
With the extreme amount of change that impacted dining programs over the past year, our commitment to the "Fresh Difference" has not changed and grown even stronger.

- Adapts its service to ensure guest safety and promotes confidence within our guests
- Coordinates with our clients to ensure proper preventative measures are in place within the café
- Cleaning standards are updated thoroughly, including sanitizing all public areas between services
- Updates our service model ensuring efficiencies while introducing new processes for ordering and service within our cafes (fresh rewards mobile ordering, catering)
- Coordinating with the client on a plan of action to reopen stations and all service areas within café
- A program where variety is defined as "constant change" delivering a food service program that is ever-changing and dynamic

Our team has taken valuable experience learned from the pandemic and positively evolved all aspects of our dining programs — taking hospitality to new levels, while providing our clients an amenity that inspires their employees to work on-site vs. at home.

As we turn the page and begin this new journey our entire team, top to bottom, could not be more optimistic of the future and look forward to the positive experiences ahead of us.

American Dining Creations' focus on new technology, innovation, interactive customer promotions. Limited Time Offers and family Take-Home Meals are all designed to better connect our clients to their workforce, while creating a destination within in the cafe that delivers an "escape" during break times and meal periods.



JOHN IS PASSIONATE ABOUT SPENDING TIME WITH HIS FAMILY, TRAVELING WITH HIS WIFE, EATING AT NEW RESTAURANTS, GOING TO THE GYM, TENDING TO HIS GARDEN, COLLECTING COOKBOOKS FROM AROUND THE WORLD, AND PRACTICING BRAZILIAN JIU-JITSU.

IF YOU WANT TO CHAT ABOUT FOOD. NEW RECIPES OR COOKING TECHNIQUES CONTACT HIM AT JSMITH@AFVUSA.COM.





The greatest strength of American Food & Vending's refreshment services division is our ability to deliver a fresh approach tailored to meet the unique culture, vision and brand of each company, helping them adapt to the future workplace.

## Workplace Of The Past

- Full offices, shared cubicles and offices
- 90%+ of staff on-site every day, Monday thru Friday 8 to 5
- · Communal breakrooms, large lunch gatherings
- Self-serve catering (platters of cold cuts, bowls of salads, multi-portion hot entrees)
- Conference rooms filled to capacity, shared water pitchers & coffee pots
- Spontaneous sense of corporate brand, mission, vision, values, team building and camaraderie — thanks to daily in-person interactions.

# Workplace 2020

- Empty office buildings with skeleton crew of 6-10 staff (primarily Facilities & IT)
- 90% of staff working remotely
- Virtual meeting fatigue
- · HR and Leadership teams struggling for remote employee engagement options to maintain cohesive team collaboration.

IF YOU WANT TO TALK COFFEE, MARKETS, VENDING OR BEVI CONTACT HER AT KROBERSON@AFVUSA.COM OR CALL HER AT 816.520.4497.

CARRIE IS PASSIONATE ABOUT CUSTOMER SATISFACTION, AS WELL AS HIKING WITH HER HUSBAND, PLAYING WITH THEIR RESCUE DOGS, AND ENJOYING A NICE CABERNET WITH FRIENDS.

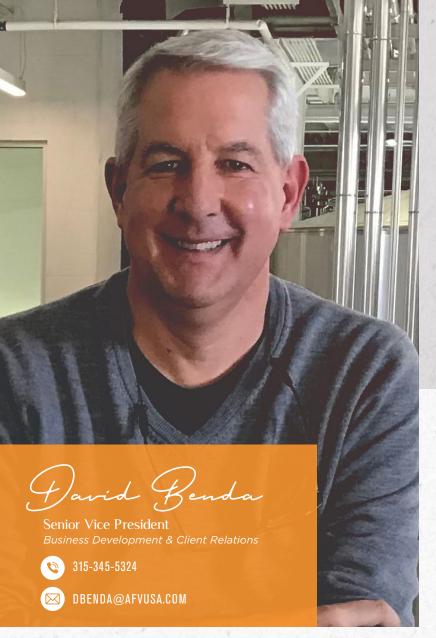
# American Food & Vending's Vision of the Workplace - Present & Future

- · Modified work schedules, staff working "staggered" on-site shifts (M-W or T-Th)
- 25% of staff permanently working remotely
- Increased size of individual work areas and decreased breakroom capacity
- · Individually-wrapped catering and an increased in grab and go menu options in the markets.
- Adapted vending, market, coffee and water service programs become critical to providing a comfortable, safe space to re-energize staff during the work day without leaving the office.
- Encouraging a return to the office is essential for maintaining corporate culture.

AFV leads the industry in touchless purchasing and hands-free coffee and pure water solutions.







Its About The Guest Experience

As the country emerges from restrictions forced upon us all by Covid-19, and as businesses, schools and public spaces begin to re-open from the fog of the pandemic, it is important that we learn from the past and look towards building a bright future that takes into consideration those learnings.

The heart of any on-site hospitality program is the food, but the reality is, executing a true hospitality based offering for our clients and their guests is more than just food - it is creating an entire guest experience.

The guest experience of the future will require the hospitality industry to be much more conscious of convenience. touch points, flexibility, diversity and the ability to pivot to ever changing client and customer needs.

Our steadfast devotion to quality is the basis of all that we do, and as we move into the new roaring 20's American Dining Creations is positioned to redefine how a hospitality provider looks, behaves and delivers.

## What Does The Future Look Like?

The past year clearly highlighted just how little we can predict the future, but we see trends and due to our size and resources we are able to react to those trends quickly and effectively. Our ability to offer our clients more options, sooner rather than later, gives them a wider array of solutions that they can choose from

The market trends and near term issues that we have and continue to navigate include:

- Offering the right level of services for the hybrid work week
- Reducing anxiety of the workforce returning to offices
- Creating growth opportunities that support a diverse, inclusive workforce

As Hook back upon my career, it is clear to me that American **Dining Creations** is something special.



- Reducing touch points everywhere (dining, catering, micro-markets, coffee points, water coolers)
- Containing costs due to market supply chain constraints
- Using Technology as it evolves to add to the Guest Experience
  - Mobile Pre-Ordering
  - Mobile Paying
  - Rewarding Loyalty
  - One App for all Services
  - Flexible Payment Options
  - Meals to Go
- Creating growth opportunities that support a diverse, inclusive workforce
- Challenging ourselves and our clients to promote and engage a sustainable approach
- Expect to pivot, pivot, and pivot some more

I AM THANKFUL FOR ALL THAT I HAVE ACCOMPLISHED, BUT ALSO LOOKING FORWARD TO THE FUTURE AND MAKING THIS WORLD A BETTER PLACE FOR FUTURE GENERATIONS. LET'S GET BACK TO LIVING!

## Much To Be Thankful For

I truly enjoy working with my clients, colleagues and other industry connections as we continually learn and apply our learnings to improve the Guest Experience. Through hard work, innovation and dedication by ADC's best in class team of employees, we are incredibly proud to deliver the meaning of hospitality to our clients and their guests.

