

NACUFS (2025)

Retail Sales: Marketplace of the Year

Atlas Family Marketplace

Purdue University

Introduction:

At Atlas Family Marketplace, food safety is a top priority, which is why we have a dedicated central kitchen prep team that supports each location with tailored production sheets and regular temperature logs. Our thoughtfully designed menus reflect diverse culinary tastes, embracing current dining trends while catering to the preferences of Purdue's student body. From halal dishes at Aatish to Southern-style fried chicken at Tenders, Love & Chicken, our venue provides a wide range of options, ensuring a satisfying dining experience. With a focus on quality, safety, and variety, we create memorable meals for every guest.

Essay:

The menus at Atlas Family Marketplace are crafted to align with the theme of each dining concept, offering a diverse selection that reflects the ever-evolving tastes of our guests. Each location is thoughtfully designed with a unique menu that caters to different culinary styles, like Walk-On's Louisiana cuisine or Rose Market's gluten free pastries, ensuring there is something for everyone. We also offer limited time options and a rotating concept, FoodLab, where students can vote on what menu they'd like to see next. This dynamic approach keeps the dining experience fresh and engaging.

Local restaurant partners Zen and Sushi Boss allowed Aramark to bring custom, authentic sushi, poké bowls, and boba tea to the Marketplace. Our successful partnerships led to the creation of the first DSJ Asian Grill, designed for the Atlas Family Marketplace with Purdue students and guests in mind. These diverse options cater to all preferences and dietary needs,

ensuring a well-rounded dining experience for every guest. With the integration of consistent food safety practices, including temperature monitoring and tailored preparation processes, we prioritize quality and compliance, creating a dining environment students can trust and enjoy.

Introduction:

The Atlas Family Marketplace at Purdue University is a prime example of innovative design that maximizes space and enhances the customer experience. Its open and airy layout ensures smooth transitions between dining stations, minimizing congestion while providing an inviting atmosphere. Modern furnishings, vibrant colors, and sustainable materials create a dynamic environment, reflecting current design trends. Each food station is thoughtfully placed, offering visually striking presentations that highlight the freshness and artistry of the food. This combination of design and culinary creativity provides students with a unique and enjoyable dining experience.

Essay:

Aramark was instrumental in bringing new life to the Purdue Memorial Union with the creation of the Atlas Family Marketplace. After an 18 month renovation, the Marketplace opened in 2022 with 12 brand new dining concepts. Since, we have shifted brands and menus several times to match the desires of our guests and continue to evaluate new concepts. The success of the Atlas Family Marketplace is also reflected in its role in large-scale events. After its grand opening, it not only provided everyday service to campus guests, but quickly proved its capacity to cater to gatherings of over 2,000 people without sacrificing food quality or service.

The renovation of the previous space into the current Marketplace played a key role, transforming a dim ground floor into a modern, vibrant hub. The Marketplace can now accommodate 900 guests, offering expanded seating, study areas, and lounges. The addition of outdoor terraces, performance stages, and more electrical outlets further supports student interaction and workspaces. The integration of energy-efficient technologies and sustainable materials makes the space both environmentally friendly and aesthetically appealing, ensuring a long-lasting impact on campus life.

Introduction:

Aramark strives to make the Purdue Memorial Union and Atlas Family Marketplace an essential part of both campus life and the Greater Lafayette community. We actively engage students, alumni, and local residents through events such as regular Coach's Shows, Summer Concert Series, and free sampling events. Additionally, partnerships with Purdue athletes, including Name, Image, and Likeness (NIL) deals, have further solidified its connection with the community. Special events at Walk-On's Sports Bistreaux continue to attract alumni and local visitors, making the Marketplace a social hub for the entire Purdue network.

Essay:

The Marketplace's efforts extend beyond just food offerings, with a focus on creating a sense of community and pride. Unique partnerships with local and national restaurant brands have made it a key player in Lafayette's food scene. Creative marketing strategies help communicate its diverse menu, with engaging visuals and well-organized signage that guides customers. Promotional efforts, including social media campaigns, campus events, and athlete partnerships effectively target students and encourage engagement. A sponsorship with the local baseball stadium extends our community outreach throughout the summer, when students have gone home and campus fills with locals. Special offers are promoted with eye-catching displays, enticing customers to try new menu items. The Marketplace also collects regular feedback through our Voice of the Consumer surveys, ensuring that it continuously improves to meet guest preferences and maintain a positive dining experience.

Introduction:

The Atlas Family Marketplace prioritizes nutrition and wellness by offering a variety of healthy dining options for guests. Nutritional information is available upon request at each dining station, while allergen awareness and consumer advisory cards are posted to ensure transparency and safety. With so many dining locations within the Marketplace, guests are sure

to find something to suit their tastes and dietary needs—if they don't find it at one station, they'll undoubtedly discover it at another.

Essay:

Since such a large range of guests visit the Atlas Family Marketplace, it's important to cater to as many tastes as we can. Our Rose Market location, another example of a local Aramark partnership, offers an entirely gluten-free menu, including breakfast, lunch, desserts, and pastries. Vegan and vegetarian options are always considered and include a black bean burger, veggie pizzas, vegetarian sushi, falafel, and more.

In addition to the diverse dining options, the Boilermaker Market, a mini convenience store within the Marketplace, offers convenient grab-and-go items and take-home freezer meals. These options expand our vegetarian and special diet offerings, giving students, staff, and visitors more opportunities to enjoy healthy, convenient meals. Whether it's the gluten-free station, a plant-based dish, or the Boilermaker Market's take-home meals, the Atlas Family Marketplace ensures there's something for everyone, supporting wellness and catering to a wide variety of dietary restrictions and preferences.

Introduction:

Aramark is committed to delivering a premier guest experience at Atlas Family Marketplace, constantly evolving to meet the needs of our community. A notable aspect of this is the partnership with Walk-On's Sports Bistreaux, which touts Drew Brees as a co-owner. As a Purdue alumnus and former Boilermaker football star, Drew's connection to the campus runs deep, making his involvement in the Marketplace particularly meaningful. This partnership reflects our commitment to bringing top-tier experiences to our guests.


Essay:

Customer satisfaction is a priority for us, and we actively gather feedback through regular surveys and advisory boards to ensure we are in tune with guest desires. Based on this feedback, we overhauled six of our dining concepts last summer to better match guest preferences, with two more brand conversions slated for later this year. These changes have contributed to a 15% year-over-year sales increase, along with a noticeable increase in foot traffic and awareness of the Marketplace's offerings. By consistently responding to customer input and adapting our services, we have created a dynamic, thriving environment that drives both satisfaction and continued growth.

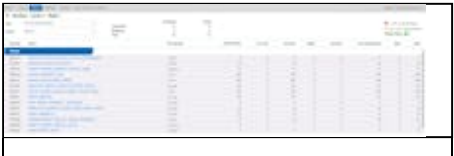
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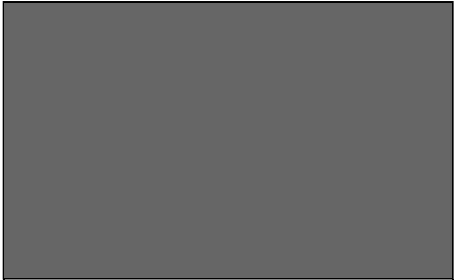
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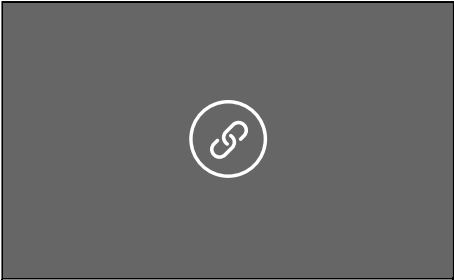


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