



brand
standards

ZeBi by sodexo
Zest Bistro. Fueling your body. Preserving your world.

brand standards



people

Manager certified at a ZeBi Center of Excellence

Engaged employees who are knowledgeable about ZeBi standards and procedures



price

Pricing determined through division marketing tools

Pricing is reviewed and updated once a year (minimally).



place

220 square foot minimum

Defined smallwares & equipment list

Regular brand updates (investment of up to \$5,000 per year)

digital menu boards

Optional seating area



promotion

ZeBi includes "by Sodexo" endorsement.

Participant in Sodexo's Stop Hunger efforts.

1.0% of total sales supports local charities



product

Simply to Go grab & go

Soups - 12 and 8 oz.

Aspretto espresso drinks (hot and iced)

Aspretto fresh brewed coffee 5 types daily

Defined brewing and serving procedures (see build cards for details)

Holy Kakow® organic chocolate syrup

Monin® caramel & white chocolate sauces

Monin® syrups

Tools:

Recipes and build cards

Defined plan-o-grams & merchandising

Marketing support

Opening materials

Flat bread, baguette & ciabatta sandwiches

Pick 2 program

Breakfast sandwiches

Fresh salads made to order

Bakery:

2 muffins (always blueberry)

3 cookies (always chocolate chip)

1 scone

1 poundcake

1 cinnamon roll

2 bagels

1 biscotti

1 all butter croissant

2 brownies/bars

Limited time offer promotions

Numi Tea products

Smoothies with nonfat frozen yogurt



sandwiches + salads

detailed standards

what do I have to run?

sandwiches

ZeBi offers several types of sandwiches: flat breads, ciabattas, baguettes and breakfast sandwiches. In addition to the LTO item, the following items must be offered every day:

- Chicken Caesar Flat Bread
- Ham and Brie Flat Bread
- Mozzarella and Tomato Flat Bread
- Roast Beef and Caramelized Onion Flat Bread
- Grilled Vegetable Whole Grain Baguette
- Spicy Italian Ciabatta
- Turkey Cheddar Baguette
- Egg and Cheese Breakfast Sandwich (Flat Bread and Bagel)
- Sausage, Egg and Cheese Breakfast Sandwich (Flat Bread and Bagel)
- Bacon, Egg and Cheese Breakfast Sandwich (Flat Bread and Bagel)

salads

One salad from the ZeBi recipe book must be offered every day.

what else can I run?

Additional sandwiches and salads may be offered to support your business needs.



bakery

detailed standards

what do I have to run?

The items below are proven winners at ZeBi, as shown by consumer feedback and sales data. These popular items must be offered in the day parts shown below:

Morning:

- 2 muffins
- 1 scone
- 2 bagels
- 1 cookie
- 1 biscotti
- 1 poundcake
- 1 cinnamon roll
- 1 croissant

Afternoon

- 1 muffin
- 1 scone
- 2 bagels
- 1 cookie
- 1 biscotti
- 1 poundcake
- 1 cupcake
- 2 bars

what else can I run?

You may offer additional brownies, bars, turnovers, cookies scones and muffins to meet consumer demands.



beverages

detailed standards

sizes

- Three sizes of coffee – 12, 16 and 20 oz.
- Hot specialty drinks – 16 oz.
- Hot tea – 16 oz.
- Iced beverages and smoothies – 20 oz.
- Prepare all recipes using Aspretto build cards

branding

- Serve coffee from Aspretto branded airpots and shuttles
- Serve coffee in Aspretto branded cups

range

- Brewed Coffee - offer five daily
 - Two regular - lite and dark roast
 - Decaf
 - Two additional - vanilla, hazelnut or any LTO coffee
- Sauces: Holy Kakow - organic chocolate; Monin caramel and white chocolate
- Syrups: Monin organic
- Smoothies: vanilla nonfat frozen yogurt base

Refer to Aspretto standards on SodexoNet for details.



grab + go

detailed standards

Simply to Go serves the grab + go segment of ZeBi. Recipes are in FMS, and labels are created using SMG software. Make sure to follow all STG product and packaging standards, which are posted on the Simply to Go section of SodexoNet.

6:30 am - 10:30 am

Simply to Go Yogurt parfaits

Simply to Go Fruit cups

Bottled water

Bottled juice

Bottled soda

May add:

Milk chugs

Convenience yogurt cups

Sparkling water

Orange juice

10:30 am - 3:30 pm

Simply to Go Salads - Caesar, Side Caesar, Garden

- salad dressings in 2 oz cups or portion control packs

Simply to Go Yogurt parfaits

Simply to Go Fruit cups

Bottled water

Bottled juice

Bottled soda

May add:

Additional Simply to Go salads

Milk chugs

Convenience yogurt cups

Sparkling water



additional programs

detailed standards

soup

Two soups offered daily

8 and 12 oz.

Soup options:

- Stock Pot or Select Harvest soups
- In-house soup program
- Do not use canned soup

salty snacks

Snack options:

- Miss Vicki's Kettle Cooked Chips





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