

# how students & parents *feel* about COVID-19

## ONE-ON-ONE WITH STUDENTS & THEIR PARENTS

In this study, we asked parents and students to share their hopes, fears, desires, and expectations about returning to college campuses during COVID-19. But we didn't just focus on dining, we wanted to know about any daily challenge they may have.



## what we learned

### there are 3 types of *attitudes*



#### COMFORT SEEKERS

Are more concerned about their routine being disrupted



#### PRAGMATIC OPTIMISTS

Can easily envision changes and are willing to adapt



#### EXTREMISTS

Can't envision students socializing when eating

Students and parents both worry that the experience just won't be the same.

### *new* expectations for the experience



#### TIGHT STAFF REGULATIONS



#### PERSONALIZED SERVING OPTIONS

(GRAB & GO, TAKE OUT, PRE-ORDER)



#### VISIBLE CUES OF CLEANLINESS



### they view health as a school survival *strategy*



NEEDS TO BE **CLEAN**  
AND **NON-CONTAMINATED**



DESIRE FOR **IMMUNE-BOOSTING**  
**FOOD** TO FIGHT OFF VIRUS & WEATHER



**QUALITY OF FOOD** SHOULD  
NOT SACRIFICE HEALTH



## how we move forward

*Our world-class chefs, hospitality teams and food enthusiasts are ready to partner with your campus, to walk with you during these new times and exceed student, faculty and parent expectations.*



Not your average boxed lunch:  
Make your grab and go, Grab and Oh!



Chef's Fruit Charcuterie:  
Exotic fruits cut and topped to order



Virtual teaching kitchens



Featured menus and local ingredients  
to support immune health.

### grow roots in your *community* through food

We do more than serve the community—we become a part of it. Through our extensive expertise in delivering unique campus experiences Harvest Table Culinary Group is prepared to help you walk through the new era of campus hospitality.

CONTACT US

[www.harvesttableculinary.com](http://www.harvesttableculinary.com)

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TABLE**  
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