



EAT TO EXCEL™

VITERBO UNIVERSITY STUDENT ATHLETES EAT TO EXCEL

With a student to faculty ratio of 11:1, it's easy to see why Viterbo University is one of Wisconsin's finest private universities for getting a personalized educational experience. As Viterbo's trusted dining hospitality partner since 1994, Aramark works hard to bring the same level of tailored care to every dining experience on their scenic La Crosse campus.

While Viterbo University may not have a dedicated Training Table facility or the breadth of resources of a large Division I school, their Division III student athletes and coaches are equally serious about competing at a high level and deserve nutritional support. Through this recognized need for a more accessible program that guides student-athletes' nutritional journey to drive improved performance, Eat to Excel™ was born.

Launched in February 2023, Aramark Collegiate Hospitality's Eat to Excel is designed with a special focus on student-athletes. This revolutionary program provides a simple yet effective way to help student-athletes identify and eat the foods that best fuel their

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Proper nutrition is critical for athletes to train and perform at a high level. I really believe it can be another competitive advantage for athletes, similar to what strength training did for athletes many years ago. The knowledge we have today to customize nutritional needs for various sports is amazing. That's why I think the Eat to Excel program is important.”

**BARRY FRIED | VITERBO UNIVERSITY
ATHLETICS DIRECTOR**

athletic needs. Powered by our new proprietary method for categorizing foods—developed by registered dietitians—Eat to Excel makes balancing the demands of schoolwork, friends, team commitments, and healthy eating less challenging.

Eat to Excel categorizes foods into proteins, carbohydrates, or colors (for fruits and vegetables). The recommended portion of each on the student-athlete's plate varies depending on whether they are training, resting, or preparing for a competitive event. In addition to providing the AI-enabled mobile app for personalized meal

recommendations and nutrition tracking, we identify Eat to Excel menu items in the all-you-care-to-eat residential dining room and campus convenience store. We plan to add catering options for Viterbo's sports teams soon, including buffets and boxed meals for away games.





EAT TO EXCEL IS THE TALK OF THE CAMPUS

Aramark worked closely with Viterbo's Athletics Department to launch Eat to Excel. From day one, the program was a huge success with positive reception across the board. Many students on campus, regardless of athletic team affiliation, continue to share their appreciation. On the first day alone, 39 Viterbo students created mobile app accounts. As of April 24, this number grew to over 78 accounts. At the beginning of May, Viterbo logged 1,115 meals. The immediate adoption and active usage of the Eat to Excel program confirms students' desire to take charge of their health, wellness, and athletic performance. Our dietitian interns have also been crucial to the success of the program through marketing support, and by connecting directly with Viterbo athletes and coaches to maximize the benefits of Eat to Excel.



Eat to Excel provides me with information needed to perform and train better."

JACOB | VITERBO UNIVERSITY | JUNIOR

Eat to Excel has proven to be an invaluable campus resource at Viterbo. In our post-launch student survey, 50% of students chose Eat to Excel foods daily.

Viterbo University Eat to Excel Post-Launch Student Survey Results (n=40) 3/28/23

Percentage of respondents on an athletic team	78%
Choose Eat to Excel identified foods Daily	50%
Choose Eat to Excel identified foods A Few Times Per Week	23%
Choose Eat to Excel identified foods At Every Meal	15%
Have downloaded the smartphone app	33%
Percentage of students who say their coaches encourage the use of the program	28%

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The chart below further illustrates the positive reception and impact of Eat to Excel as we broaden its reach. At the four pilot schools, 97% agree the Eat to Excel options provide variety in food choices while helping meet nutritional goals.

Eat to Excel In-App Survey Apr 2023 (n=109)

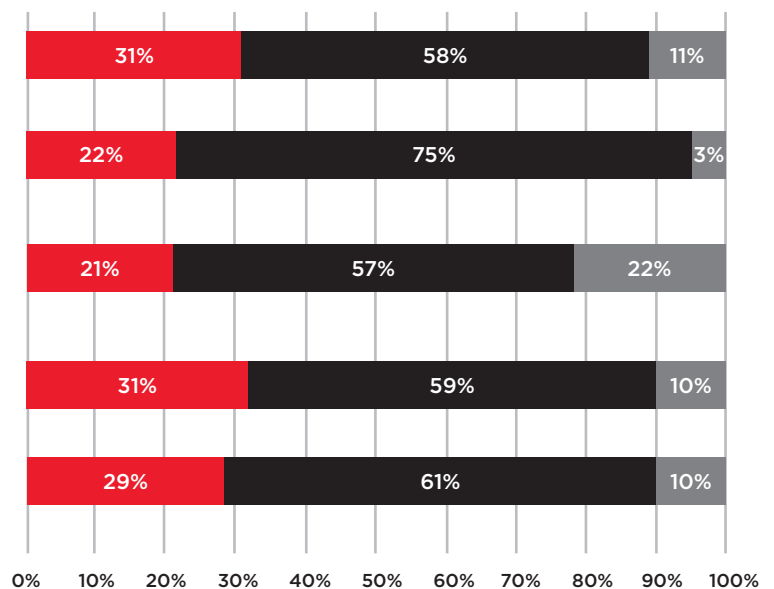
Overall, how satisfied are you with the Eat to Excel program?
(Very Satisfied, Satisfied, Dissatisfied)

The Eat to Excel options provide variety in my food choices that fit my nutrition goals

The Eat to Excel program has taught me how to make appropriate food choices, even among items that are not marked as 'Eat to Excel' options

The mobile app helps me to make more informed food choices to meet my nutrition goals

The Eat to Excel options have helped me easily identify food choices that fit my nutrition goals



Strongly Agree ■ Agree ■ Disagree ■

For students selecting where to attend school next year, having Eat to Excel on campus provides a unique benefit to consider. By offering guidance that fuels performance, the addition of Eat to Excel in campus dining programs helps differentiate from competitors and attracts student athletes who want to excel.