



# Upper Crust

FOOD SERVICE



# W E L C O M E T O UPPER CRUST FOOD SERVICE

Thank you for the opportunity to tell you about our company and services. We are excited about the opportunity to partner with your chapter and bring fresh, healthy, and exciting meals to your members. Our company mission statement states that we will provide “excellence beyond expectations” and we look forward to sharing with you how we will accomplish that goal in your house.

I founded Upper Crust Food Service in 2009 to solve a problem that I experienced as an undergraduate fraternity member. During my three years living in my fraternity house our chapter went through multiple cooks who provided a very inconsistent service to our members. I realized that this problem was not unique to my house and that many other chapters experienced this same issue. I knew that there had to be a better way and that is when Upper Crust Food Service was born.

From our humble beginnings serving two chapter houses on a Midwest campus we have grown to become the industry leader in Greek food service management and now manage hundreds of accounts coast to coast. Despite our growth we have not lost sight of personal service, customized menus, and of course, great, fresh food.

We are only as good as the people that work for us and I am very proud of the team of chefs and managers that provide “excellence beyond expectations” every day for our clients.

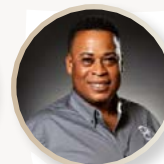
Please feel free to contact me directly anytime that I can be of assistance to you. Thank you for your consideration of our services and I look forward to welcoming you to the Upper Crust Food Service family!



**ADAM GUY, PRESIDENT**  
Upper Crust Food Service



**CLICK HERE** to meet our talented team of professionals ready to serve your chapter!





# WE ARE PROUD TO ANNOUNCE

THAT UPPER CRUST FOOD SERVICE AND COLLEGE CHEFS HAVE JOINED FORCES!

## STRENGTH IN NUMBERS:



**400+**  
Accounts



**45**  
States



**100**  
Campuses



**850+**  
Culinary Professionals

## WHAT DOES THIS MEAN TO YOU?

### Twice the on-site management of any competitor!

Our increased manager density allows us to create smaller territories which results in quicker response time to customer needs and local managers that live near your account.

### Double the account density on campuses!

Our increased account density allows us to leverage our size to support our chapters. Chef out sick? No problem, we have other chefs on campus that can fill in. Big special event? We love it! We can pull combined resources on campus to make it a success!

### Combined talents of 850+ culinary professionals!

The freshest ideas come from collaboration and we have the largest network of trained chefs in the industry.

### Most robust client success team in the industry!

Dedicated client success team for every account leveraging the latest technology to provide personal attention.

### Strongest buying power!

This means more variety, higher quality ingredients, and ensuring maximized portion sizes at each meal.



## WHO WE ARE

Proudly serving Sororities and Fraternities, UpperCrust Food Service is known for freshness, quality, variety, and excellent customer service. UpperCrust Food Service began with a vision to solve a problem that many Fraternity and Sorority houses face. That problem is a lack of consistency and professionalism in the kitchen. With a focus on great food and personal service, we've remained true to our roots. Today, the chefs of UpperCrust Food Service prepare tens of thousands of meals weekly for students across the country.

## OUR MISSION STATEMENT

We proudly support our customers and each other in an environment of professionalism, efficiency, and excellence beyond expectations.



# WHY CHOOSE UPPER CRUST FOOD SERVICE?



## STAFF STABILITY

You will have a trained chef present at every meal.



## BUDGET CERTAINTY

You will have one simple contracted price and it will likely be equal to or less than you are paying now!



## REDUCTION OF LIABILITY

We employ all staff and provide workers compensation and medical insurance.



## ACCOUNTABILITY

You have a contractual guarantee that we will take care of your members.



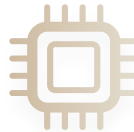
## AWESOME FOOD!

We source the highest quality ingredients and customize weekly menus to fit your chapters needs.



## COMMUNICATION

Direct access to our company leadership 24/7/365.



## CUTTING EDGE

We embrace technology from our innovative app to chapter surveys.



## INDUSTRY LEADERS

We have become the preferred food service choice through our dedication to exceeding our customers expectations.



**CLICK HERE** to learn What We Do



## OUR CUSTOMERS LOVE US!

### WE COULD NOT BE HAPPIER

*Our relationship with Upper Crust has really turned our kitchen operation around. Before Upper Crust we had our own chef and our members did not like the food. Now we have full dining rooms and everyone attends the meals. We could not be happier.*

**-Evan, Lambda Chi Alpha**

### I HIGHLY RECOMMEND THEIR SERVICES

*I have serve on my fraternity board and never before seen a company really come up with a solution to the kitchen needs in the greek community. Upper Crust has done it and done it well. I highly recommend their services.*

**-Jake, Delta Tau Delta**

### THEY ARE PROFESSIONAL

*Upper Crust Food Service does an incredible job preparing meals for our chapter. They are professional and easy to work with and we now have no complaints about quality of food. We have worked with them for 5 years and are looking forward to many more.*

**-John, Beta Theta Pi**

FOLLOW US FOR MORE





## WE HIRE THE BEST CHEFS!

We recruit the best chefs in the industry by offering them a lifestyle that is unmatched. With few late nights and weekend hours our jobs offer a work week that is reasonable and fair. We offer competitive pay, health, vision, dental, and life benefits as well as holidays off and great opportunities for advancement. We believe that happy chefs will create the best food for our customers! Check out what our chefs have to say about working for Upper Crust Food Service.



**CLICK HERE** to hear why our chefs love working for Upper Crust



## OUR MOBILE APP

The Upper Crust Food Service App is a revolutionary tool in the Greek food service industry. Our app allows for students to create a profile to let us know about any dietary restrictions that they might have. Users can also view their daily menus, provide feedback on menu items, and sign up for late plates all from the convenience of their smartphone.

You can check out all of the features of our app by searching "Upper Crust Food Service" in the app store and downloading the app. Create a profile and then enter "SAMPLE" as your house code to view sample menus.

## SPECIAL EVENTS

At Upper Crust Food Service, we love to cater special events for the fraternity and fraternity houses that we serve. This gives our talented chefs a chance to show off and truly turn an ordinary event into something the entire campus is talking about. Because what makes a great event even better? Delicious food, of course! From a simple appetizer buffet to an extravagant chef-attended action station — we have you covered.

**Parents Weekend, Philanthropy, Tailgates, Founders Days, Recruitment, Bid Day, Academic Banquets**




**CLICK HERE** to view Special Events Menu Ideas



# FRATERNITY FOOD SERVICE PLANS

We offer a variety of meal plans tailored to your exact needs and budget. Meal schedules and dining times are based on the chapters needs and weekend service is available. We request that all in house members are on the same meal plan for consistency but we offer a variety of out of house meal plans for members to eat at the house.

 **CLICK HERE** to view our Fraternity video.



## SAMPLE FRATERNITY MENU 1

**BREAKFAST:**

Made to Order  
Pancakes with  
Assorted Toppings,  
Scrambled Eggs,  
Sausage, Hash  
Browns, and Fresh  
Cut Fruit

**LUNCH:**

Grilled Chicken  
Ciabatta Sandwiches  
with Spicy Aioli, Fried  
Green Beans, Hand  
Cut Potato Chips and  
Salad Bar

**DINNER:**

Homemade Italian  
Sausage Lasagna,  
Grilled Italian  
Vegetables, Garlic  
Cheese Bread, Salad  
Bar, and Italian  
Cream Cake.

## SAMPLE FRATERNITY MENU 2

**BREAKFAST:**

Breakfast Sandwiches  
with Bacon or  
Sausage, Egg and  
Cheese, Hash Browns,  
Assorted Muffins and  
Fresh Cut Fruit

**LUNCH:**

Pulled Pork Street  
Tacos Served with  
Black Beand, Cilantro  
Lime Rice, Spicy Slaw,  
Pico de Gallo, Chips,  
Salsa, White  
Queso, Salad.

**DINNER:**

Fried Chicken,  
Mashed Potatoes,  
White Pepper Gravy,  
Maple Glazed  
Carrots, Texas Toast,  
Salad Bar, and  
Apple Cobbler.

Additional Sample Menus Available Upon Request

## OUR MENUS

At Upper Crust Food Service, we understand the needs of hungry fraternity members. Our Fraternity meal plans focus on hearty servings of fresh food that will leave your chapter satisfied. Variety is a key ingredient to our college catering success and our Greek housing chefs act upon the feedback received from your chapter to customize a weekly menu that exactly fits your needs. The menus to the right are simply to give you an example of a few popular menu items we serve our fraternity chapters

# DAILY OFFERINGS

## BREAKFAST



[CLICK HERE](#) to see Breakfast

We have two breakfast service options for your fraternity to choose from.

**CONTINENTAL BREAKFAST** | Our Continental Breakfast includes items such as fresh cut fruit, whole fruit, cereal, pastries, bagels and cream cheese, oatmeal, granola, and yogurt. Breakfast beverages include a variety of juices, coffee, and milk.

**HOT BREAKFAST** | Our Hot Breakfast includes all of the Continental Breakfast options plus a delicious hot breakfast buffet. We also include complimentary sides and the ability to order eggs and omelets cooked to order from your chef.



## LUNCH



[CLICK HERE](#) to see Lunch

Lunch includes a full salad bar, variety of beverages, and dessert served twice per week. Late plates and sack lunches are also available daily via our mobile app. Special diet requests can be accommodated daily.

**BUFFET LUNCH** | Our Buffet Lunch includes a daily customized entree. Our chef will often create multiple entrees to increase variety and satisfy dietary needs. Entrees are paired with a minimum of two complimentary sides.

**DELI STATION** | Our deli station adds another layer of variety with sliced deli meats, cheeses, breads, and condiments to create a customized sandwich or wrap.

**SALAD BAR** | Our Salad Bar is stocked with two types of lettuce, freshly cut veggies, cheeses, fruits, proteins, composed salads, dried fruits, nuts, croutons, and a variety of dressings. Our salad bar items are unlimited and completely customizable based on the chapter requests.

## DINNER



[CLICK HERE](#) to see Dinner

We offer dinner as a buffet, family style, or plated meal. Each Dinner includes a full salad bar, variety of beverages, and dessert served twice per week. Late plates are also available daily via our app. Special diets are accommodated.

**DINNER BUFFET** | Our dinners consist of a delicious customized entrée. Our chef will often create multiple entrees to increase variety and satisfy dietary needs. Entrees are paired with two complimentary side dishes and bread.

**SALAD BAR** | Our Salad Bar is stocked with two types of lettuce, freshly cut veggies, cheeses, fruits, proteins, composed salads, dried fruits, nuts, croutons, and a variety of dressings. Our salad bar items are unlimited and completely customizable based on the chapter requests.

STILL HAVE QUESTIONS? [CLICK HERE](#) to view our FAQ's online.







## DESSERT

Your chapter can customize how many desserts and which meals you would like desserts served. From hot chocolate chip cookies at lunch to an ice cream sundae bar at dinner, our chefs are ready to satisfy your sweet tooth.

## BEVERAGES

Our meal plans offer a variety of beverages to choose from. Breakfast beverages include a variety of juices, coffee, and milk. Lunch and Dinner beverages include choices such as fruit infused waters, lemonade, tea, juice drink, and milk.



## SNACK PLAN

Snack plans can be created based on customer requests and your food committee can make adjustments to snack varieties upon request.



## SPECIAL DIETS? OUR CHEFS ARE ON IT!

One of the toughest aspects of feeding a large group of members from diverse backgrounds is ensuring that everyone who has dietary restrictions is accommodated at every meal. Our chefs are specifically trained to ensure that your members' dietary needs are met at every meal. We encourage our members to meet with our chefs to develop a plan and ensure that they are receiving the quality food that they deserve.