



A Chill Concept

When Dianna Benting, foodservice district manager at Portland Community College (PCC) in Oregon wanted to launch a beverage concept on her campus that focused on local, sustainable and healthy products, she knew that she did not have enough purchasing power to bring in enough product.

"Pacific Natural happened to drop a sample of their smoothie base off on my desk and I got to looking at it and

thought, "Wow, our own concept that PCC is not that a distributor, so I called State University and did some self. I asked if he for a smoothie."

Tumbull had a change in his "Both of us were kind of things options we had Tumbull, associate Housing and in Corvallis. "We operations at some change been doing some about some stu-

be out there and we were in limbo at the time. We hadn't made any decisions, we had a lot of information from what was available in the industry but hadn't gone forward with a proposal. It was perfect timing that Dianna called, because it allowed us to shift gears a bit and take a look at it from a different perspective."

Tumbull and Benting contacted Tom

Allenby with Morton and Associates, the broker at the time for Pacific Natural Foods. They worked together to create a concept called Chill with the support of Pacific Natural Foods, Ocean Spray, Dannon and Dole.

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"Morton and Associates got the manufacturers together to chip in a certain amount of money," said Benting. "From there, they hired a marketing firm out of Chicago, Olson Communications, that did market and trademark research and they designed a few different designs and checked some names and it just progressed smoothly from there."

have the Chill concept be potentially successful in almost any college arena or in any arena where it might someday reside. Space flexibility — How do you design something that can work in a very small space or in a medium space or differently configured spaces?"

The only requirement of the program is that products from the four manufac-

turers who worked to create the program to pay anything Benting. "There is you sign that says as advertised. develop your own go with the ones You can make you need it to fit requirements or to do."

"We were looking front costs," said ment to spend a ton chise fees and of de a good return

age. "Our sales are our food cost is " said Tumbull. and feedback we ents has been very favorable. They like that our smoothies are healthy and have no high-fructose corn syrup — that kind of thing. The Chill Concept fit the bill there."

Right now, schools using the Chill concept include OSU and PCC, as well other Oregon schools: University of Portland, George Fox University and Chemeketa Community College.

—CCM

