



Aramark Collegiate Hospitality Introduces 2026-2027 Innovations for Current and Incoming Generations

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New dining experiences, wellness-focused concepts, and digital tools reflect the evolving expectations of tomorrow's students

PHILADELPHIA--(BUSINESS WIRE)--Aug. 24, 2026-- As colleges and universities prepare to welcome Generation Alpha, Aramark Collegiate Hospitality is introducing new dining programs, wellness-focused residential concepts, digital enhancements, and student engagement initiatives for the 2026-2027 academic year.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260824711385/en/>



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Aramark's May 2026 **TrendScoop** report profiles Generation Alpha, whose oldest members are expected to begin enrolling on U.S. campuses in Fall 2028, as one of the most food-aware and digitally connected generations yet. According to the proprietary report, which blends industry insight with Aramark Collegiate Hospitality's campus engagement research, 88% currently eat restaurant food one to five times per week, more than 70% have tried new foods they have discovered through social media, and 75% enjoy mainstream global cuisines, behaviors already influencing how students evaluate dining experiences and helping shape Aramark's approach to the future of collegiate hospitality.

The Future of Food

To meet those evolving student preferences and to appeal to current students, Aramark Collegiate Hospitality is introducing new dining offerings that bridge Gen Z and Alpha as revealed in TrendScoop, including:

- A unique **Protein Trio** option combining beef, chicken, and sorghum, addressing demand from 72% of Gen Z interested in high-protein foods and 60% seeking high-fiber options.
- **Texture-forward sandwich items** such as Maple Crispy Chicken, Crispy Hot Honey Turkey, and Kickin' Cajun Crunch Turkey, responding to the 75% of Gen Z who cite texture as a primary driver of snack cravings, a preference reinforced by 1.5+ billion TikTok® views of crunchy food content.
- **Halal-friendly menus** using certified ingredients and strict preparation protocols.
- Global culinary options, particularly **Indian-inspired** Butter Chicken, Butter Chicken Meatballs, and Butter Chicken Pizza, capitalizing on a taste trend that 67% of Gen Z consumers say they want to try.
- **Tagine Table**, a new retail concept featuring North African-inspired flavors including couscous, lamb merguez tagine, saffron rice, harissa, and Kesra flatbread in a customizable bowl format, appealing to the 62% of incoming students who actively seek adventurous global fare.

The Future of Wellbeing and Connection

To support student wellbeing, Aramark Collegiate Hospitality is looking beyond its menus. According to industry insight, about 40% of college-aged students report feeling stressed or anxious most of the time (Deloitte, 2025) and identify mindful eating as a factor in mental wellbeing (Aramark DiningStyles Survey, 2024), and nearly 20% say investment in wellness spaces would directly improve their wellbeing and academic performance (Inside Higher Ed, 2024). This tracks with a broader generational shift: nearly half of young adults say their online life is harming their wellbeing (WGSN, 2026), and Gen Z is increasingly turning to real-life, in-person connection to recharge.

Collegiate Hospitality is addressing these trends with new and expanded programming that helps students to un-plug:

- Aramark is acting on feedback from its Council of Student Advisors with the expansion of **REVIVE™**, its wellness-focused residential dining concept, and **The Gathering Place**, a student and campus connection-focused concept that combines food and school spirit. As "logging off" becomes the new status symbol among students, these spaces offer a screen-free way to unwind and connect face-to-face.
- **Kitchen 101™** cooking classes are expanding nationally to teach students hands-on cooking skills in dining hall settings, from sushi rolling to baking from scratch. These screen-free, experiential sessions meet students' growing desire to unplug and socialize in person.

- The company is introducing two new themed dining events, **A Night in Paris** and **Campfire Faves**, bringing its annual fall lineup to eight themed experiences to help students come together and build relationships.

The Future of Digital Engagement

Aramark Collegiate Hospitality is redefining how campus dining listens, responds, and connects with today's students through one of the most comprehensive digital feedback and engagement programs in higher education.

- **22,000+ students** engaged in 2026 through Aramark's StudentLounge[®] research community and annual DiningStyles™ survey.
- **30,000+ combined uses** of Aramark's allergen and nutrition filtering tools reflected the growing demand for personalized, health-conscious dining options among today's college students.
- **100,000+ student responses** collected annually through Aramark's MyDiningFeedback, providing continuous, actionable insight at scale.
- **Nearly 1 million members** have joined the Aramark Dining Rewards program, connecting students to exclusive perks and discounts via email and SMS.

Anchoring this ecosystem is **MyDiningHub**, Aramark's redesigned, proprietary, all-in-one campus dining platform, now live across all campus partners. MyDiningHub serves as a centralized destination where students can manage meal plans, filter menus, access campus dining information, and track rewards, putting everything a student needs to make informed dining decisions in one seamless digital experience.

"This work is about making sure every student who walks into one of our dining halls feels like the experience was built for them," said Flanagan. "Our goal is to help campuses create dining programs that meet those expectations now while building for the future. Because of the insight and dedicated teams behind this work and serving our communities, we are well positioned to do exactly that."

About Aramark Collegiate Hospitality

[Aramark Collegiate Hospitality](#) —where futures are better served—has been a trusted dining partner to higher education institutions for over 50 years. Serving approximately 300 colleges and universities nationwide, Aramark delivers customized dining and hospitality programs that reflect the unique culture and needs of each campus. Rooted in a deep commitment to service for people, partners, the community, and the planet, Aramark goes beyond meals by curating tailored experiences, supporting success, and cultivating communities. Connect with [Collegiate Hospitality on LinkedIn](#).

Aramark (NYSE: ARMK) proudly serves the world's leading educational institutions, Fortune 500 companies, world champion sports teams, prominent healthcare providers, iconic destinations and cultural attractions, and numerous municipalities in 16 countries around the world with food and facilities management. Because of our hospitality culture, our employees strive to do great things for each other, our partners, our communities, and the planet. Learn more at www.aramark.com and connect with us on [LinkedIn](#), [Facebook](#), and [Instagram](#).

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