



Aramark Fights Workplace Hunger with a New Vibe

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PHILADELPHIA, Sept. 14, 2015 /PRNewswire/ -- Have you ever felt a hunger pang in the middle of the workday, didn't have time to go out, but wanted something more than a snack? Aramark (NYSE: ARMK), the \$15 billion global provider of award-winning services in food, facilities management and uniforms, is meeting workplace hunger head on with an innovative new Micromarket concept called [Vibe](#), which is designed to bring fresh and healthy foods to consumers who want to grab something quick and satisfying at any time of the day.

"Our Vibe concept is an example of how we innovate the everyday for our clients and customers," said Brad Drummond, Aramark Chief Operating Officer. "Many of our more than 450 Vibe locations cater to clients that do not have traditional cafeterias, are spread out over large campuses or have shift-based work schedules outside of the traditional 9-5 day."

Different than a common vending environment, Aramark's Vibe concept, takes a small space that is typically underused and transforms it into a Micromarket where consumers can get fresh salads, sandwiches, yogurt parfaits, fruits, vegetables and prepackaged meals. The markets also include a variety of beverages including top brands like Starbucks, as well as typical breakroom snack foods.

Vibe Micromarkets are self-sustaining and require no onsite employees to manage. Aramark customers use kiosks to scan and pay for their foods with either cash or credit-loaded cards, debit cards or credit cards. The markets are maintained by Aramark's route-based service model, where drivers monitor consumer preferences and replenish them several times per week.

Fresh food items range from \$3.99 to \$7.99 for a full meal and snack foods typically range from 99 cents to \$2.99 for higher end choices like Chocolate Covered Cranberries. Vibe markets are designed using Aramark consumer research to position healthy or "Better for You" food choices in areas where consumers are more likely to select them. Once a contract is finalized, Aramark is typically able to construct and open a Vibe location in about 6 weeks.

"We have Vibe Micromarkets in many corporations and businesses as well as some hospitals and colleges," Drummond said. "The freshness and taste of the food, number of healthy options and the markets' ease of use rank consistently high among consumers in our customer satisfaction surveys."

About Aramark

Aramark (NYSE: ARMK) is in the customer service business across food, facilities and uniforms, wherever people work, learn, recover, and play. United by a passion to serve, our approximately 270,000 employees deliver experiences that enrich and nourish the lives of millions of people in 21 countries around the world every day. Aramark is recognized among the Most Admired Companies by FORTUNE and the World's Most Ethical Companies by the Ethisphere Institute. Learn more at www.aramark.com or connect with us on [Facebook](#) and [Twitter](#).

Forward-Looking Statements

Certain statements made in this press release may constitute "forward-looking statements" within the meaning of the federal securities laws. Forward-looking statements are based on management's expectations, estimates, projections, and assumptions. These statements are not guarantees of future performance and involve certain risks and uncertainties, which are difficult to predict. Therefore, actual future results and trends may differ materially from what is included in our forward-looking statements due to a variety of factors.

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