

# Why Creative Dining Services Belongs On Your List

For over 30 years, Creative Dining Services has set the standard for customer-centric dining programs. Here's where we have an edge over traditional hospitality companies—and why we might be a perfect fit for your client.

## TRADITIONAL DINING PROGRAMS

### LACK OF TRANSPARENCY

Industry-standard profit-and-loss financial models give little insight into what's happening behind the scenes.

### INFLEXIBILITY

Set options are offered to every client, with little to no flexibility based on the specific needs of specific accounts.

### LACK OF OVERSIGHT

Account managers oversee many accounts, leading to less oversight.

### LACK OF CREATIVITY

Innovation and creativity are not emphasized, making dining options other than the dining program more appealing.

### FORCED SLOTTING

A strict list of options for a particular product from a set list of vendors and distributors decreases flexibility.

### REPETITIVE MENUING

Lack of variety in meals and experiences leads to boredom with the dining program.

### LACK OF RESPONSIVENESS

Halfhearted gathering of feedback—typically through comment cards—does not lead to change.

### MINIMAL EMPLOYEE INVESTMENT

Baseline employee training means disengaged employees and high turnover.

## Creative Dining Services

### Transparency

Operating on a management fee model, Creative Dining Service charges an upfront fee. Monthly reports detail exact costs. **Any extra revenue is kept by the account.** This allows our customers to make decisions in their best interest.

### Consultative Approach

One size doesn't fit all. Our expertise and flexible approach allow us to consult with our clients and deliver a program that suits their specific needs. **We adapt our models, menu cycles, systems, processes, and dining environments based on the client.**

### Greater Oversight

Our account managers oversee half the number of accounts as our competitors'. **Greater oversight and accountability means better programming.**

### Creativity

Our Culinary Innovation Council, Chef Lab program, and innovative and passionate culinarians ensure that **we are always on top of trends.**

### No Forced Slotting

**We enable our accounts to choose the options that they want,** which is critical in meeting their needs. CDS uses primary vendors and offers specialty vendors and local purchasing.

### Freshness

**Our menus are never static.** They are always changing to keep diners engaged and satisfied.

### Responsiveness

**We actively seek input from diners and actually implement changes in response.** We don't just rely on comment cards, instead gathering feedback through a variety of proven methods.

### Award-Winning Professional Development

We know that happy employees equal happy diners. **We invest in our employees in key ways,** including through our award-winning comprehensive employee training and development program, Creative University.