

# DIVERSITY

The logo for Diversity Food Services features a horizontal row of ten vertical bars in various colors: red, yellow, blue, green, and orange. 

## food services

## About Diversity Food Services

### Food Services

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#### Joint Venture

Diversity Food Services is a joint venture of the [University of Winnipeg's Community Renewal Corporation's](#) (UWCRC) & SEED Winnipeg to deliver excellent food services to the University of Winnipeg while providing meaningful employment and ownership opportunities for the community. Together our specific community objectives include job opportunities in the food industry for new Canadians, Aboriginal people, community residents and University students. Diversity's mission is to provide food services that demonstrate the desire to meet the goals of sustainability at the University within a work environment that reflects a high level of training for the diverse group of employees. We believe that together we can both enhance the quality of food services and develop competencies in all our employees.

#### University of Winnipeg's Community Renewal Corporation

The [University of Winnipeg's Community Renewal Corporation's](#) (UWCRC) mandate is to work towards developing a sustainable University community that is attractive to the faculty, staff, students, and the greater community. With the acceptance of the food services responsibilities, the UWCRC is committed to planning services that embrace the University's Campus Development Plan by actively developing partnerships with community, private and public sector organizations.

#### SEED Winnipeg Inc.

[SEED Winnipeg](#) is a non-profit agency whose mandate it is to combat poverty and assist in the renewal of primarily inner-city communities by providing capacity building services that assist low-income individuals, groups, organizations and economically distressed neighbourhoods improve their social and economic vitality. SEED helps individuals and groups start small business and save money for future goals. By offering business management training, individual consulting and asset building programs, SEED has been instrumental in changing the course of many lives in the inner-city.

## Diversity's Goals & Objectives

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Our foremost priority is to provide excellent food services to the students and staff of the University of Winnipeg and the surrounding community by establishing a successful, dynamic social enterprise. Our Goals & Objectives include:

- Offering wholesome, fairly priced, ethnically diverse food options
- Creating an attractive and diverse menu
- Providing excellent customer services that enhances the rapport with students through responsiveness to needs and

requests

- Establishing high quality jobs for target food service employees, including good wages and benefits, career advancement opportunities, access to training and capacity building, participation in decision-making and opportunities for ownership
- Developing a catering service that supports skill development of the catering staff and meets the needs of the University community

## Kitchen Philosophy

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*To become the premier on-site restaurant at the University of Winnipeg known for its culinary expertise and its commitment to socially responsible practices.*

#### **Create Authentic Food**

Our aim is to create authentic cultural food that is alive with flavour and nutrition, prepared from scratch using authentic ingredients and recipes. Our kitchen philosophy ensures that we will accomplish this in a socially responsible manner for the well being of our guests, the community, and the environment.

We recognize that food is necessary for more than great health; food also contributes to the creation of community. Dining rooms are gathering places. Breaking bread together helps to

create a sense of community and comfort. We recognize the important role we fill and take great care in honouring our position on campus.

## **Fresh Ingredients**

Combined with our commitment to using fresh, authentic ingredients, we start with food in its simplest, most natural form. We purchase local and seasonal products; our freezers are small. Fresh ingredients used in our kitchens are complemented with cooking techniques that preserve nutrition and produce healthy dishes. Our attention to quality is high.

We care about our guests. We care about what they like and we care about their health. Our staff are all educated in the principles of our kitchen philosophy and our training program is crafted using hands-on research with real people in real kitchens.

The result? Our food is well made, the flavours are real, culturally authentic, and well delivered. Community begins here - welcome to our table!

## **Kitchen Standards**

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- Our chicken is always antibiotic free and hormone free
- Our beef and pork are premium natural products
- We follow the seafood standards as outlined by the Ocean Wise program from the Vancouver Aquarium
- We will engage local artisan vendors that can provide the quantity and quality of culinary products expected by our guests
- All stocks, sauces and dressings are made from scratch
- We do not use products that contain MSG

### **Kitchen Statement of Values:**

- We encourage openness and creativity; the sharing of thoughts, ideas and new concepts

- Our menus are produced with sustainable, local and organic products whenever possible using healthy cooking methods
- Our goal is to educate our staff, customers, vendors and ourselves about the food experience and the effect it has on our global community
- We commit to continually evolve our business model to improve service, quality and efficiencies

## Diversity's Management Team

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#### **Ben Kramer - Executive Chef**

Mr. Kramer brings an accomplished restaurant background and a life-time passion for the food industry to Diversity's team. Consistent with Diversity's kitchen philosophy, Ben cooks with as many local, organically grown ingredients as possible. Considered one of the best chefs in Canada, his decisions reflect a firm commitment to eco-friendly practices. Having spent many hours teaching and training others in the food industry, Ben has helped open several restaurants in Western Canada; in 2006 he was instrumental in opening Dandelion Eatery - one of Winnipeg's best new restaurants. He has made contributions to various national and regional books, magazines and publications and has recently placed second in the city in the Iron Chef competition and *Western Living Magazine's* Fall 2009 edition named him one of the "Top 40 Foodies Under 40".

Executive Chef (Diversity Food Services Inc.)

Ben Kramer

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#### **Kirsten Godbout - Manager of Food Operations**

Ms. Godbout is responsible for Diversity's overall day-to-day direction and operational management and catering guru. Her abilities to manage a thriving business have been in clear evidence during her work at Bread & Circuses for the last 10 years. Kirsten brings exceptional business acumen along with a passion for whole-some food and leadership in the delivery of

excellent customer service. She has developed and implemented training programs that are aimed at enhancing job-related and employability skills.

Manager of Food Operations (Diversity Food Services Inc.)

Kirsten Godbout

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### **Lydia Warkentin - Manager of Campus Living (Food Services)**

Ms. Warkentin brings over 14 years of experience in the food industry to the social enterprise venture and was instrumental in the establishment of two successful baking/dining initiatives. A recent graduate of the Asper School of Business MBA Program, Lydia's background in training, human resources, as well as staff and project management provides the necessary foundation and leadership for achieving Diversity's vision. Her responsibilities include strategic planning and the continued growth and business development of Diversity Food Services Inc.

Manager of Campus Living (Food Services)

University of Winnipeg Community Renewal Corporation

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## **Work Place Goals**

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#### **Food a Common Building Block**

The production and consumption of food is one way to begin to appreciate the incredible diversity of ethnicity and culture present in the UWinnipeg community and its surrounding neighbourhoods. Our shared necessity for food on a daily basis makes the production of food a common building block. Working together to learn the best and most economical ways to grow, buy, and prepare healthy food helps create community. Through the sharing and consumption of food we celebrate community.

The work place at Diversity offers numerous opportunities to create community: community between employees, between employees and vendors, and community with those we serve. As we source our ingredients, work around the prep table,

connect across the service counter, exchange words at the cash register, and eat around the dining room table we are repeatedly offered opportunities to create community.

### **Our commitment to these opportunities is demonstrated by:**

- Creating forums that allow each member of our community to voice questions, ideas, goals, and concerns;
- Creating a work environment that supports and challenges individual employees to bring their best to work each day; offering them opportunities to develop new skill sets to enrich their quality of life;
- Establishing concrete training practices which allow employees to set and reach goals;
- Striving to make each customer feel welcome and appreciated
- Learning and remembering individual's names and food preferences;
- Educating all employees on our goal of becoming the premier onsite restaurant and our commitment to socially responsible food production practices;
- Sharing our knowledge of socially responsible food production practices with our customers;
- Supporting our local producers by creating a forum to highlight their contribution to our enterprise.

As we strive for diversity both on our menu and in our staff, we are prepared to work in a dynamic changing environment. We encourage creativity and constructive contributions from vendors, staff, and customers. To reach beyond the walls of the U of W campus and into the community, we are willing to think outside the box of conventional restaurant success.

## **Employee Training Objectives**

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#### **Creating a Cooperative & Diverse Work Environment**

Creating a cooperative and diverse work environment that can deliver excellent food services will require that we have effective on-going training initiatives at Diversity. Our specific social objectives are to provide job and ownership opportunities in the food industry for new Canadians, Aboriginal people, community residents and those who are “hard-to-employ”.

The fundamental aims and objectives of our on-going training initiatives involve recognizing and guiding motivated employees along an intentional personal and employment development strategy. By placing a high priority on staff development we hope to achieve and maintain excellence in food services as well as build personal satisfaction and self-worth.

## Ensuring Training & Development

We hope to meet our current and future business challenges by ensuring that training and development is accessible to all employees in a cost-effective, equitable, and timely fashion. The ongoing employability of our workforce in a continuously changing environment is the driving force behind our goals for short-term and long-term training and development. Staff development is critical, and the focus on training will contribute to providing a work environment that affirms and supports the development of all employees to “be all that they can be.”

Developing and maintaining high-quality training and mentoring work environment for a diverse group of employees will allow us the opportunity to both enhance the quality of food services and to develop competencies in each employee. In order to meet our objectives and timeframes we will continue to see employment at Diversity as training ground that will speak to both job related skills (tasks, duties) as well as to employability skills (communication, problem-solving, decision-making, conflict resolution). We anticipate that the employment training we can offer will have a significant social and economic impact on each individual as well as the larger community.

## Vision

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Our Vision is to produce quality, nutritious, and flavourful food in an environment that champions all who contribute their energy and skill - from the farmer, to the chef, to the service staff. Our service is distinguished by our passion for food and our abiding commitment to sustainable environmental practices whenever possible. Whenever possible, we choose to use food that has been sourced in a socially responsible manner which includes reducing transportation costs, supporting fair-trade practices, and decreasing the dependency on food grown with herbicides. Our commitment includes providing food services in a caring work environment that offers meaningful

employment opportunities to all employees. Integral to our Vision is creating a positive and caring atmosphere for all who eat, work, and serve.