

BEST IN THE BUSINESS AWARDS

Durfee's Sweet Shoppe



Category: Updating Your C-Store

Yale University
New Haven, Conn.



Manager: Lauren Peerless

Number of non-manager employees: 6

Store Square Footage: 720 square feet

Annual Sales: \$1.3 million

Number of products: 1,100

In their own words:

Durfee's is a small campus convenience store, located on the first floor of the "Old Campus" beneath the freshman residence hall. The store, which is open about 16.5 hours per day, stocks a broad selection of fresh items including sandwiches and salads made by Yale Dining, vegetarian and vegan entrées, yogurts, fresh fruit and milk. Durfee's also carries a wide variety of packaged grab 'n go snack options, together with drinks and sundries, in both traditional and organic varieties.

As part of the summer 2009 renovation, Durfee's added hot food, including locally crafted pizza, Buffalo wings, chicken tenders, French fries and nachos, which are served from 11 a.m. until 2 a.m. daily. Students, faculty and staff can use cash, credit cards, meal plan-related flex dollars and their bursar accounts to make purchases. Residential meal plan lunch swipes are also accepted with a \$7 limit. In addition, the general public is welcome in Durfee's until midnight.

WHY DO YOU THINK YOU WON IN THIS CATEGORY?

During this difficult financial period, when students and consumers are looking for savings and better value for their food dollars, we were able to deliver this with a very limited amount of investment. Clearly, significantly increased participation, increased satisfaction and ultimately better financial performance makes Durfee's a winner.



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