

# Oasis

a Welcome Sight at NAU



## At A Glance

**Northern Arizona University**  
Flagstaff, Ariz.

Enrollment: ..... 12,506  
Foodservice Provider: ..... Sodexo  
Number of dining facilities  
on campus: ..... 26  
Approximate number of meals  
served daily: ..... 15,000-18,000

### Key Staff:

Glenn Kvidahl, *Resident District Manager*  
Gee Gee Basone, *Operations Director*  
Casey Fisher, *Marketing Director*

With the rising number of students asking for natural and organic products, and those with special dietary needs, Campus Dining at Northern Arizona University (NAU) in Flagstaff decided to dedicate one of its Campus Markets to meeting their needs.

The store - Campus Market and Oasis - carries all of these items. "This particular market is an attempt to answer the diverse needs of our clientele, the diverse group of students," said Casey Fisher, marketing director with Sodexo, the campus foodservice provider. "We are seeing a lot more food allergies. We initially started with the concept of just going primarily organic, natural and if we could find it, local. We have actually expanded that a great deal to gluten-free. We have got a lot of vegans and vegetarians, so we have the whole line of other products."

She continued, "In this particular location, there are not many run-of-the-mill products. You might be able to find one or two items that you can find anywhere, but primarily, this focuses on the kind of things you would find at a natural foods store. It is a smaller store and it really is dialed in to those special dietary needs."

The store also carries a number of international items. "We do have some ethnic foods too — some Asian foods, but also some Mediterranean items," said Fisher. "We have a thriving international education center here, and there is always a call from international students for different foods that are comfort foods to them."

Student demand was key in deciding what products the store carries. "We have students asking for more organic and more natural," she said. "They really are asking an awful lot for local now and of course, from a c/store perspective, we can do some local in some of the produce and the vegetables we prepare here and package for to-go. We can actually do a bit more local from a resident dining perspective and are working toward that end — although not a lot grows in Northern Arizona."

They add local items in the store through fresh produce and to-go items. "We do Simply To Go, we produce items and then package them," said Fisher. "They are made fresh daily. We also have little packages of fruits and vegetables — a package of grapes or tomatoes — something that someone might eat directly."

The market features these items and is also home to another unique campus feature. "This one is the Oasis because the university installed a reverse osmosis water station where students can come and fill their water bottles for free in this location," she noted. "So the Oasis obviously points to the water. A student group at the university asked us to eliminate bottled water sales and we did that, and most locations, particularly at this location, we eliminated the sale of bottled water. We have the fill station and reusable mugs to buy."

