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Bada Basil a winner for Parkhurst

Feb. 16, 2015

Bada Basil, one of the newest creations from Pittsburgh-based Parkhurst Dining for its college accounts, is outperforming expectations, company officials say. Since its rollout at Bucknell University in Lewisburg, Pa., the Italian concept has generated sales 6.5% higher than original projections.

Grace Zarnas-Hoyer, spokesperson for Parkhurst, said the concept was developed as a joint effort between the company's marketing and culinary teams. Bada Basil emulates Italian street food, featuring made-to-order wraps and pasta bowls.



Signature menu items include a basil chicken wrap made with grilled herb chicken, seasoned pasta, mushrooms, sweet basil and a housemade creamy Parmesan sauce; and the Prima Bada Bowl, a mix of fresh seasonal vegetables, seasoned pasta, Parmesan cheese and a housemade basil pesto sauce.

Guests can also create their own wraps or pasta bowls by choosing their protein and adding a variety of vegetables, such as broccoli, summer squash, zucchini, roasted red peppers, tomatoes, eggplant, banana peppers, spinach and arugula. Sauces include Fra Diavolo, garlic aioli, rosé, tomato sauce, meat and vegetable ragu, balsamic vinaigrette and Greek olive oil dressing.

Other items include Bada Basil's signature drink, Raspberry Basil Lemonade, and almond biscotti and pepperoni biscotti bites served with a side of Nutella.

Bucknell student Vivian Okwara likes being able to customize her meals. “I consider Bada Basil a very healthy choice, and I am able to get my food relatively quickly,” Okwara says. “I like the size of the bowl and the fact that the price matches the quality and quantity of food.”

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How convenience store foodservice is stepping up

By Winsight Staff (</profile/winsight-staff>) on Aug. 20, 2019

The impact of convenience stores' foodservice evolution can no longer be denied. Foodservice, including prepared items and dispensed beverages, now accounts for 22.6% of sales at U.S. c-stores, excluding fuel, according to preliminary data released this year by the National Association of Convenience Stores (NACS). Snacks and packaged beverages, combined, account for another 25.7% of those nonfuel sales.

Foodservice gains have led many c-store operators to boost their store footprints, says NACS, with open kitchens, ordering kiosks and dining space pushing the average square footage of new units to 4,991 in rural areas and 4,603 in urban ones. (The average c-store currently measures 3,230 square feet.)

What's more, well over half (61%) of consumers who say they're upping foodservice purchases at c-stores report doing the opposite at quick-service restaurants, according to Technomic's latest *Convenience-Store Consumer MarketBrief*, illustrating how traditional dining channels may be taking a hit as c-stores make these changes, at least in terms of consumer preferences.

Click below for a closer look at how convenience stores are disrupting foodservice as we know it, and how operators can capitalize on changes in the retail sphere.

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ProMedica chefs serve up dishes for the community

Cookin' for a Cause attendees will get to sample hospital chef creations such as chorizo mozzarella balls and duck confit.

By FSD Staff (/profile/fsd-staff) on Aug. 19, 2019

Photograph: Shutterstock

ProMedica Fostoria Community Hospital in Fostoria, Ohio, is inviting hospital chefs to create their own dishes for community members, The Toledo Blade Reports.

The dishes are part of the hospital’s annual Cookin’ for a Cause Dinner and Auction event taking place next week. At the event, attendees can sample menu items from ProMedica Health System chefs such as chorizo mozzarella balls, duck confit and gourmet grilled cheese sandwiches with tomato shooters.

Read the full story via [toledoblade.com \(https://www.toledoblade.com/a-e/food/2019/08/18/morsels-cookin-cause-promedica-fostoria-hospital-auction-chefs-food-fundraiser/stories/20190818001\)](https://www.toledoblade.com/a-e/food/2019/08/18/morsels-cookin-cause-promedica-fostoria-hospital-auction-chefs-food-fundraiser/stories/20190818001).

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