Brand Name Food & Beverage Outlets Target School Campuses

Background

Local food and beverage outlets such as Subway, Canadian Pizza, and Olio are popular among young people. This has led to the development of brand-name food and beverage outlets targeting school campuses.

Headline

Students at School Campuses

In this article, we will explore the reasons for the rise of brand-name food and beverage outlets in school campuses.

Introduction

The demand for brand-name food and beverage outlets among young people has increased in recent years. This has led to the emergence of brands such as Subway, Canadian Pizza, and Olio in school campuses.

Body

1. **Background**
   - Large food and beverage outlets such as Subway, Canadian Pizza, and Olio have become popular among young people.
   - This has led to the development of brand-name food and beverage outlets targeting school campuses.

2. **Headline**
   - Students at School Campuses
     - The rise of brand-name food and beverage outlets in school campuses.

3. **Introduction**
   - The demand for brand-name food and beverage outlets among young people has increased in recent years.
   - This has led to the emergence of brands such as Subway, Canadian Pizza, and Olio in school campuses.

4. **Body**
   - **Reasons for the Rise**
     - Young people value convenience and fast service.
     - These outlets offer a wide variety of food options.
     - The branding of these outlets adds a sense of prestige.

5. **Conclusion**
   - The rise of brand-name food and beverage outlets in school campuses is a reflection of the changing tastes and preferences of young people.

Brand Name Food & Beverage Outlets Target School Campuses

A look at the various F&B outlets that have sprung up in tertiary and varsity campuses.

Gelare set up in SMU a year ago and hopes to reach students rushing between classes or just taking a break with easy to consume food items. To differentiate itself from the other outlets on campus, such as The Coffee Connection or TCC and other local snacks outlets, Gelare sells waffles and ice cream, dessert items which can be consumed quickly.

Its manager Qin Hui Ming (pinyin) says that the company took into consideration the spending power of students and adjusted its prices in SMU accordingly. A waffle that normally costs $3.70 is sold between $1.20 to $2.60 in SMU, which students are better able to afford.

Chen Xin Xue, 22, who studies at SMU where brand name F&B outlets are everywhere, notes that in a given day, she spends over $10 for meals. She says that while such outlets are convenient for students and friends to gather over a meal, it all comes at a price. With no canteens in school, students are not able to find cheaper alternatives.