UFood Grill’s New Snack Wrap Adds Value for All

College students want a good value. The healthy-alternative fast food chain, UFood Grill – which opened at UAlbany in November 2013 – has added a ‘mini’ snack wrap -- chicken or beef -- to its long list of delicious menu options to meet students’ expectations.

The new snack wrap, a pared-down version of UFood Grill’s classic wrap, was added to not only emphasis value, but also nutrition and portion control.

University Auxiliary Services’ Associate Executive Director Karen Kettlewell stated, “It was exciting to work with UFood on developing a menu item that is ‘right sized.’ The U.S. Dietary Guidelines encourages people to enjoy their food, but eat less and avoid oversized portions. The snack wraps have been a great way to communicate this guideline to students.

Students agree.

“I used to get the value-meal when Wendy’s was in this location,” said Imani Whitfield, a UAlbany junior. “The mini wrap is great because not only do I get a great price, but it is much healthier than a hamburger and fries.”

The wrap has been a success, and it was product sampling that kick-started its upward trend. After a dull 5 days post launch (avg. 10 units per day), UAlbany Dining decided to sample the product for 3 hours on day 6. As the chart indicates, the snack wrap had a 550% increase in sales on that day alone.

“We encourage product sampling as a means to the “real” end,” said UAS Executive Director Stephen Pearse, “which is meeting the needs and desires of our students.”