



A More Modern Zime Eatery Launches at UAlbany

The rebranded Zime eatery had its inaugural launch at the University at Albany's downtown campus in August to much fanfare. "The downtown campus was the perfect location for the rebranded Zime concept since it's a smaller, more tightknit community at that location. Students, faculty and staff had expressed interest in a café-style venue that is both modern and cozy," said Lauren Mancuso, director of marketing for UAlbany Dining (managed by Sodexo). "And the new and improved Zime fits that bill."

Zime, a Sodexo brand, is representative of the growing popularity of fast-casual restaurants and features breakfast and rest-of-day menu options as well as espresso-based beverages and smoothies. For breakfast, customers can choose a Greek yogurt bowl with a choice of toppings or a breakfast sandwich with sriracha bacon, egg and cheddar on naan. As for lunch, patrons can choose the daily pasta entree or a variety of sandwiches, soups and salads.



"Menu items are customizable to create a uniquely personal dining experience," said Steve ORiley, UAlbany Dining's resident district manager. "Our customers have told us that they want maximum flexibility in configuring their meals. Zime was the concept to deliver on that request."

Zime opened for business the first day of classes with a grand opening celebration that included a ribbon cutting ceremony, free samples and coupons for a future visit.

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