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PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Jamba Juice at UB Honored as National Store of the Month

UB store picked from over 800 franchise locations; top university in sales volume across the East

(Buffalo, NY) – Campus Dining and Shops at the University at Buffalo is proud to announce that its Jamba Juice store has been named the Store of the Month for July from over 800 Jamba Juice franchise locations. The following is the recognition letter that was recently sent out from Jamba Juice corporate headquarters:

Who says you can't sell smoothies in cold weather climates? The Store of the Month for July would beg to differ on that point. The University at Buffalo in Buffalo, NY has delivered some of the most impressive results in the entire system with sales comps over 98% for the year!

The store opened in August 2009 at the beginning of the fall semester and was immediately a hit on this campus with a student enrollment of 30,000. The store team led by Katie Fisher and supported by Executive Director Jeff Brady, have done a tremendous job growing the Jamba brand on this fast-growing campus in Western New York. Katie and her teams' efforts to deliver the Jamba experience have led to this store to become the top Jamba Juice university location in sales, in the eastern United States. Even more remarkable, this location has a limited smoothie menu, however, they offer oatmeal. Oatmeal has been a huge success for this team, averaging almost 1000 oatmeal units sold each week.

Katie does an amazing job keeping a team of over 30 student team members focused on delivering outstanding service and making operational standards a top priority. The team is always positive and upbeat as they bring the Jamba on Stage behaviors to action in this very fast paced, friendly atmosphere.

The store team gives back to the campus and the community. The University at Buffalo is nationally known as being a "green" campus. The food service team compost over 1 million pounds of food waste each year. They also do not use any foam cups or containers in any of their food service operations. Many of the students who make up the team are actively involved in mentoring through the Big Brothers and Big Sisters programs in the Buffalo area. They also participate in the Relay for Life events which support the American Cancer Society.

Congratulations to the SUNY Buffalo team on their significant accomplishments and earned recognition as the Franchise Store of the Month for July, 2011.

*John Ralston
Regional Franchise Leader*

"This is a tremendous honor for our team," said Adam Coats, general manager for CDS's Student Union food locations. "The students, faculty and staff really enjoy the variety of Jamba products we carry and the friendly service they receive from our staff." A plaque will be displayed at the store in the coming weeks. The UB Student Union location is open Monday-Friday over the summer and during the fall and spring semesters the store is open seven days a week.

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UB's Campus Dining & Shops' primary purpose is to offer a variety of high quality, high value, and innovative dining options designed to fit the varied lifestyles and nutritional needs of the University community. Serving foods from local growers, striving to achieve sustainability, and expanding the availability of dining choices are ways that we enrich the dining experience. We challenge our experienced and knowledgeable employees daily to provide exemplary customer service. Campus Dining & Shops is a multi-unit company employing over 700 people. In addition to providing the University's dining services, CDS also serves the UB community through management of the UB Card Office, Three Pillars Catering, Retail and Convenience Stores, and Vending. In our day-to-day operations we rely on inherent core values: quality items, value prices, environmentally friendly settings, ethical treatment of all, and conducting all phases of our business with integrity.