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PRESS RELEASE
FOR IMMEDIATE RELEASE
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UB Campus Dining Rolls Out New Food Truck

*Big Blue to serve high quality, innovative menu items;
will debut at UB Football home opener this Saturday.*

BUFFALO, N.Y. – Campus Dining and Shops (CDS) is ready to take their show on the road with the launch of Big Blue, their brand new, state-of-the-art food truck. Big Blue, a 2014 30-foot-long, food dispensing behemoth, will travel between the University’s North and South campuses serving gourmet grilled cheese sandwiches, varieties of macaroni and cheese, and teppanyaki. The truck will debut to the campus community during the UB football home opener against Duquesne University on Saturday, August 30 at 3:30 p.m.

“Food trucks are a national and local trend,” says Adam Coats, assistant director of CDS. “All of our concepts come from the students. If a food truck is what the students want, that’s what we work on.” Although a food truck, Big Blue staff can prepare any meal a full service kitchen can. The truck is equipped with fryers, broilers, steam tables, a flat top grill, refrigerated cases and a convection oven.

The menu features an assortment of grilled cheese sandwiches that include The Pink Goat, which features herbed goat cheese on marble rye with pickled beets and arugula; the Peanut Butter with Sideburns, a peanut butter sandwich with bacon, bananas and a hint of cream cheese; and of course, the Plain Jane, a classic American cheese on sour dough bread.

Macaroni and cheese specials include a spicy option with jalapeños and beef on weck mac. Teppanyaki – a style of grilled Japanese cuisine – menu items offer ramen noodles with beef, chicken, shrimp and vegetarian options.

The menu will change every few weeks, but student and staff favorites will carry over. Prices range between four and eight dollars and customers can pay with UB Dining Dollars, Campus Cash, cash and credit.

“We’re looking at Big Blue as a new opportunity to serve our guests in different ways, including being in places where they may not be able to have a more traditional retail option,” says Jeff Brady, executive director for CDS. “Big Blue is going to allow our culinary team the opportunity to showcase their innovative and creative talents. They have such a great passion for food.”

Big Blue can be best followed on Twitter (@UBBigBlue) and Facebook (UBBigBlue) and will be at most campus events and athletic games as well. The truck will also be available to students, faculty, staff and alumni for catering of on and off-campus events.

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UB’s Campus Dining & Shops’ (CDS) 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. CDS is a multi-unit company employing over 1,200 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.