



P.O.D. Market: a Big Success at Hendrickson High School in Pflugerville (TX)



Students visit the P.O.D. Market at Hendrickson High School in Pflugerville, Texas.

(March 30, 2016) Geoff Holle and his Aramark Food Services team at Pflugerville Independent School District (PfISD) in Texas are always innovating and turning good ideas into reality.

The latest Aramark innovation is a P.O.D. Market at Hendrickson High School that opened this year. P.O.D. is short for Provisions on Demand, a successful convenience store concept at Aramark higher education campuses that Aramark is beginning to offer at selected K-12 locations.

The P.O.D. Market concept combines the corner store with the style of a modern market, featuring grab-and-go dining options for breakfast, lunch and other times of the day.

Holle and his team responded to opportunity. PfISD, including Hendrickson High School, is growing. P.O.D. Market is helping to relieve congestion at the school's cafeteria and offering students more options at lunchtime, as well as before and after school. Previously, students could purchase food only during lunch hours.

Visitors to P.O.D. Market will find sandwiches, salads, and breakfast entrées, as well as fresh fruit, bakery and coffee selections, and snacks found in a convenience store.

“It’s been an incredible collaboration among district and Hendrickson leaders and Aramark,” Holle said. “So far, we’re exceeding our expectations.” The P.O.D. Market at Hendrickson High School also features Java City coffee and reimbursable meals.

Holle said Hendrickson and other PfISD schools are an open campus. He and his team are always looking for ways to have students remain on campus at mealtime, and for opportunities to introduce more students to Aramark’s food service program, including those who don’t dine in the cafeteria.

Daily sales at the P.O.D. Market have averaged \$1,600. “There have been days when we’ve exceeded \$2,000,” Holle said. “And we’re serving about 500 P.O.D. Market meals a day.”



Innovations such as the P.O.D. Market reinforce Aramark’s enduring relationship with PfISD. “We want to be the best at what we do,” Holle said. “We’re consistently conveying Aramark value, delivering on our financial commitments, providing solutions and finding innovative new ways to serve our students and the community. We’re making a difference in Pflugerville.”

Aramark has been a partner at Pflugerville Independent School District since 1995.

