

DELTA TAU DELTA FRATERNITY | SPRING 2020

# RAINBOW

↓  
DELT  
STORIES

P.7

↓  
DELT  
VS.  
FOOD

P.16

↓  
A FRESH  
APPROACH  
TO  
FRATERNITY  
DINING

P.19

## SERIOUS BBQ

People in Kansas City take barbecue very seriously and Ryan Weber, member of the Panic BBQ team, is no exception. P. 8



# A FRESH APPROACH TO FRATERNITY DINING

Bob Tye (University of Nebraska, 1981) plays an important role in providing fresh, healthy options through Greek life food service. As director of operations for Upper Crust, he is inspired by the level of autonomy he has working for Upper Crust.

Tye grew up in Europe as a result of his father's military service and his mother's family roots in Greece. He finished high school in the U.S., then enrolled at the University of Nebraska where he followed the footsteps of his older brother Bill Tye (University of Nebraska, 1981) as a member of Delta Tau Delta. Bill transferred to University at Missouri and became involved with the Gamma Kappa Chapter there, so they weren't in school together. Bob earned his B.A. in psychology at Nebraska, then earned a master's degree in industrial psychology at the University of Missouri at Kansas City.

For some time, he was in the dance club and night club business in Columbia, Mo. He opened a fine dining restaurant there, then a Mexican restaurant and the region's first cigar bar. He also operated a produce company. A boutique hotel project and an opportunity to

work outside of Columbia took him to Pineland, Fla. When he returned to Missouri, he worked to redesign dining services at Benedictine College and run the food service of a large church as they transitioned to independent service.

Seven years ago, Tye met Adam Guy who founded Upper Crust in 2009 to solve the problem of inconsistent meal service he experienced as an undergraduate fraternity member. "I remember wondering why I never thought of that," Tye said.

After starting service on two campuses in the Midwest, Upper Crust now operates in 36 states providing a high level of consistency and professionalism for fraternity and sorority house kitchens. As a result of their success, Upper Crust started 2020 poised to double in size over the next five years.

While Tye has some administrative duties, as director of operations most of what he does is adapting the business model for each client and making sure the company runs smoothly in all areas. "We are really attuned to underpromise and overperform," Tye said.

As an undergraduate in the 1980s, Tye recalls meals at the



chapter house were much more formal. Collared shirts were required for meals and socks with their shoes, but it was a different time. "My college experience was phenomenal. I look at how our company has adapted to feed college students. They don't live or eat like we did, and that's okay," he said.

In past decades, a chapter member would escort the housemother to the dining room before family-style meals with meat and potatoes or casseroles. As the need to provide healthy fresh food and meet dietary needs of college students increases, Upper Crust removes the burden of relying on an independent employee to plan and prepare meals.

"We like being innovative and we think we have been in this industry," Tye said. "We pride ourselves on fixing problems and retention—something I think we do better than independent chefs can."

Upper Crust writes unique menus for every campus and every region. Communicating through an app and social media allows clients to give clear and timely feedback on what they want, and the company focuses on serving each client's flavor profile.

"To be in this business and stay in it for as long as I have you have to love what you do and I sure do love it," Tye said. While he is normally on the road all but 15 percent of the time, Tye has been in the office as the Coronavirus pandemic develops. As things are changing each day, he is working to make decisions on how to help people and how to manage and discontinue service as needed. Next, the Upper Crust team will work toward determining the best way to come back.

"The great thing about our country is we are very resilient. Upper Crust has to be resilient as we go forward, that's our goal," Tye said.

**UPPER CRUST FOOD SERVICE** has been the preferred food service provider of Delta Tau Delta since early 2019.

An industry leader in food service management for fraternities and sororities, Upper Crust provides fresh, healthy and exciting meals to meet the needs of hungry fraternity members. Variety is a key ingredient to Upper Crust's catering success and company chefs act on the feedback received from each chapter to customize weekly menus that exactly fit a chapter's needs. In its mission statement Upper Crust promises excellence beyond expectations.