

Studentenwerke brands

Dining services

Studentenwerke brands

Canteen and cafeteria, healthy meals and coffee –they all belong together. As the Studentenwerk provides all of them, this should also be made clear. The menu line mensaVital and the insgrüne coffee bar are therefore Studentenwerk brands.

There are 57 autonomous Studentenwerke, which means 58 different offers, but they still have many things in common. Each one is a professional organisation in the field of gastronomy, not just for mass catering but also for the provision of healthy, everyday meals that meet modern standards. This is more strongly highlighted via the mensaVital and insgrüne brands.

The Studentenwerke use the brands to exploit their synergies, bundle resources and reduce procurement costs. For all their differences, they still manage to achieve a uniform image and brand recognition: whoever eats in the canteen is eating at the Studentenwerk.

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