

NACUFS (2025)

Residential Special Event of the Year

Brazil Special Event

University of Missouri - Columbia

Introduction:

This event was created and designed to provide authentic Brazilian food in a learning and fun environment for students and guest alike.

Restaurants at Southwest reached out to a Brazilian Student Association (BRASA) on campus and asked their support in this event. The board members met with management and together created a plan of action to help with cultural information, specific decorations items and volunteers to help during the event. This interaction was proven invaluable to provide authentic "Brazilian Hospitality" and promote student engagement between Student's Association and Campus Dining Services. They helped create cultural videos for this event.

Essay:

It was decided by management to approach the culinary of Brazil in accordance with the regional cuisine of Brazil, therefore creating different menus for each region with appropriate menu for each (typical ingredients, traditions, cultural, etc....)

Appetizer Table:

Mango Margarita Mocktail

Strawberry Guava Mocktail

Pao de queijo (Cheese Bread)

Northern Region @ 1+5+3 Salads & Soups

Mousse of Passion Fruit

Brigadeiro Chocolate Cake

Acai Bowl with Toppings

Hearts of Palm Soup

Southern Region @ Legacy Grill

Beef Churrasco

Brazilian Vinaigrette

Yuca Fries

Northeast Region @ 1839 Kitchen

Moqueca (Fish Stew with Coconut Milk)

Cilantro Rice

Fried Plantains

Center West region @ Olive and Oil

Galinhada (Chicken & Sausage Rice Dish)

Vegetable Empanadas

Fried Okra

Corn

Southwest Region @ Casa Truman

Feijoada (Pork & Black Bean Stew)

White Rice

Collard Greens

Sliced Orange

Introduction:

Each venue exhibited a video provided by BRASA Association that explained the geography of the region, customs, culinary and typical landmarks. The decorations followed the theme (attach pictures). The service was provided by staff and/or guests. The manager at Restaurants at Southwest background is Brazilian, and she had previously created a similar event, so she utilized the feedback and/or recipes from the previous event (in a different facility) to develop this new event with extra and different authentic recipes.

Essay:

- on the Southern Region it was offered "Churrasco" carved by a guest's carvers
- For Northern Region we had a special table set up with "Acai" bowl with toppings traditionally offered in Brazil and it was served by students' volunteers from BRASA. Our customers enjoyed the "Brazilian way" to eat Acai!
- The appetizer table had traditional "pao de queijo" (cheese bread) extremely popular Brazilian dish and some mocktails with guava and mango ingredients and set up self-serve. The BRASA Association also helped keep this table stocked and had a table/booth set up with their information to attract new members.
- The culinary team met several weeks prior to the event to discuss the menu. The manager provided some translated recipes for each region and helped with specific ingredients questions and methods of preparation. The cooks tested and perfected the menu for each venue, also considering the existing equipment necessary for the menu items; a lot of the items/recipes were prepared ahead the time that required specific marinating, seasoning guidelines, and setting up the items for easy of service.
- The event was on April 17, 2024, at dinner meal from 4:30-8pm and with total guest of 770 customers.

Introduction:

This event attracted a large part of the Brazilian community in town, in addition to the Brazilian students on Campus and our students from all nationalities. The manager spent time greeting the customers and providing insight information about the

dishes, the “Brazilian way” to eat some dishes and gathering feedback on the whole event. The feedback fantastic, specifically on the authenticity of the dishes including spices, style of service and quality preparation. It was important for our culinary team that worked so hard and proud to perfect the dishes! We included some of those dishes on our current menu rotation.

Essay:

Marketing

- Flyers 8x10 were used on the venues ahead of time of the event to promote anticipation
- Big posters at the entrance of the dining hall
- Stories on Instagram featured the menu
- BRASA Instagram account featured the event/menu

Decoration

We transformed the entry area/vestibule of our Dining Hall into a Amazon forest ambience; we decorated with a lot of plants and animals, and had appropriate music in the background like soft sounds of rainforest/animal sounds...

Brazilian flags were everywhere, and the colors were green/yellow/blue/white with specific items on each station; LED videos about the regions were playing on each station.

Music

Authentic Brazilian music played in the dining hall the whole meal, including carnaval music, samba, jazz, and popular Brazilian music

Introduction:

The creation of the menu considered several factors: availability of authentic ingredients, recipes that needed to be adapted and created, acceptability of some items with the customers, cultural diversity. Some recipes were already proven to have high acceptability (Cheese bread, Mousse of Passion fruit, Brigadeiro Chocolate Cake, Beef Churrasco, Brazilian Vinaigrette, Feijoada). The approach on this event was to utilize the facility that was created/built for A-La-Carte service with several venues options but was transformed to an All You Care to Eat facility.

Essay:

Overall, it was a successful event due to team effort and weeks of preparation! A lot of the most popular dishes were added to our normal menu rotation! The student engagement was amazing, with the BRASA association really reaching out to all customers and available for questions about Brazil and how the cultural aspects affects the cuisine and regional different traditions!

We look forward to being selected for the respected Nacufs Loyal E. Horton Dining Awards for the Residential Special Event of the Year! Thank you for your consideration!

Log in to nacufs.awardsplatform.com to see complete entry attachments.





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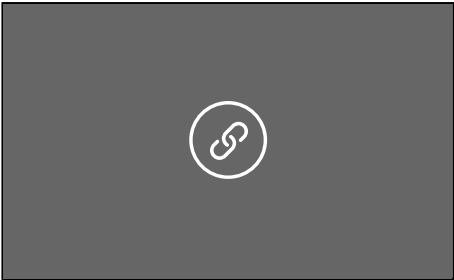
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