

Retail Sales - Multiple Concepts of the Year: Crave NYU

New York University

Introduction:

Crave NYU redefines campus dining with a diverse selection of globally inspired, high-quality meals catering to all tastes and dietary needs. Using Sous Vide, a precise cooking technique, dishes are made more flavorful, tender, and juicy. Signature concepts include Eso Latin's bold Latin American flavors, Veg23's plant-based creations, and Bonmi's fresh Vietnamese banh mi. True Burger offers comfort classics, Twisted Mac reinvents mac and cheese, and Darn Good Bowls serve wholesome grain bowls. With transparent nutrition information and allergy-friendly options, Crave NYU ensures an inclusive, satisfying, and efficient dining experience for the entire campus community.

Essay:

Crave NYU offers an elevated dining experience that blends global culinary inspiration with modern convenience. Signature concepts like Eso Latin provide bold Latin American flavors with customizable bowls and burritos, while Veg23 offers innovative plant-based dishes for health-conscious diners. Bonmi serves authentic Vietnamese banh mi sandwiches and rice bowls, delivering fresh and vibrant flavors.

For comfort food lovers, True Burger presents a classic American burger experience using quality ingredients, and Twisted Mac reinvents traditional mac and cheese with creative toppings and bold sauces. Darn Good Bowls offers hearty, wholesome grain bowls packed with vegetables and proteins, catering to those seeking balanced meal options.

Calories and allergen information are clearly displayed, empowering students to make conscious meal choices. With options accommodating dietary restrictions, including gluten-free and plant-based selections.

Operational efficiency is enhanced through Grubhub mobile ordering, allowing students to customize meals, place orders, and schedule pickups seamlessly. This streamlined approach minimizes wait times and enhances the overall dining experience. Crave NYU continuously evolves its menu through student feedback, delivering a dynamic and satisfying meal.

#### Introduction:

Crave NYU sets a new standard for campus dining with its modern, efficient facility design and strategic merchandising. Located in a high-traffic campus hub, the space offers a sleek, minimalist aesthetic with vibrant digital signage that highlights rotating menu concepts like Eso Latin, Veg23, and True Burger. Branded kiosks provide a streamlined, contactless ordering experience. Crave's clean layout, ample lighting, and clear wayfinding signage ensure an intuitive customer journey. Thoughtfully designed merchandising spaces promote seasonal specials and limited-time offers, enhancing both visual appeal and student engagement.

#### Essay:

Crave NYU's facility is designed for both functionality and aesthetic appeal, creating an inviting atmosphere for students seeking a quick and satisfying meal. The contemporary space features open kitchen views, allowing students to watch their meals being prepared, adding an element of transparency and engagement. Efficient kitchen layouts and shared production lines enable seamless transitions between signature concepts like Eso Latin, Veg23, Bonmi, True Burger, Twisted Mac, and Darn Good Bowls, maximizing operational productivity.

Merchandising at Crave is both strategic and engaging. Dynamic digital displays rotate through vibrant visuals of menu offerings, promoting seasonal specials and encouraging spontaneous purchases. Bold, branded signage reinforces Crave's identity while clear menu boards provide transparent nutritional information. QR codes placed throughout the facility make mobile ordering easy, reducing wait times and enhancing convenience.

Additionally, Crave incorporates limited-time promotions and themed events to drive student interest. The layout's modular design allows for the flexibility needed to introduce new concepts and test innovations. Through thoughtful facility planning and effective merchandising, Crave NYU enhances the student dining experience, providing a visually stimulating, operationally efficient, and customer-centric environment.

#### Introduction:

At Crave NYU, our marketing strategy is designed to engage, inspire, and inform the campus community, making dining at NYU more than just a meal—it's an experience. Through dynamic, creative marketing initiatives, we aim to showcase the diversity, quality, and convenience while fostering a strong connection with our students. We believe in the power of storytelling to highlight the nutritional benefits, sustainability efforts, and cultural inclusivity of our offerings.

#### Essay:

Crave NYU's marketing approach is rooted in creativity, inclusivity, and student engagement. Our strategy is designed to resonate with the diverse needs and preferences of our campus community while promoting a sustainable, health-conscious dining experience. By utilizing various channels such as social media, email newsletters, and on-campus events, we ensure that students are informed about nutrition tips and special dining events that align with their interests.

In line with the National Association of College & University Food Services (NACUFS) criteria we focus on developing marketing campaigns that emphasize sustainability, innovation, and inclusivity. One of our key initiatives includes promoting plant-based meals, waste reduction, and local sourcing, all of which contribute to our environmental sustainability goals. We also leverage student feedback to continuously improve our services, ensuring that Crave NYU remains a relevant and meaningful part of their university experience.

By using a blend of traditional and digital marketing techniques, Crave NYU not only builds brand awareness but also fosters a strong sense of community and loyalty among students. Our goal is to create an atmosphere where dining is a seamless, enjoyable experience that students look forward to each day.

#### Introduction:

At Crave NYU, we are committed to providing students with a holistic approach to wellness, emphasizing the importance of balanced nutrition in maintaining both physical and mental health. With the demands of college life, it's easy to overlook the impact that food choices can have on overall well-being. That's why we strive to offer diverse, nutrient-dense options that fuel the mind, body, and spirit. By incorporating healthy, fresh ingredients into every meal, Crave NYU aims to support students on their journey to achieve their academic and personal best while fostering a vibrant, healthy campus community.

#### Essay:

Crave NYU's approach to nutrition and wellness is designed to support students in making informed food choices that enhance their quality of life. Understanding the demands of college life, we prioritize accessibility to wholesome, balanced meals that are as diverse as our community. Through collaborations with nutrition experts, we ensure that each meal plan offers a variety of options for students with different dietary needs, preferences, and health goals.

We adhere to the National Association of College & University Food Services (NACUFS) standards by offering meals that include a balance of macronutrients, such as lean proteins, whole grains, healthy fats, and a rich assortment of fruits and vegetables. These meals are carefully prepared to support optimal brain function, improve energy levels, and maintain long-term health.

In addition to our meal offerings, Crave NYU hosts educational events and workshops focused on healthy eating habits, mindfulness, and sustainable practices. By promoting both physical and mental wellness, we create an environment that nurtures academic success and overall well-being. At Crave NYU, nutrition isn't just about food—it's about fostering a lifestyle that supports students' diverse needs and aspirations.

#### Introduction:

Crave at NYU serves approximately 1,200 covers per day. Utilizing self-service kiosks and streamlined ordering, Crave enhances guest experiences while maintaining operational efficiency. Sustainability is a priority, with locally sourced ingredients, food waste reduction, and composting initiatives. The space fosters community through themed events and cultural celebrations. Continuous feedback channels ensure student satisfaction, reflecting Crave's dedication to culinary excellence, inclusivity, and sustainability.

#### Essay:

Student feedback is integral to Crave's evolution, with ongoing input driving menu enhancements and service improvements. This responsive approach ensures the dining experience consistently meets and exceeds expectations. Crave's dedication to culinary excellence, sustainability, and student satisfaction solidifies its position as a leader in campus dining.

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