

PISTA SA NAYON (FILIPINO TOWN FIESTA)

BRIGHAM YOUNG UNIVERSITY-HAWAII

Introduction:

BYU-Hawaii Food Services' mission is to be your "home-away-from-home". With a student body comprised of 27% Filipino, it was important for Filipino food to be at the center of this event. At Pista sa Nayon, each dish was thoughtfully selected to reflect the heart of a Filipino fiesta—vibrant, festive, and community-based. Our menu committee curated a flavorful spread to showcase the wide range of cooking techniques and styles in the Filipino cuisine. Vegetarian, vegan, and gluten-free options were offered, all menus clearly listed allergen information to ensure inclusiveness and safe dining for everyone.

Essay:

Inspired by the vibrant spirit of a traditional Filipino fiesta, our menu showcased a colorful array of local specialties. Serving wide variety of popular delicacies such as Chicken Inasal from Visayas—marinated in soy, calamansi, garlic, and lemongrass, then charbroiled to perfection—served with pickled green papaya (atchara) that had guests lining up for hours. Beef Caldereta, a spicy, savory comfort beef stew from Luzon, and Pancit Palabok, a shrimp and pork noodle dish, were crowd favorites, especially when paired with crispy deep-fried Lumpiang Shanghai. We also served Ensaladang Talong, a smoky grilled eggplant salad and Sopas de Manila, a creamy chicken macaroni soup. Desserts included Biko (caramelized sticky rice), Maja Blanca (coconut corn pudding), refreshing Buko Pandan drinks, and creamy Ube Soft Serve Ice Cream—ensuring a sweet ending to every plate. Food safety was our top priority. Temperature logs, gloves, and hairnets were strictly used to maintain hygiene. Allergen information was clearly displayed on menu signage

and communicated by staff. To ensure inclusivity, we offered vegetarian, vegan, and gluten-free options, making sure every guest could partake in the celebration. From bold flavors to thoughtful service, our event truly embodied the warmth and hospitality of Filipino culture.

Introduction:

To immerse our guests in the vibrant spirit of a Filipino village fiesta, the dining hall was transformed into a lively community celebration. Food stations resembled iconic elements of Filipino life—jeepneys, bahay kubo, sorbetes carts, and sari-sari stores while workers dressed in traditional Filipino attire, capturing a festive atmosphere. Colorful banderitas, folk-inspired ornaments, and vibrant banners set the scene, while lively music, cultural performances, and interactive games brought the event to life. The celebration was so lively that its energy was felt inside and outside. Every detail captured the warmth, joy, and spirit of Pista sa Nayon.

Essay:

The Pista sa Nayon event was brought to life in response to overwhelming student excitement, transforming the dining hall into a vibrant Filipino fiesta. The space was reimagined with sustainable materials like bamboo, banana leaves, and wooden pallets, blended with modern art techniques. Eye-catching installation art like jeepneys made the dining experience feel like a ride as guests moved through the space, just as one would board a jeepney. Additional themed elements, such as bahay kubos, sorbetes carts, and sari-sari stores, served as stunning centerpieces, while digital art and hand-painted banners captured the heart of Filipino culture. Interactive displays highlighted key Filipino ingredients, while vibrant banderitas, banners, and folk-inspired ornaments set the scene.

The food was beautifully plated, making every dish a stunning visual representation of Filipino culture, especially with the use of sustainable materials such as banana leaves and bamboo for plating. From main dishes to desserts, each dish showcased the variety and richness of flavors and methods in the cuisine. Collaborating with the Filipino Culture Club, we brought the celebration to life with Tinikling, Pandanggo sa Ilaw, modern dance, fiesta music, and live band performances. Workers in traditional clothing kept guests engaged and entertained.

Introduction:

The marketing for the Pista sa Nayon event effectively combined traditional and modern techniques to engage a diverse audience. Branded banners, posters, and flyers created digitally were strategically placed across campus, ensuring high visibility among students and faculty. Additionally, video teasers shared on social media platforms like Facebook and Instagram created buzz and excitement in the weeks leading up to the event. To reach those who may have missed the digital promotions, email blasts were sent through the campus bulletin, providing a direct line of communication. This multi-channel strategy maximized reach and built excitement leading up to the event.

Essay:

Marketing preparations for the Pista sa Nayon event began four months in advance to ensure maximum visibility and engagement. The in-house Banyan artist digitally designed thematic posters, flyers, and banners, emphasizing cohesiveness while incorporating key event details such as the menu, prices, date, and time. These materials were then printed and strategically placed throughout the campus, making them easily accessible to students and faculty. The designs were deeply rooted in Filipino culture, featuring vibrant colors and traditional weaving patterns (ikat and banig), adding authenticity and cultural depth to the promotional materials.

Beyond print media, digital marketing played a crucial role. The event was promoted through Facebook and Instagram using digital posters, flyers, and engaging video teasers, reaching an estimated 3,000 people. Additionally, targeted email blasts sent through the campus bulletin and Campus TVs provided direct updates, ensuring that students, faculty, and staff remained informed and excited. Various school clubs also helped promote the event, further expanding its reach.

During the event, surveys and questionnaires were distributed to willing participants to collect feedback for future improvements. Engaging activities like the balut eating contest, Otso-Otso dance challenge, and raffles kept guests entertained, making the event memorable and immersive cultural celebration.

Introduction:

Through the efforts of staff, management, student workers, and partner student clubs, the event was an outstanding success. Guest attendance drastically increased by 57% and profits rose by a whopping 394%. Banyan Dining Hall went above and beyond to create a unique celebration. Sustainable efforts included using ingredients from the Food Services Sustainable Garden and collaborating with the Kumuwaiwai Center for Sustainability. Their banana leaves and trees enhanced both décor and plating. These thoughtful touches enriched the experience and reinforced our commitment to sustainability in dining and event planning, ensuring a memorable occasion that blended innovation, culture, and environmental responsibility.

Essay:

Sustainability and culture were a major focus of the event, with traditional ingredients sourced from the Food Services Sustainable Garden. This initiative not only provided fresh, locally grown produce but also aligned with the university's mission of environmental responsibility. The garden supplied lemongrass, pandan leaves, green onions, and other ingredients featured throughout the event's dishes. These fresh components were used for garnishing, marinating, and creating drinks, including pandan leaves in the popular Buko Pandan beverage and lemongrass for marinating Chicken Inasal. Banana leaves and green onions added a vibrant finishing touch to plating and presentation, while upcycled cardboard, pallets, and bamboo created a striking "wow" factor in the décor.

Collaboration among student workers, management, and staff ensured every detail was meticulously planned, from the decorations and entertainment to the colorful and flavorful menu. Key metrics underscored the event's success, with many attendees expressing amazement at the seamless execution. Meanwhile, marketing efforts yielded a 57% increase in the door count and an impressive 394% boost in sales. Overall, this event exemplified how planning, sustainable practices, and dedicated teamwork can come together to deliver an unforgettable experience. From start to finish, it was a testament to the power of innovation and collaboration.

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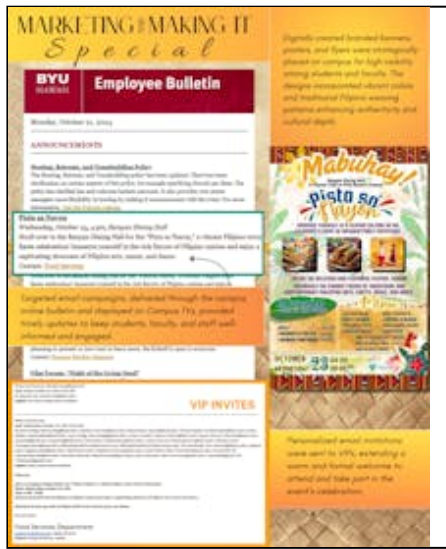
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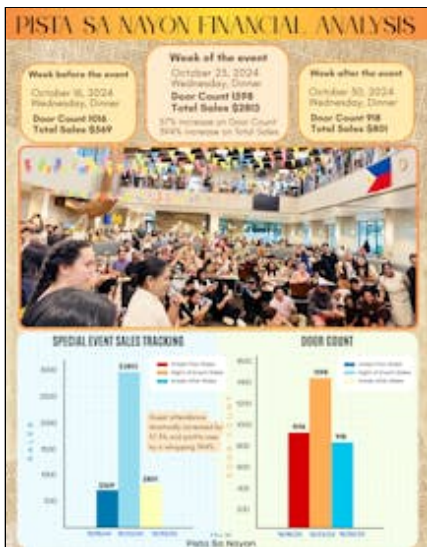
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