

NACUFS (2025)

Catering Program of the Year

Boston College's Heights Catering NACUFS Catering Program of the Year

Boston College

Introduction:

Heights Catering at Boston College stands out as a premier catering program despite lacking an on-campus conference center. From marketing and sales to customer service and tastings, Heights Catering delivers exceptional dining experiences across campus. The culinary team works with clients to create elevated, diverse menus, delighting customers with innovative food presentations and outstanding service. Committed to employee growth and development, Heights Catering embodies Boston College's motto, "Ever to Excel."

Essay:

Heights Catering at Boston College prepares exceptional dining experiences for every occasion, from presidential luncheons and academic conferences to large-scale banquets and spirited game-day feasts. With a focus on fresh, locally sourced ingredients, customized menus, and personalized service, Heights Catering sets the gold standard for collegiate catering.

Each catered event is a testament to Boston College's Jesuit values of hospitality, excellence, and cura personalis—a "care for the whole individual" and a dedication to being "women and men for and with others." Whether serving students, faculty, alumni, or distinguished guests, our team is committed to delivering unforgettable culinary moments that reflect the vibrancy of the BC community.

Heights Catering specializes in various menus that reflect our campus community's diversity and dietary needs. From gourmet plated dinners to barbeques, buffets, and bar service, each event is designed with seasonality, sustainability, and artistic presentation. Every occasion is more than a meal; it is a culinary journey celebrating food and community. In 2024, Heights Catering catered over 2500 events and delivered over 750 Heights Express orders across the entire Boston College campus.

Introduction:

In order to help Heights Catering stand out, a cohesive and sleek branding strategy is used across multiple points of contact. A multi-channel marketing strategy helps market Heights Catering's offerings, which include traditional tactics and in-person events to compliment the team's artistry and professionalism.

Essay:

Cohesive branding and sophisticated design are essential in marketing Heights Catering to an increasingly discerning clientele. It begins with a comprehensive branding strategy that elevates Heights Catering menus, packaging, uniforms, and service. With nods to the distinctive Boston College branding, the Heights Catering brand uses a modern and sophisticated look.

Heights Catering uses a multi-channel strategy to market its services to the BC Community. The website is a one-stop shop for those planning their event. From simple breakfasts to reception packages, customers can browse menu options with a click of the mouse.

Heights Catering leverages a targeted email marketing strategy to reach current, prospective, and past customers with customized messaging and offers. Our professional team of event planners and catering professionals assist customers with every step of the process.

Understanding that word-of-mouth marketing is critical, Heights Catering hosts open houses, showcases, and drop-off luncheons to highlight new menu items, answer any questions, and make meaningful connections with new and existing customers. High-impact collateral is used as takeaways to make a lasting impression.

Introduction:

At the heart of Heights Catering is a commitment to culinary artistry. Each dish is crafted with care, balancing flavor, nutrition, and presentation to create an exceptional dining experience. From catered Presidential and fundraising events to memorable weddings and intimate tastings, Heights Catering menus are innovative and celebrate diversity through food.

Essay:

Pops on the Heights, Boston College's signature fundraising event, has raised over \$145 million for financial aid since 1993. Heights Catering crafted an unforgettable menu balancing texture, seasonality, and harmonious flavors. Guests enjoyed hors d'oeuvres including Duck Breast Crostini with cranberry and fennel and Blini with Smoked Salmon and Chive Mousse. The main course featured a globally-inspired bento box with Baharat & Honey Roasted Tenderloin, Labneh and Toasted Pearl Couscous, and Saffron Poached Shrimp with Baby Spinach and Lemon Oil. The evening concluded with a trio of desserts: Bittersweet Chocolate Timbale, Caramel Raspberry Tart, and a Champagne Truffle.

RECONNECT, a weekend-long reunion, featured diverse menus for alumni including Latin, Pacific Rim, and Caribbean-themed food stands.

Pop-Ups: Heights Catering also excels at serving creative and fun menus to students. Announced just a few days in advance, temporary stations serves favorites such as fried chicken sandwiches, gourmet grilled cheese, and wings.

Standard Menus: Heights Catering offers a balance of classic tastes and contemporary culinary touches with menus and packages showcasing flavors designed to be both familiar and refined. Heights Express provides a convenient catering for small-scale events with made-to-order meals and a streamlined online ordering system.

Introduction:

Heights Catering at Boston College consistently delivers exceptional dining experiences through meticulous food presentation, regardless of the event's formality. From elegant silver service for coffee breaks, complete with curated accompaniments, to relaxed, university-themed displays, Heights Catering adapts seamlessly. Our commitment extends to crafting personalized, themed menus that cater to diverse dietary needs, ensuring a unique and high-quality culinary experience every time.

Essay:

Heights Catering presents a premier campus catering experience, offering a broad spectrum of menus for every event. While standard orders are readily available, our talented culinary team specializes in crafting bespoke, award-winning menus and layouts, accommodating all dietary needs with meticulous attention.

Our dedication to imaginative presentation is evident in our vibrant food stations and buffet setups, featuring exquisite appetizers and spectacular desserts. We create engaging culinary experiences through themed displays and artful plating. Even our simple boxed lunches, delivered by our courteous student team, are prepared with careful consideration.

From refined plated dinners to sumptuous buffets, Heights Catering's presentations are a narrative of flavor, blending local ingredients with global influences. Each event, whether a festive holiday celebration or a lively student gathering, showcases our distinctive culinary artistry. We aim to create unforgettable impressions, ensuring every occasion is a resounding triumph.

Introduction:

Heights Catering is dedicated to delivering seamless, anticipatory service. As a mobile catering operation with no conference center on campus, the team must execute events in many different locations on campus, from atriums to offices, tents, and dining halls. From creatively designed food stations to attentive and efficient customer service, Heights Catering views its staff as its greatest asset. Collaborating with Dining Human Resources, the team invests in recruiting, training, and development to nurture the best talent. Comprehensive training covers service standards, exceptional customer service, allergy/dietary requests, buffet set-up, and plated table-side service.

Essay:

Interactive chef-led stations, such as live carving stations and avocado toast bars, bring an engaging element to events. These immersive experiences allow guests to enjoy both the exceptional food and the skill of the chefs. Furthermore, technology integration, including online ordering platforms, is vital in optimizing efficiency and ensuring smooth communication.

Heights Catering has expanded training beyond hourly staff to include dining managers, focusing on buffet set-ups and layouts. This training includes presentations at annual managers' meetings and a competition among dining units to showcase innovative buffet set-ups and menu ideas.

Heights Catering employs a diverse team representing various cultures and demographics. The operational team consists of seven managers, seven managers, 23 full-time culinary and front-of-the-house staff, 34 on-call employees, and 28 student workers. Student managers and waitstaff are integral, often working from freshman year until graduation.

The department has established staffing protocols for each service style to ensure attentive, efficient, and cost-effective service. The catering management team works closely with the event management team to plan and execute events across campus. Servicing different locations requires thoughtful pre-planning and walkthroughs to adjust set-ups and staffing for different spaces.

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