

Danielle Markus



GbLkyjBx

Entry details

Entry Name:	Cooking With Kevin: Family Weekend Edition – Making (Apple)Core Memories
Institution Name:	Manhattan University
Entry Completed By (<i>name and position</i>):	Danielle Markus, Director of Marketing
Email Address:	dmarkus@gourmetdiningllc.com
Phone Number:	+12013960151
Address:	4513 Manhattan College Parkway
City:	The Bronx
State:	New York
Zip Code:	10471
Country:	United States of America

Introduction:

The menu for “Cooking With Kevin: Family Weekend Edition – Making (Apple)Core Memories” was thoughtfully designed to reflect themes of family, tradition, and connection. Centered around fresh-picked apples sourced from local farms, the menu symbolized strong roots and nurturing bonds, mirroring both apple trees and family trees. Each item complemented the event’s focus on togetherness while offering a variety of flavors, textures, and temperatures. From crisp raw apples to warm baked desserts and hot cider, the menu created an interactive and comforting culinary experience that welcomed students and their families to gather, engage, and create lasting memories.

Essay:

The menu for “Making (Apple)Core Memories” was intentionally crafted to align with the event’s family-centered theme, using apples as a symbolic and culinary focal point. Historically associated with nourishment and affection, apples represented the idea of the “family tree,” reinforcing connection and shared experience throughout the meal.

The menu featured a diverse selection of items, including fresh-picked heirloom varieties such as Mollies Delicious, McIntosh, Gala, and Granny Smith apples, paired with housemade caramel for dipping. Guests also enjoyed fresh-brewed hot apple cider, baked apples with cheesecake filling, and warm apple cobbler served with optional vanilla

bean ice cream and caramel drizzle. These offerings provided a balance of temperatures, textures, and flavors—crisp, smooth, warm, and sweet—enhancing the overall sensory experience.

Multiple preparation methods were utilized, including baking, simmering, melting, peeling, and chopping, demonstrating culinary versatility. The menu also prioritized inclusivity, with vegetarian, vegan, and gluten-free options available. Special dietary needs were thoughtfully accommodated, including for a guest with an apple allergy, ensuring participation in our activity and ensuring satisfaction to all.

Food safety and quality were maintained through proper handling procedures and temperature logs, while detailed production sheets guided execution, ensuring consistency and a seamless dining experience.

Introduction:

“Cooking With Kevin: Family Weekend Edition – Making (Apple)Core Memories” was an innovative, immersive event that transformed a simple seasonal ingredient into a meaningful, multi-sensory experience. By connecting the symbolism of apples—representing nourishment, tradition, and family roots—to an interactive culinary format, the event created a unique and memorable atmosphere for students and their families. Thoughtful décor, engaging service elements, and creative food presentation brought the theme to life, while the exclusive use of the dining space elevated the experience. Every detail was intentionally designed to foster connection, storytelling, and lasting memories within the Jasper community.

Essay:

The “Making (Apple)Core Memories” event was developed as an innovative concept blending storytelling, culinary creativity, and interactive engagement. Centered around apples as a symbol of family roots and connection, the event elevated a familiar ingredient into a meaningful shared experience for students and their families.

The theme was brought to life through intentional décor and environmental design. Bushels of fresh apples were placed throughout the space, creating a warm, harvest-inspired atmosphere. Educational signage and digital displays highlighted the origins of each apple variety, connecting guests to local farms including Champlain Orchards, Hess Brothers Fruit Company, and Hudson River Fruit Distributor. This storytelling element emphasized local sourcing and seasonal relevance.

This storytelling element deepened the guest experience by emphasizing local sourcing and seasonal relevance. Food presentation enhanced the theme, most notably through baked apples served in their own cored shells as vessels for cheesecake filling, blending creativity with visual appeal.

Service style further elevated engagement through an interactive action station led by General Manager Kevin Henriquez, where housemade caramel was prepared live. Guests participated in coring apples and piping cheesecake filling, creating a hands-on experience. The exclusive second-floor dining space fostered an intimate, community-focused environment centered on connection and memory-making.

Introduction:

“Making (Apple)Core Memories” was brought to life through a cohesive and creatively executed marketing strategy that reflected the warmth and nostalgia of the event’s theme. All promotional materials were thoughtfully designed in-house by Director of Marketing Danielle Markus, ensuring a polished and consistent visual identity across platforms. Through a strategic mix of email, print, social media, and personal engagement, the event successfully reached students and their families during Family Weekend. The imaginative fall-inspired concept, paired with interactive elements, created strong anticipation and delivered a memorable experience that resonated deeply with the Jasper community.

Essay:

The marketing strategy for “Making (Apple)Core Memories” was intentionally designed to capture the essence of the event while maximizing reach and engagement. All promotional materials were created in-house by Director of Marketing Danielle Markus, resulting in a cohesive and visually polished campaign that reflected the warmth,

nostalgia, and creativity of the fall season. From digital graphics to printed flyers, each element reinforced the apple-themed concept and invited guests to participate in a unique Family Weekend experience.

The event was promoted through multiple communication channels, including targeted email outreach, on-campus flyers, word-of-mouth engagement, and social media platforms such as Instagram. This multi-channel approach ensured broad visibility among students and their families, generating excitement leading up to the event.

Beyond promotion, the event itself was designed to be interactive and memorable. Guests actively participated by coring and filling their own apples, creating a hands-on experience that encouraged learning, conversation, and connection. This immersive element strengthened the overall impact of the event and aligned seamlessly with the theme.

Customer feedback was overwhelmingly positive, with families expressing appreciation both during and after the event. Many continued to share praise throughout Family Weekend, reinforcing the event's success and its lasting impression on the community.

Introduction:

"Making (Apple)Core Memories" not only achieved its intended goals but exceeded expectations, delivering a memorable and engaging experience for students, families, and staff. The event demonstrated strong participation, creative collaboration between Dining Services and Student Life, and direct involvement from the Jasper community. Sustainable practices, including sourcing apples from local New York farms, minimized environmental impact while supporting the regional economy. The combination of thoughtful planning, immersive activities, and meaningful symbolism created an overall "wow" factor that left a lasting impression, highlighting the program's effectiveness in fostering engagement, connection, and community during Family Weekend.

Essay:

"Making (Apple)Core Memories" surpassed initial goals, welcoming twenty-six families despite only nine RSVPs, demonstrating high interest. The event's success was driven by both staff and participation. General Manager Kevin Henriquez and Director of Marketing Danielle Markus led planning and execution, while Manhattan University's VP of Student Life and Director of Student Engagement helped market the event. Families played an active role by participating in interactive apple-coring and cheesecake-filling activities, asking questions, and expressing curiosity and enthusiasm throughout the experience.

Sustainability was intentionally incorporated by sourcing apples from local NY farms, reducing transportation-related carbon emissions, supporting regional agriculture, and promoting eco-friendly farming practices such as crop rotation and reduced pesticide use. Minimal packaging and seasonal ingredients strengthened food security and reinforced environmentally conscious practices.

The event's "wow" factor was achieved through immersive, hands-on engagement, creative food presentation, and thoughtfully designed environment that reflected the family-centered theme. Educational signage, digital displays, and live cooking demonstrations created memorable moments while deepening understanding of local sourcing and culinary techniques.

By combining participation, meaningful interaction, sustainable practices, and visual appeal, "Making (Apple)Core Memories" delivered a standout experience that engaged the Jasper community, exceeded expectations, and reinforced the value of Residential Special Events at Manhattan University.

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



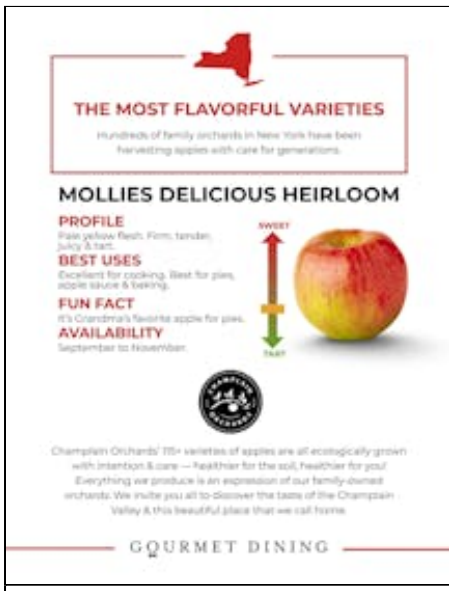
Cooking-With-K... 842 KiB



Cooking-With-K... 4.5 MiB



Cooking-With-K... 858 KiB



Mollies-Apple-F... 907 KiB



McIntosh-Apple... 854 KiB



Gala-Apple-Fam... 926 KiB



Cheesecake-Ap... 3.0 MiB



Cooking-With-K... 2.8 MiB



Cooking-With-K... 4.7 MiB



Cooking-With-K... 4.2 MiB



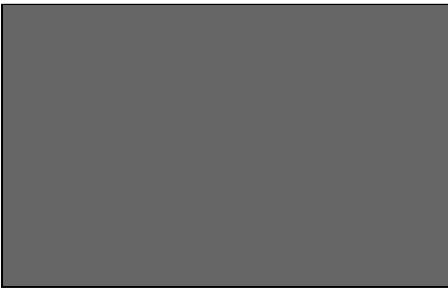
Cooking-With-K... 4.4 MiB



Cooking-With-K... 4.5 MiB

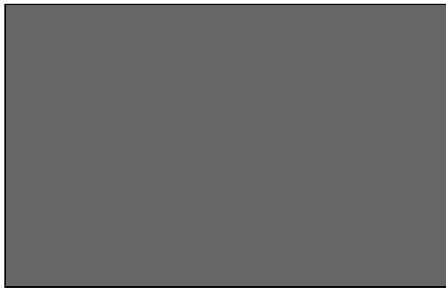


Cooking-With-K... 3.1 MiB



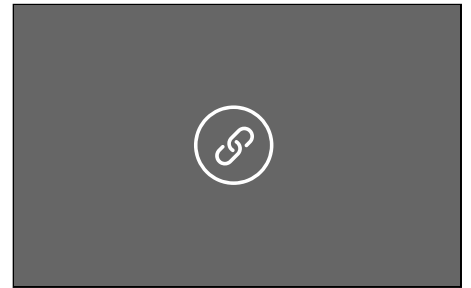
Attachment name

<https://youtu.be/RojSU...>



Attachment name

<https://youtu.be/MoLEz...>



Attachment name

<https://youtube.com/sh...>



Attachment name

<https://youtube.com/sh...>