

Michigan Catering: Elevating Events with Flavor and Inclusivity

University of Michigan

Introduction:

Michigan Dining's catering program sets the standard for seamless event planning through a collaborative partnership with Conference & Event Services (CES). Together, we provide a one-stop shop for clients, streamlining the sales process by integrating venue booking, customized catering, audiovisual, linens, florals, and more. Our approach ensures a stress-free experience while delivering exceptional service and cuisine. To enhance guest satisfaction, we offer curated tastings for large events, including Heritage Month celebrations, student-led functions, and our annual wedding tasting. These initiatives showcase our commitment to personalization, inclusivity, and excellence, making Michigan Dining a premier choice for catering on campus.

Essay:

At Michigan Dining, we've redefined the catering experience by collaborating with Conference & Event Services (C&ES) to create a seamless, all-inclusive planning process. This partnership allows clients to book everything they need in one streamlined transaction — venue, catering, audiovisual, linens, florals, and more — ensuring a cohesive and stress-free event execution. Our dedicated catering sales team works closely with C&ES to provide personalized consultations, making each event unique and effortless for our clients. Tastings play a critical role in our commitment to excellence. For events with more than 150 guests, we offer curated tastings that allow clients to sample and refine their menu selections. Our annual wedding tasting is a key highlight, offering soon-to-be-wed couples an immersive experience in menu customization and

event planning. Additionally, we prioritize student engagement by providing tastings for student organizations hosting Heritage Month celebrations, ensuring cultural authenticity and representation in our menus. By prioritizing communication, efficiency, and guest experience, Michigan Dining's catering program continues to set the bar for innovation and service. Through our one-stop-shop approach and thoughtful tasting experiences, we deliver memorable, high-quality events that reflect the diverse needs and expectations of our campus community.

Introduction:

Michigan Catering's program exemplifies excellence in marketing through innovative promotional strategies, visually compelling materials, & multi-channel engagement. With a strong digital presence on Dining Social & MGoBlue Events, our branding captures the essence of our premier catering services. Our cohesive & polished designs, showcased in our newly developed wedding marketing materials, provide the guests with a glimpse of what kind of experience they can expect. By leveraging multiple platforms, including our website and Student Life socials, we ensure broad reach and engagement. Additionally, interactive events like the Fam Tour at the Golf Course and Facts & Snacks initiative create meaningful connections with guests.

Essay:

At Michigan Catering, strategic marketing is crucial in showcasing the innovation and excellence of our Catering Program. Our visually engaging and informative promotional materials ensure that perspective clients understand our offerings. Through platforms like Dining Social and MGoBlue Events, we amplify our reach with original, compelling presentations. Consistent branding and polished graphic designs convey the elegance and professionalism of our services. The launch of our wedding marketing document further enhances our connection with potential clients by offering a refined visual representation of our event capabilities. Beyond digital efforts, we engage customers through experiential marketing. Events like the Familiarization Tour at the Golf Course with Michigan Medicine provide firsthand experiences of our catering excellence, while Facts and Snacks fosters interactive connections with our audience. These initiatives, combined with our cohesive branding & strategic promotions, position us as leaders in the industry and strong candidates for the NACUFS Horton Award for Catering Program of the Year. Our marketing strategies have significantly increased client engagement, with a 4-5% rise in bookings over the past year. By analyzing digital interaction metrics, we fine-tune our promotions to maximize impact. Direct feedback loops strengthen community engagement and allow us to continuously meet & exceed guest expectations.

Introduction:

Michigan Dining's catering program is all about delivering exceptional, inclusive, & unforgettable dining experiences. Our menus are carefully crafted to celebrate regional flavors, honor cultural traditions, & highlight the best of each season. Every dish tells a story, from our Martin Luther King Jr. Celebration menu to our Seasonal and Regional menus. To demonstrate our strong commitment to dietary inclusivity, we make it easy for guests to navigate allergens and religious dietary needs through clear signage, NetNutrition, and menu icons. Whether it's a signature event or an everyday gathering, our catering program brings bold flavors, thoughtful options, & seamless service to every table.

Essay:

At Michigan Dining, we believe catering should be more than just a meal; it should be an experience. Our catering program uniquely blends bold flavors, seasonal inspiration, & cultural connections to craft unforgettable events. Our Regional Menu highlights local favorites with farm-to-table practices, promoting local farms and ensuring fresh flavors. The Martin Luther King Jr. Celebration honors Black heritage with meaningful dishes, while our Seasonal Menu keeps things exciting with the best ingredients throughout the year. Our Standard Menu offers a diverse array of crowd-pleasers for any occasion, enhanced by culturally diverse dishes that also cater to guests with different dietary needs. We provide clear menu symbols, NetNutrition, and an easy-to-follow signage program, allowing guests to make informed choices that meet their dietary needs, from allergen-friendly options to religious dietary accommodations. NetNutrition is a tool that provides detailed nutritional information for all our meals, helping guests make healthier, more informed decisions. Emphasizing quality and inclusivity, our catering program serves the entire campus community, bringing people together with exceptional food and

seamless service. Whether for milestone celebrations or casual gatherings, our menus are designed to impress, ensuring every bite is as memorable as the moment itself.

Introduction:

Food Presentation at Michigan Dining transcends mere taste to engage guests' senses, creating an immersive culinary experience. Our team meticulously curates each dish's appearance, utilizing innovative plating techniques that harmonize with the season and theme of the event. Additionally, our commitment to sustainability is evident in our presentation choices. By using eco-friendly serving ware and decorations, we not only minimize waste but also enhance the aesthetic appeal of our events. With a focus on quality, sustainability, and inclusivity, Michigan Dining promises an unforgettable catering experience that goes beyond food to bring people together in celebration.

Essay:

At Michigan Dining, we believe that catering is an art form, a philosophy that informs every aspect of our menu curation and food presentation. Our Regional Menu champions local flavors through farm-to-table practices, highlighting the best of what local producers have to offer. Additionally, the Martin Luther King Jr. Celebration menu honors cultural heritage with dishes that resonate emotionally with our guests. The Seasonal Menu offers a dynamic approach, showcasing fresh ingredients through creative presentations that change with the weather. We extend this care to our food presentation, where dishes are artistically plated to reflect both theme and sustainability. Our use of eco-friendly materials not only aligns with our sustainability goals but also elevates the visual experience of our offerings. Through this meticulous focus on bold flavors and visual allure, Michigan Dining's catering program ensures that every event is a feast for both the eyes and the palate, creating lasting memories for all guests.

Introduction:

Michigan Catering's program stands out for its exceptional staffing & service design, ensuring a seamless and memorable experience for every event. Our dynamic staffing model strategically balances professional & bargained-for staff with student employees, fostering hands-on learning while maintaining high service standards. Unique to our program, revenue generated from auxiliary catering supports student programming & reinvesting in the U-M campus community. Additionally, our innovative Catering to Go program extends high-quality catering beyond traditional events, offering accessible, chef-prepared meals. With a commitment to excellence, sustainability, & student engagement, Michigan Dining continues to elevate catering services while enriching the university experience.

Essay:

Michigan Dining Catering is thoughtfully designed to deliver exceptional events while supporting the campus community. The program employs a strategic staffing model that includes experienced, bargained-for staff and student employees, offering students real-world hospitality experience. Staffing levels are calibrated based on event size and complexity, ensuring flawless execution with the right number of servers and support staff. A key differentiator of the service is the reinvestment of revenue from auxiliary catering into student-focused initiatives, enhancing campus life beyond dining. The Catering to Go program offers high-quality, chef-crafted options for smaller gatherings and on-the-go needs, making professional catering accessible across campus. With a focus on outstanding service, staff members undergo comprehensive training in service excellence, hospitality skills, and cultural sensitivity, ensuring every guest feels valued. Michigan Dining Catering maintains a standardized service protocol that guarantees consistency while allowing customization, creating personalized experiences tailored to exceed expectations. By combining innovation with excellence, Michigan Dining's catering program elevates the catering experience and strengthens the university community through student development and reinvestment in its success.

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