

# Kayla Carfaro



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## Entry details

Entry Name: 2026 Retail Sales: Multiple Concepts of the Year

Institution Name: Stevens Institute of Technology

Entry Completed By (*name and position*): Kayla Carfaro, Marketing Manager

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## Introduction:

Stevens Dining's retail program delivers a culinary experience rooted in variety, quality, and current dining trends. Across six distinct concepts — Pierce Café, America's Cup, the UCC Marketplace, Gateway Café JWO, and Cannon Café — students encounter a broad spectrum of flavors, textures, and temperatures designed to satisfy every preference and occasion. From Peet's Coffee and Zaro's freshly baked pastries to handcrafted burgers, Mediterranean bowls, Italian classics, and Mexican-inspired build-your-own meals, every concept offers its own culinary identity. Rotating specials, seasonal offerings, and limited-time features ensure menus remain fresh, relevant, and consistently aligned with evolving student tastes.

## Essay:

Stevens Dining's retail concepts are designed to reflect both current dining trends and the diverse preferences of today's college student. Each location offers a distinct menu identity, ensuring students experience meaningful variety across every visit and every meal period.

At Pierce Café, handcrafted Peet's Coffee beverages anchor a menu of sandwiches and snacks built for convenience without compromising quality. America's Cup pairs Zaro's freshly baked pastries and coffee with Create, a fully customizable salad and wrap station that empowers students to build meals tailored to their taste, dietary needs, and nutritional goals.

The UCC Marketplace showcases the program's culinary depth through four distinct concepts. Yellas, a family-owned New Jersey brand, delivers handcrafted burgers, deli subs, and hand-spun milkshakes featuring a rotating selection of seasonal and limited-time offerings. Tu Taco brings bold, customizable Mexican-inspired flavors, while Piccola Italia offers hearty Italian classics, and Pom & Honey highlights fresh Mediterranean cuisine rich in color, texture, and wholesome ingredients.

Gateway Café JWO rounds out the program with a curated grab-and-go selection spanning fresh meals, snacks, and beverages — accessible at any hour through frictionless Just Walk Out technology.

Together, these concepts deliver a retail dining program that is trend-forward and built around student choice.

#### Introduction:

Stevens Dining's retail program is defined by thoughtful facility design and strategic merchandising that create inviting, functional spaces across every concept. From the cozy, study-friendly atmosphere of America's Cup to the energetic food court environment of the UCC Marketplace, each location is intentionally designed to reflect its culinary identity while maximizing customer flow and accessibility. Digital menu boards, open layouts, and intuitive product placement guide students seamlessly through each space. Whether grabbing a quick coffee, building a custom meal, or utilizing frictionless checkout technology, every Stevens Dining retail environment is designed to enhance the experience from entry to exit.

#### Essay:

Each Stevens Dining retail concept features a distinct design identity that balances atmosphere, efficiency, and visual appeal — creating spaces students are drawn to throughout their day.

America's Cup embraces a warm, cozy café atmosphere purpose-built for studying and socializing. Zaro's pastries, packaged snacks, and chilled beverages are displayed in open cases at the ordering counter, creating an inviting spread that encourages exploration. Digital menu boards keep offerings clear and current, while generous seating prioritizes comfort and extended stays.

The UCC Marketplace delivers a modern food court experience where made-to-order preparation happens directly in front of students — adding transparency, energy, and visual excitement to every transaction. Four distinct concepts operate side by side, each with its own branded identity, creating a dynamic, trend-forward environment with broad sensory appeal across flavors, colors, and textures.

Gateway Café JWO uses open shelving and refrigerated cases to merchandise fresh meals, snacks, and beverages in an intuitive, self-guided layout — fully optimized for Amazon's Just Walk Out technology, eliminating checkout friction entirely.

Cannon Café rounds out the program with open shelving stocked with snacks, essentials, and toiletries alongside refrigerated beverages and smoothies, complemented by Zaro's coffee and pastries — making it a convenient one-stop destination.

#### Introduction:

Stevens Dining's retail marketing strategy is built around visibility, creativity, and genuine student engagement. Through a unified social media presence, campus-wide signage, and mobile ordering technology, each retail concept is promoted with a consistent yet dynamic voice that meets students where they are. Seasonal promotions, limited-time offerings, and targeted digital content keep the program fresh and exciting throughout the year. Student feedback is actively gathered and immediately addressed through Chattback, an anonymous real-time messaging system that ensures every concern is heard and resolved. Together, these efforts create a marketing program that is responsive, student-centered, and continuously evolving.

#### Essay:

Stevens Dining's retail marketing program combines digital engagement, physical promotion, and real-time feedback to create a cohesive, student-centered strategy across all concepts.

Social media serves as the main promotional platform, with one account showcasing daily specials, new menu items, seasonal offerings, and limited-time features across all retail locations. Seasonal campaigns drive excitement throughout the year — highlights include concepts like the St. Patrick's Day Shamrock Shake at Yellas, which generate strong student engagement and anticipation.

Campus-wide printed signage and strategically placed table tents at retail locations reinforce digital messaging, ensuring students encounter promotions throughout their daily routines — from residence halls to classrooms. Digital menu boards at every location keep offerings current and visually engaging at the point of purchase.

Grubhub mobile ordering is available across all retail concepts, allowing students to place orders from anywhere on campus and time pickups around their class schedules. The platform's live order queue feature provides transparency, reducing wait time frustration and improving the overall experience.

Student feedback is captured through Chattback, an anonymous real-time text-based system that routes concerns and suggestions directly to staff for immediate resolution — ensuring the retail program remains continuously responsive to student needs and preferences.

#### Introduction:

Stevens Dining's retail program is built on the belief that nutritious, inclusive dining should be accessible across every concept and every meal occasion. From Mediterranean build-your-own bowls at Pom & Honey to customizable plant-based options at Tu Taco, healthy and dietary-conscious choices are woven into the fabric of each retail location. A color-coded allergen labeling system at Gateway Café JWO and Cannon Café ensures students can identify gluten-free and allergen-friendly options at a glance. Supported by an onsite campus dietitian available for guidance across all concepts, Stevens Dining empowers students to make informed, nourishing choices wherever they dine on campus.

#### Essay:

Nutrition and wellness are intentionally integrated across Stevens Dining's retail program, ensuring students have access to balanced, inclusive options regardless of where they choose to eat.

Pom & Honey serves as the retail program's wellness anchor, offering a fully customizable build-your-own bowl experience. Students choose from proteins including chicken, falafel, spicy meatballs, or roasted cauliflower and chickpea, paired with wholesome sides like pita chips and hummus, and tomato and cucumber salad — delivering a fresh, nutrient-rich meal tailored to individual preferences.

Tu Taco extends the customizable format to Mexican-inspired cuisine, offering build-your-own tacos, burritos, burrito bowls, ensalada bowls, and quesadillas with protein options including beans, cauliflower, chicken tinga, and slow-roasted pork — accommodating vegetarian and meat-eating students alike.

At Gateway Café JWO and Cannon Café, a thoughtful color-coded labeling system helps students quickly identify allergen-friendly options. A red border indicates gluten-free items while a purple border — consistent with the Delicious Without brand — denotes allergen-friendly choices. Clear signage explains the system, ensuring accessibility without confusion.

Fresh options including yogurt, smoothies, fruit, protein bars, and nuts are available across both locations, rounding out a retail wellness program supported by an onsite dietitian available for allergen guidance and nutritional consultation across all concepts.

#### Introduction:

Stevens Dining's retail program is distinguished by a commitment to innovation, student satisfaction, and forward-thinking convenience that sets it apart in collegiate dining. At the center of this vision is Gateway Café JWO, powered

by Amazon's Just Walk Out technology — one of the most advanced retail experiences available on any college campus today. Combined with a robust real-time student feedback system, eco-conscious packaging practices, and a diverse multi-concept retail program that serves students from morning through midnight, Stevens Dining delivers a retail experience that is as impressive as it is functional — raising the standard for what campus dining can be.

Essay:

Gateway Café JWO represents the pinnacle of Stevens Dining's commitment to innovation. Powered by Amazon's Just Walk Out technology, the store uses artificial intelligence, computer vision, and object recognition to create a fully frictionless shopping experience. Students scan a QR code through the Grubhub app to enter, select their items, and simply walk out — payment is automatically deducted from their linked account. There are no lines, no cashiers, and no delays, allowing students to grab what they need and return to their day without interruption.

Student satisfaction is actively prioritized through Chattback, an anonymous real-time feedback platform that routes concerns directly to dining staff for immediate resolution. Whether feedback arrives daily or several times a week, every message receives a response — demonstrating Stevens Dining's genuine commitment to continuous improvement and student-centered service.

Sustainability is integrated into retail operations through the use of paper and cardboard packaging across applicable concepts, reducing reliance on single-use plastics and supporting broader campus environmental goals.

Together, cutting-edge technology, responsive student engagement, and sustainable practices create a retail dining program that is as forward-thinking as it is functional — delivering an experience that students, faculty, and visitors find genuinely impressive from the very first visit.

Log in to [nacufs.awardsplatform.com](https://nacufs.awardsplatform.com) to see complete entry attachments.



STEVENS DINING PRESENTS

RETAIL SALES: MULTIPLE CONCEPTS OF THE YEAR

1.png 1.0 MiB

This award entry features two photographs. The top photo shows a group of people walking outdoors, with a person in a red and white mascot costume. The bottom photo shows the same mascot costume in a retail setting, holding a product. The text 'STEVENS DINING PRESENTS' is at the top and 'RETAIL SALES: MULTIPLE CONCEPTS OF THE YEAR' is at the bottom.



PIERCE CAFE

Peets Coffee & Tea

5.png 815 KiB

This award entry features three photographs of coffee drinks. The top photo shows a black Peets coffee cup and a white Peets coffee cup. The bottom left photo shows two pink smoothies. The bottom right photo shows a hand holding a Peets coffee cup with whipped cream. The text 'PIERCE CAFE' is at the top left and 'Peets Coffee & Tea' is at the top right.



AMERICA'S CUP ZARO'S

8.png 1.0 MiB

This award entry features four photographs. The top left photo shows a hand holding a Zaro's coffee cup. The top right photo shows a large bagel. The bottom left photo shows two Zaro's coffee cups. The bottom right photo shows a Zaro's logo with the text 'ZARO'S FAMILY BAKERY'. The text 'AMERICA'S CUP ZARO'S' is at the top left.



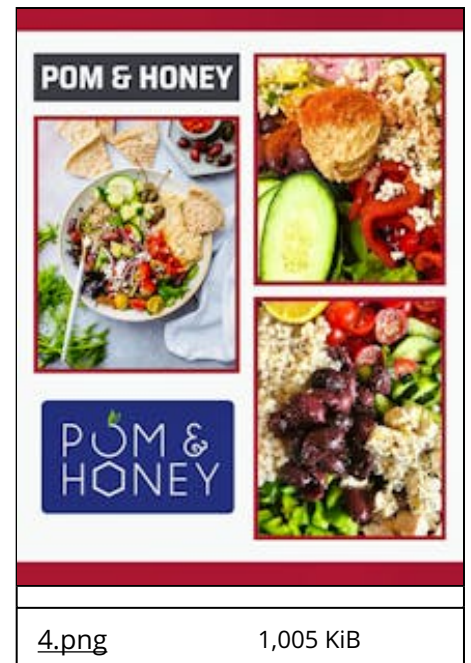
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2.png

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