

# Renee Lyons



KMnvQBOX

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## Entry details

Entry Name: Betty's Market

Institution Name: Belmont University

Entry Completed By (*name and position*): Renee Lyons, Marketing Manager

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## Introduction:

Betty's Market is one of the newest dining concepts on Belmont University's campus, located on the lower level of a 700-bed residence hall. Designed with convenience and variety in mind, Betty's offers students access to grocery staples, pre-cooked meals, and a hot and cold meal bar. The concept aligns with current dining trends by emphasizing flexibility, choice, and quality. With a thoughtfully curated menu that reflects student preferences, Betty's Market provides a well-balanced selection of options featuring diverse flavors, textures, and temperatures, ensuring an engaging and satisfying dining experience for a wide range of tastes and dietary needs.

## Essay:

Betty's Market's hot and cold bar menu rotates daily, ensuring variety while remaining aligned with current dining trends and student preferences. Students can redeem a meal equivalency for one hot protein paired with two sides or opt for a build-your-own salad, offering flexibility and customization. For those seeking smaller portions or specific items, à la carte pricing is also available. In addition, students can select from pre-cooked meals through the Simply to Go program, further expanding convenient dining options.

The menu is intentionally designed to provide a dynamic balance of colors, shapes, textures, temperatures, and flavors. Daily and weekly specials introduce limited-time offerings, student-inspired dishes, and seasonal

ingredients, helping keep the menu fresh and engaging. This rotating approach allows Betty's Market to fill gaps within the broader campus dining program while maintaining relevance and excitement.

By combining a clearly defined concept with a diverse and evolving menu, Betty's Market successfully delivers a dining experience that meets the needs of today's students by prioritizing convenience, variety, and quality in every offering.

Introduction:

Betty's Market is thoughtfully designed around the spirit of "Belmont Betty" and her passion for basketball, creating a concept that is both imaginative and meaningful. The space encourages customers to "Shop with Purpose," highlighted by the signature "Betty Bag," with 10% of proceeds supporting the Betty Wiseman Mission Fund. The design blends school pride with modern retail and dining trends, creating an engaging and purposeful atmosphere. Through creative merchandising and a cohesive theme, Betty's Market offers a visually appealing and welcoming environment that enhances the overall customer experience while reinforcing its unique identity on campus.

Essay:

The layout of Betty's Market is strategically designed to maximize space, customer flow, and product accessibility. The store features a wall of freezers and refrigerators, an open-air merchandiser, two central islands, and a peg wall, all arranged to support efficient navigation and product visibility. The hot and cold bar serves as a focal point, offering a streamlined yet diverse selection that includes one hot protein, two sides, a full salad bar, and two soup wells. Additional features such as heated grab-and-go units, a Starbucks Serenade machine, a Solato machine, and two registers further enhance convenience and service efficiency.

The overall design reflects current industry trends by blending retail and dining in a cohesive, modern format. Food is presented in a way that emphasizes color, texture, temperature, and freshness, ensuring visual appeal and quality perception. Creative merchandising techniques and thoughtful presentation make offerings both attractive and easy to select. Together, these elements create an inviting atmosphere that supports the concept's theme while delivering a functional and engaging customer experience.

Introduction:

Marketing for Betty's Market centers on convenience and student engagement. Located on the lower level of a residence hall, the concept emphasizes ease of access, allowing students to quickly grab meals or grocery items within minutes. The semester launched with a grand opening event, "Wiseman Wednesday," which introduced the concept through interactive activities and giveaways. This event generated strong traffic and showcased University Buy-In. Betty Wiseman and the University President played basketball with students and enjoyed the event. Overall, Betty's Market utilizes creative and informative marketing materials to communicate offerings while appealing directly to the needs of its student audience.

Essay:

Betty's Market utilizes a variety of promotional strategies and clear, visually appealing materials to effectively communicate its offerings and guide customers through the space. Informational signage is strategically placed to highlight menu options, pricing, and meal equivalencies, ensuring students can easily navigate the concept. Menus and promotional materials are designed with a polished and creative approach, helping to reinforce the brand while remaining informative and accessible.

One of the most successful marketing initiatives has been the "Late Night Eats" campaign. Held every other Wednesday from 7:30 p.m. to 9:00 p.m., this promotion features a rotating late-night menu designed to attract students after the dining hall closes at 8:00 p.m. By aligning with student schedules and dining habits, the campaign has successfully increased both traffic and revenue during later hours.

In addition, Betty's Market gathers feedback through student interactions and informal surveys, allowing the team to better understand food preferences and evaluate product success. This feedback loop supports continuous

improvement and helps ensure that specials and promotions remain relevant, attractive, and aligned with customer expectations.

#### Introduction:

Betty's Market is designed to support students' health, wellness, and diverse dietary needs. Dietitian contact information is clearly posted for students seeking nutrition guidance, and all meals are labeled with the top nine allergens to help students make informed choices. Additional nutrition and wellness materials are available to provide further guidance on balanced eating and dietary considerations. By offering transparent, accessible information alongside a variety of menu options, Betty's Market ensures students can confidently navigate their choices while supporting their individual health goals in a convenient and inclusive dining environment.

#### Essay:

The market offers a variety of clearly labeled options, including gluten-free, vegetarian, vegan, and allergen-safe selections to accommodate different dietary preferences and restrictions. Nutritional information and ingredient transparency are prioritized through signage and labeling, ensuring students have access to the information needed to make informed decisions. These clearly communicated options support a wide range of wellness goals while maintaining convenience and choice.

In addition, regular nutrition programming is offered through WELL Core classes (mandatory university credits), helping students learn how to navigate campus dining and maintain healthy habits while at school. These programs frequently cover topics such as the Performance Plate model, fueling for exercise, food allergy awareness, and staying healthy in college. This educational approach reinforces the importance of nutrition beyond the dining space.

Belmont Dining also hosts regular cooking demonstrations led by the retail executive chef, providing students with opportunities to learn practical cooking skills and explore nutritious meal ideas. Together, these initiatives create a well-rounded approach to nutrition and wellness that combines education, accessibility, and diverse menu offerings.

#### Introduction:

Betty's Market provides a unique shopping experience and a fresh spin on campus dining, contributing to increased student satisfaction and repeat visits. The concept consistently receives high accolades through customer satisfaction surveys and student-nominated customer excellence awards, demonstrating strong performance in meeting guest expectations. By combining convenience, variety, and innovation, Betty's Market delivers an elevated dining experience that resonates with today's students. Its ability to adapt to feedback and exceed expectations contributes to its overall success, creating a concept that not only meets financial and operational goals but also delivers a memorable and engaging "wow" factor.

#### Essay:

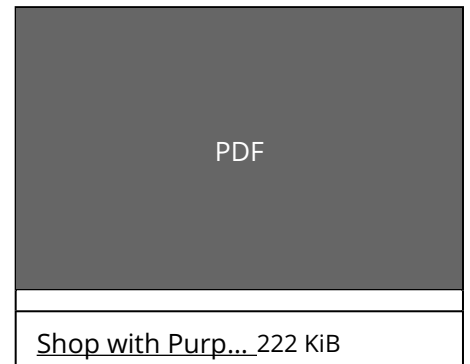
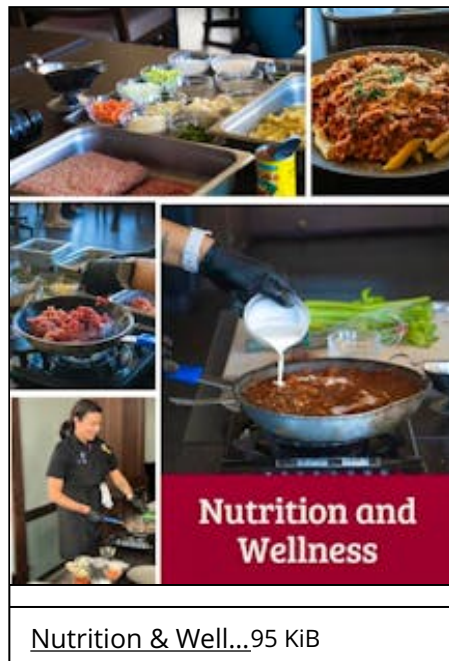
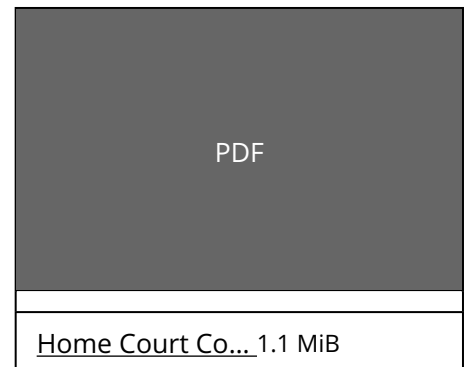
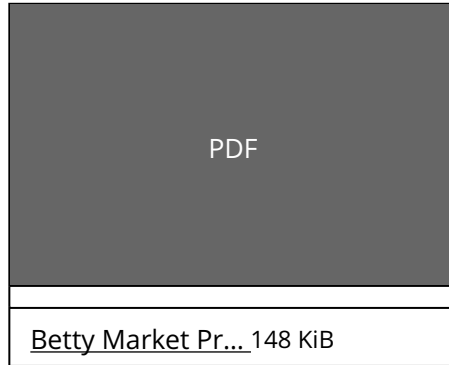
Betty's Market actively tracks performance and customer satisfaction through a variety of feedback channels, ensuring both financial and experiential goals are met. QR codes are placed throughout the store, allowing customers to easily submit product requests and suggestions. The retail team regularly reviews this feedback and works to source requested items, directly contributing to increased satisfaction and repeat business. This responsiveness demonstrates a strong commitment to meeting customer needs and enhancing the overall experience.

To further drive engagement and revenue, the marketing team developed "Late Night Eats," a program highlighted previously. Student input is gathered through Instagram polls to determine featured menus, ensuring promotions align with customer preferences. These events have attracted approximately 700 attendees and generated increased revenue on featured nights, supporting financial performance goals.

Sustainability efforts are also prioritized through the use of Leanpath, a system that tracks food waste and helps reduce environmental impact. The overall "wow" factor of Betty's Market lies in its blend of convenience, creativity,

and variety. By merging traditional campus dining with a modern retail experience, the concept delivers added value and a distinctive offering to the campus community.

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PDF

Wiseman Wedn... 1.1 MiB



Marketing Mate... 470 KiB



Wiseman Wedn... 516 KiB



Late Night Eats.... 521 KiB

Attachment name  
Tour of Betty's Market

<https://www.instagram....>

Attachment name  
Simply To Go options

<https://www.instagram....>