

NACUFS (2025)

Retail Sales: Single Concept of the Year

Savor Kitchen

University of Missouri

Introduction:

Savor Kitchen is the place to go for nourishing meals in a calm, relaxing atmosphere. Savor serves up fresh and flavorful fare for the entire Mizzou community, including those with top nine food allergen sensitivities. Fresh ingredients and whole foods are the cornerstone of the Savor concept, and every item on the menu is made without wheat/gluten, dairy, eggs, peanuts, tree nuts (with the exception of coconut), fish, shellfish, sesame and soy.

Essay:

Here's what you can expect at Savor:

- A Build a Bowl menu, which invites you to customize your favorite salads, burrito bowls, pasta dishes and more.
- Try one of our rotating premium options!
- Made-to-order açai and fruit bowls
- Convenient Grab n Go items, including pre-packaged fruit bowls and baked goods
- A Monday - Saturday-morning breakfast service offering pancakes served with your choice of meat and a side of fresh fruit.

Savor Kitchen's menu fits trends supported by the National Restaurant Association including: Practical Protein--Savor Kitchen makes finding protein sources that fit a wide range of needs and preferences. Because the entire menu is customizable, students can opt to add additional protein or multiple types of protein to meet their goals. Real Ingredients--

Savor Kitchen's menu is filled with scratch made proteins, fresh fruits, an array of vegetables and starches that build a balanced, fresh and flavorful meal.

Introduction:

Design Inspiration Principles:

Incorporate as much as possible from previous concept which was a Southeast Asian concept.

Make the feel uniquely Mizzou with black and gold elements, campus beauty artwork, and graphics that licit feelings of freshness and wellness.

Provide an even mix of individual seating and community style tables. Contain service area with noticeable barriers to maintain integrity of allergen free status.

Essay:

Layout:

Savor Kitchen seats approximately 150 guests. There is a single queue leading past two grab and go coolers and to the start of the serving line. Guests encounter one cash register where grab and go options and acai bowls are ordered to prevent longer wait times. The build a bowl line begins from the right and ends at another cash register for build a bowl purchases once the bowl is completed. The beverage station is to the left.

The majority of service cooking happens in the front of house area. Prep and meat preparation happens in the back of house.

Equipment List:

FOH:

Steam Hot Wells and Cold Wells 4 well Frymaster fryer

Flat Grill with low boy cooler drawers Jade wok range

Make table for fruit & acai

Stoelting soft serve machine for acai Two induction burners

Pasta rethermer

3 Reach in Coolers

BOH:

Flight type dish machine 2 Rice Cookers Cookshack Smoker Chargrill

Large Single Well Fryer Double Stack Oven

Large Steam Jacket Kettle Meat Slicer

Floor Mixer

Two Walk in Coolers One Walk in Freezer

2 Reach in Coolers

Introduction:

Business Operations Marketing through Mizzou Central Marketing was an integral part of the planning process and promotion for Savor Kitchen. Savor Kitchen started strong due to it's strong branding and promotional initiatives.

Essay:

Savor Kitchen's overall message to the MU Community is to come and enjoy the flavorful and fresh options that also happen to be top 9 allergen free. This approach to messaging made it clear to students, faculty, and staff that everyone is welcome to enjoy the menu and the space and allows for the inclusive nature for all guests that is often missing from allergy conscious dining. No special access is needed and Savor Kitchen quickly gained the reputation for having some of the healthiest options on campus. Teaser menus and full size printable menus were created for various departments to promote Savor

Kitchen. Labels for treat giveaways and branding throughout menu screens of Savor Kitchen add to the cohesive look/feel that Savor Kitchen lends to Mizzou's central campus.

Introduction:

The concept of Savor Kitchen from the start was one focused on putting all the components necessary to build a complete, balanced, and satisfying meal. The philosophy was to create simple yet quality components for the build a bowl menu that would ensure that craveable items that contain any of the top 9 allergens would not be missed.

Essay:

Fresh ingredients especially fruits, vegetables, and proteins with the incorporation of specialty ingredients such as vegan cream, vegan mayonnaise, plant butter, and gluten free flour mixes make up the majority of the menu. Specialty ingredients are used in a limited fashion to keep food cost reasonable, regular availability possible, and allow for a range of skills to prepare items.

To prepare for the guests who would rely on Savor Kitchen as a regular source of meals, a wide variety of each meal component is offered to allow for many versions of balanced meals to exist.

The number of choices available in each category encourages the inclusion of all food groups. Most options are naturally vegan and carefully chosen vegan proteins are available to meet the needs of vegan guests. A new addition of halal friendly lamb widened the protein choices further invited an additional part of the MU community to enjoy Savor Kitchen.

Introduction:

Financial success to this point in the academic year, sustainability considerations and customer satisfaction data

Essay:

Sabai was the Southeast Asian location that preceded Savor Kitchen in the same space. Due to the inclusion of Panda Express as a national brand on campus, the overall sales and transactions at Sabai decreased. This, and the central location on campus made Savor Kitchen the perfect concept to replace Sabai. Year to date, Savor Kitchen has increased revenue by 40% over Sabai. Campus wide dining plan sales increased by 7% this year which indicates that the concept and menu mix of Savor Kitchen is what is making it a financial success so far.

Campus Wide Sustainability initiatives were extended to Savor Kitchen. Ole Tyme Produce is a key vendor of much of the fresh produce and specialty products that Savor Kitchen uses. This vendor opts for locally grown produce when in season. World Centric paper goods is our highest used manufacturer of service ware used at Savor Kitchen. Choosing compostable items and continuing to compost through the City of Columbia and Bluebird Compost, a local compost company.

Overall Customer Satisfaction is achieved through sales data as well as survey data which was used to tailor the menu throughout the first year of operation to what students wanted and expected.

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



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Savor Kitchen M... 533 KiB

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Savor Kitchen Sp... 3.5 MiB

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Savor Special Ev... 3.0 MiB

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Savor Kitchen M... 3.7 MiB

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Savor Kitchen Pr... 1.6 MiB

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Savor Kitchen Fa... 4.7 MiB

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Savor Kitchen M... 2.5 MiB

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Savor Kitchen N... 3.6 MiB

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Savor Kitchen A... 2.0 MiB

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Savor Kitchen C... 76 KiB

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