

Joy Blackburn



DkWAmxjk

Entry details

Entry Name: Perry Place at Hitt Hall

Institution Name: Virginia Tech Dining Services

Entry Completed By (*name and position*): Joy Blackburn, Creative Media Manager

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Introduction:

Our newest dining center, Perry Place, opened with nine shops in 2024. Every shop had its own theme, color scheme, style, and menus. Every concept is unique and provides a wide variety of authentic food, individual branding, and trending styles that everyone can enjoy. Each menu was thoroughly planned and curated to make sense for the concept as well as what the students and university community[GB1] wanted to see. Chefs worked with the student advisory committee to create desired food items and menus.

Essay:

There are breakfast, lunch, and dinner options with choices of dessert at select shops. There are also many ways to order. Build-your-own bowls is a noticeable trend, especially for busy students and staff. Perry Place offers build-your-own bowls for Asian food, noodle bowls, Italian cuisine, Mediterranean food, and breakfast. Customers can order beforehand on Grubhub, pick up their custom meal in one bowl, and return to campus.

There are core menus, but proteins and sides rotate as well as specials, which run on a full week menu cycle. Proteins throughout include things like smoked brisket, pulled BBQ Jackfruit, halal honey harissa chicken, falafel, and more. Sides range from chips, collard greens, spring rolls, garlic bread, and more. AMP offers drip coffees, espressos, matcha, energy drinks, and teas. Trax is an upscale and unique sandwich shop that has 6 core sandwiches that are always available with an additional 3 rotating sandwiches.

Specials are unique from core menus that keep to the overall food concept. An example is the brisket tacos special from our barbecue-inspired venue, Smoke, and the kimchi avocado pork belly toast at our breakfast diner concept, Solarex. Solarex also offers smash burgers and BLTs from the Solarex Ghost kitchen.

Introduction:

Along with food concepts, the atmosphere and branding are unique and reflected in the space and marketing assets. Perry Place overall has an industrial vibe, with each shop having its own spin and area to shine with décor, music, colors, and what's being served.

Essay:

Every shop was developed from feedback from students, the community, and the industry. Modern, diverse spins on classic eateries. They all flow into one another, with shifts so effortless through colors, seating, and music, you know exactly where you are without having to look. For example, colors at Veloce are red, green, and white to represent Italy, whereas Smoke includes darker wood tones to reflect the barbeque atmosphere. Solarex includes diner-style tile and booths.

Plating is creative and emphasizes the colors and quality of the food. Packaging is also sustainable with clear containers so customers can see the textures and colors of the food while still aligning with Perry Place being an entirely compostable facility.

Introduction:

Marketing to our students and community has been vital since opening in 2024. Not only getting the word out about Perry Place, but also gaining familiarity with the brands and exposure to what to expect when you go there, are all considerations in marketing assets. That way, every person who passes by, rides the bus, scrolls social media, or even eats at another dining center has a glimpse into Perry Place.

Essay:

Marketing takes place digitally and physically with signage posted at Perry Place and other dining facilities. Flyers, digital ads, and social media posts go out regularly. If you eat at any dining center, you can find highlights or elements of Perry Place throughout. All marketing assets have a balance of being informative and visually enhancing the facility and concepts. They include relevant colors, fonts, and styles alongside engaging photography and graphic elements. This also includes social media graphics, photos, and reels, which are aimed at gaining exposure and informing people about specials, events, and more.

Introduction:

As a facility, there is acknowledgment and focus on accessibility and sustainability. Each shop is held to the same standard, just with a different focus depending on the food and/or cuisine. This includes having allergen-friendly, vegan, vegetarian, halal, kosher, and gluten-free options. Ingredients also have an aim to be sustainably sourced and considerate of health.

Essay:

Each shop offers a vegetarian or vegan option, some offer more than one. Digital signs, online menus, and mobile ordering all clearly display dietary options, so ordering is quick and accurate. We also aim to keep variety and consistency in all our meal options, both the permanent ones and specials. Ingredients and recipes are sustainably sourced, authentic, and delicious with vegetarian, vegan, halal, kosher, gluten-free, and allergen-free options.

Implementing allergen-friendly dining has been something students and staff have increasingly requested, so we adapted a venue at Perry Place to fit those needs. One change that occurred in the second year of Perry Place was turning our Mediterranean concept, Fresh & Feta, into an entirely allergen-friendly venue. This meant changing all allergen ingredients, which took a lot of research, tasting, and feedback. Every food option and ingredient used in Fresh & Feta is free of the Top 9 allergens, except feta cheese, which is packaged and sold separately.

Introduction:

Being a new dining facility, expectations are high surrounding financial and satisfaction goals we put in place each year. Being connected to the town's new centralized multi-modal transit hub also ensures we are utilizing the space and assets to the best of our ability to serve those coming and leaving campus.

Essay:

Each dining center has a dedicated budget, which expenses and revenue are tracked; Perry Place exceeded its \$10.4 million revenue goal by \$100,000 in the 2024-2025 fiscal year. So far in the 2025-2026, financial goals are trending positively and looking to again succeed in the set numbers calculated.

A dining questionnaire is available online for anyone to submit a problem, request, or any general comment about their experience with us. They are also able to contact us via email with any concerns they may have. The student advisory committee meets once a month as well to discuss new ideas, potential menu changes or additions, event ideas, and anything else students may be looking for from us.

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

