

# Indiana University



AdlqGArY

## Entry details

|                                                  |                                   |
|--------------------------------------------------|-----------------------------------|
| Entry Name:                                      | Bookmarket                        |
| Institution Name:                                | Indiana University                |
| Entry Completed By ( <i>name and position</i> ): | Andrew Smith / Retail<br>Director |

In August 2025, Indiana University Bloomington introduced Bookmarket, a reimagined dining destination located in the heart of the main campus library. Bookmarket represents more than a renovation; it reflects a strategic shift away from a traditional all-you-care-to-eat model toward a dynamic retail experience designed to meet the needs of today's students. Built around convenience, flexibility, and choice, the space aligns with evolving student behaviors and the unique rhythm of library and campus life. It demonstrates the IU Dining commitment to creating relevant, guest-centered experiences while thoughtfully maximizing existing campus space.

## Essay:

Bookmarket brings together a curated collection of complementary dining concepts that offer a range of flavors, formats, and price points from early morning through dinnertime. Meltdown features bold, comfort-driven grilled sandwiches, including a lineup of signature options alongside a rotating monthly special that keeps the menu fresh and engaging. King's Hawaiian offers craveable chicken sandwiches served on its iconic rolls, with flexible portion sizes and limited-time offerings that encourage repeat visits. Both The Meltdown and King's Hawaiian menus were designed by an executive chef. The Globe connects campus to the broader Bloomington community through rotating partnerships with local restaurants, with a particular emphasis on globally inspired cuisine during lunch and dinner service. The Greenhouse invites guests to build customized salad bowls and enjoy house-made soups, supporting balanced, personalized meals. Blenz Bowls delivers quick, wellness-focused açai and smoothie bowls

made with nutrient-dense ingredients, while Hubbard and Cravens completes the experience with premium coffee, pastries, and seasonal beverages highlighting monthly espresso- or matcha-based specials. Together, these concepts create a vibrant and adaptable environment that supports everything from quick meals between classes to extended study sessions and social interaction.

#### Introduction:

The transition from an all-you-care-to-eat facility to a retail model required a thoughtful reimagining of the existing library space. The redesign prioritized operational efficiency, clear visibility, and intuitive flow, allowing guests to easily navigate multiple concepts within a single environment. Grab-and-go items are strategically placed near points of purchase, making it easy for students to add items that support their schedules between classes. These offerings are continuously informed by student preferences to ensure relevance and convenience.

#### Essay:

Within the redesigned space, each concept maintains a distinct identity while contributing to a cohesive and modern atmosphere. Updated service areas support both made-to-order and grab-and-go dining, increasing speed of service and overall convenience. By removing the traditional meal swipe barrier, Bookmarket is now accessible to the entire campus community, creating a more inclusive dining experience. Faculty and staff who work in or near the building regularly use the space for morning coffee, mid-day breaks, and lunch. The result is more than a dining venue; it is a welcoming hub where students, faculty, and staff can gather, study, and recharge throughout the day.

#### Introduction:

The marketing strategy for Bookmarket centered on clearly communicating the transition to a retail model while introducing guests to the variety of concepts available. IU Dining expanded its social media presence to build awareness, highlight tastings, and showcasing new offerings, while maintaining consistent communication through newsletters and digital channels.

#### Essay:

The marketing strategy for Bookmarket emphasizes clarity, consistency, and ongoing engagement. Clear and accessible signage throughout the space guides guests through ordering, pickup, and concept selection, while also highlighting menus and hours of operation. Monthly specials across multiple concepts encourage repeat visits and keep the dining experience fresh. Its location within the main library provides strong natural visibility and steady foot traffic, allowing Bookmarket to integrate seamlessly into students' daily routines. The variety of options encourages guests to return multiple times throughout the day, whether for coffee, a meal, or an evening study session through 9 p.m.

#### Introduction:

Nutrition and wellness are central to the Bookmarket experience, with an emphasis on flexibility and transparency. Guests can tailor meals to meet their individual dietary preferences through customizable menus and varied portion sizes. All concepts provide clear allergen information, including identification of the top nine allergens, and leadership team members are certified through the AllerTrain program to ensure safe and informed service.

#### Essay:

Concepts such as The Greenhouse and Blenz Bowls highlight fresh, plant-forward, and nutrient-rich options, while other concepts offer balance through customizable proteins and portion-size flexibility. This combination allows Bookmarket to meet a wide range of dietary needs while still offering new, familiar, and indulgent favorites. Guests can plan ahead by viewing full menus and detailed nutritional information through Nutrislice and NetNutrition, IU Dining's online menu systems. This level of transparency supports informed decision-making and reinforces a commitment to guest well-being.

#### Introduction:

Bookmarket reflects the future direction of campus dining by prioritizing adaptability, community connection, and experience-driven design. Sustainability is an important focus, with an ongoing effort to source local produce and proteins whenever possible to support both environmental goals and regional partnerships.

Essay:

The transformation of a traditional dining hall into a multi-concept retail destination has expanded menu diversity, improved operational flexibility, and aligned dining services with the expectations of today's campus community. Strong partnerships with local businesses play a key role in this success, including collaborations with Bloomington restaurants through The Globe, the use of Fischer Farms for sliced meats, and the incorporation of locally sourced produce. Rotating menus introduce variety and keep the experience engaging for frequent guests, while limited-time offerings generate excitement and encourage repeat visits. Situated at the center of academic life, Bookmarket enhances the library environment by providing convenient, high-quality dining in a space designed to support connection, productivity, and campus culture.

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