

The Eatery

University of Pittsburgh

Introduction:

The renovation of The Eatery was in its final phases in 2024. This was an opportunity to build anticipation among all stakeholders—students, faculty, staff, and community members. As locations were completed, additional visual assets were collected to supplement the marketing materials and grand opening events planned for the coming academic year. Student advisors continued to offer their menu input, and the experimentation was captured for videos on the Pitt Eats website and social channels. The event and marketing calendar were developed to take advantage of the renovated facility.

Essay:

The Eatery provides multiple opportunities for communication. It is nearly constant. Menu changes, specials, pop-ups, and events are just some of what we alert our population to. The Pitt Eats team understands that people process information differently, so it uses a multichannel approach. We are extremely active on social media, but we also use email, our Dine on Campus app, our website, and analog tools like flyers, table tents, and signs. A continually updated calendar of events lives on our website. Managers and ambassadors are available to answer questions. We also have wayfinders at each station.

Communication evolves throughout the year based on guest response. We also track responses for events from year to year and adjust based on previous performance.

The students are vital in determining the menu and special events. We frequently ask them about items they would like to see returned, events they enjoyed, those they could live without, and how we could improve. Student input was crucial to establishing the concepts and menus inside The Eatery. They include Latin-infused Table 33, Asian-inspired Kokumi, Saffron, The Briny Pickle, Food Truck, Unwind, Cucina, Farm Truck, Flourish, and Kosher Delicatessen.

Introduction:

Our surveys show that students are more food-conscious than ever. Nutritional information is at each station and online. Healthy food options and access to an on-campus dietitian are there for those who want to maintain healthy meal choices. There is also an array of options for students making personal dietary choices and those following faith-led guidelines. There is also a location free of the top nine allergens. The Eatery is nut-conscious, meaning in addition to nut-free options, there are strict protocols to prevent cross-contamination. Staff and patrons are educated on the potential risks.

Essay:

Lindsay Wilson is the on-campus dietitian who helps guests make informed decisions when dining at Pitt. She provides students with the tools and support necessary to manage their dietary needs actively. Lindsay is available for free one-on-one consultations and actively engages with students to turn their feedback into real-time menu enhancements, such as adding top nine and gluten-free cookies to Flourish.

Flourish creates a safe and communal dining experience for those with food allergies and celiac disease by offering food prepared without the top nine allergens and gluten. It features three daily menus plus customized mobile ordering. Every station's menu integrates plant-based options, Farm Stand having the most plant-forward focus.

The menu for each station—on-site or online—has icons clearly indicating whether an item is vegan, vegetarian, or allergen-free. Each item also lists its calories.

Staff are trained on risks associated with the "Big 9" food allergens: milk, eggs, fish, shellfish, tree nuts, peanuts, wheat, soy, and sesame. All associates complete FARECheck-certified food allergy training as part of their onboarding process and annually thereafter. Our Ingredient Experts, full-time chefs and managers, receive more thorough training from the dietitian.

Introduction:

The Eatery, the largest dining facility at the University of Pittsburgh, is a premium dining space with stations designed like fast-casual restaurants. Students have the daily opportunity to experience an assortment of cuisines. From breakfast to lunch to snacks to a late-night meal, they can enjoy something out of the ordinary or have the comfort foods they crave. That dining experience is interjected with engagement activities like premium dining events, private chefs' tables, pops-of-joy, chef throwdowns, and student takeovers. The menus, design, and special events are rich with feedback from the student population, reflecting their appetites.

Essay:

The Eatery boasts 10 distinct dining concepts and one market, each a tribute to Pittsburgh's cultural diversity. Table 33 represents Latin America's 33 countries. Kokumi offers Asian-inspired flavors. Saffron diners take a food journey along the Spice Road. Farm Stand serves made-to-order plant-forward eats. The Delicatessen offers certified-kosher eats. Cucina is the Italian American, red sauce and pizza joint. Briny Pickle offers a deli experience. Food Truck slings classic comfort food. Flourish serves inclusive, allergen-conscious cuisine. Unwind is the coffee, tea and pastry shop. Frictionless Market at Towers has Amazon technology for busy students.

Menus change three times a day for breakfast, lunch and dinner, bringing a different experience to each meal. Meals are made to order. The menus have a from-scratch focus, like homemade tortillas and tortilla chips at Table 33, fresh, made-to-order pasta and hand-stretched pizza at Cucina, and house-made ramen broth at Kokumi are a few examples. Pitt Eats practices sustainable, seasonal sourcing at The Eatery and all facilities.

Monotony breakers are a regular part of event programming. They include chef's table meals, Student Choice station takeovers, and Culinary Throwdowns.

Introduction:

Each associate, behind the scenes or front and center at The Eatery, understands they are part of the presentation. They know that The Eatery may be a dining hall, but that is just its category. It is a high-tech, food-infused social space designed to bring people together to promote meaningful interaction. The 10 distinct dining stations are all culturally significant and reflective of the city of Pittsburgh and the university's population. Students deserve more than service from a line, so each station is designed like a fast-casual restaurant where meals are made to order and plating matters.

Essay:

Food choices at The Eatery are presented in an appealing manner, reflecting a harmony of color, flavor, texture, and temperatures. It offers a healthy balance of self-service and restaurant-style food service, with plates composed for guests complete with garnish.

Cucina patrons can watch associates hand-stretch pizza dough. Culinarians in Kokumi toss vegetables and proteins in large woks. Stoneware tagines, traditionally used to slow-simmer stews, adorn Saffron. Huge jars of pickled vegetables stand sentry on the counter of the Briny Pickle, which looks like a traditional delicatessen. Vibrant patterned tiles resembling your abuela's edredón form the backsplash at Table 33. Place your Food Truck order through the window of an Airstream. Lounge in the quiet calm of Unwind. Hardwood accents the plant-forward Farm Stand. Hues of purple, widely recognized in the food industry to signify allergen-free food production and equipment, greet everyone at Flourish. Visit The Delicatessen for an authentic Kosher meal.

Each location is easy to navigate, with menus themed consistent with its concept. Retrieval for mobile orders is also easy to find. Staff can move easily within the station and have quick access to the back of the house.

Introduction:

The Eatery is Pitt's 52,000-square-foot, \$28 million residential dining facility, taking food service at the university well into the next decade. The space, concepts, menu, design, and layout were all informed with input by the people who would be there the most—students, faculty, staff, and our associates. Students can enjoy the flavors of home, regardless of how far they traveled to study. The Eatery is a flavorful microcosm of Pittsburgh's vitality. The menus change because tastes change. It is an ever-evolving gathering place for students to feed their bodies, minds, and spirits.

Essay:

Students were top of mind at the start of The Eatery's renovation. Their feedback helped inform the creation of the concepts and their menus. The culinary action occurring at these stations is unique from any dining facility on campus. Nowhere else is dough being tossed, food flying from woks, or orders going through the window of an Airstream. The 10 stations are culturally diverse and a testament to the diversity of the campus and the city of Pittsburgh. For example, Saffron, our station with flavors inspired by the Silk Road, was named in partnership with the Muslim Student Association.

Student feedback continues to inform menu changes and refine the dining program and culinary innovations. The Eatery is a community hub with large gathering spaces and quiet study nooks. Weekday meal service is 7 a.m. – midnight, 10 p.m. Friday. Hours are 9 a.m. – 10 p.m. Saturday and 9 a.m. – midnight Sunday.

Students are vital to The Eatery's success, providing a valuable labor resource. They are also active with Food Recovery Heroes, Pitt's student chapter of the Food Recovery Network. They recover surplus food from The Eatery and donate it to local hunger-fighting agencies.

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

PDF

[Menus.pdf](#)

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[Kokumi Temp_L...](#) 3.3 MiB



[Saffron Temp Lo...](#) 3.2 MiB



[Kokumi.jpg](#)

305 KiB



[Eatery - dining.jpg](#) 394 KiB



[Wok Station.jpg](#) 132 KiB



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[Flourish.jpg](#)

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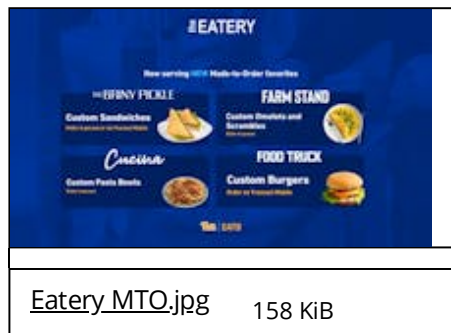
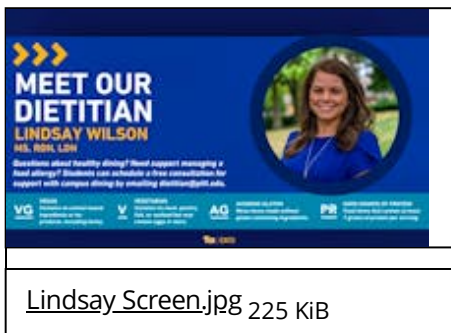
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