

1894 Catering Program

The University of Tulsa

Introduction:

The 1894 Events & Catering team's commitment to excellence is reflected not only in the food and service they provide but also in the seamless execution of each event. From the initial sales process to client communication and tastings, every detail is thoughtfully managed. The team's ability to adapt and innovate is evident in their comprehensive approach to event planning, as seen in their success with high-profile events like football game day catering and the rebranding of the catering service. Their attention to customer satisfaction and ability to deliver a refined, cohesive experience make them a standout on campus.

Essay:

1894 Events & Catering at the University of Tulsa has redefined the standard for event management, going above and beyond to ensure exceptional experiences for all clients and guests. The process begins with a strong sales foundation, where the team is attentive to client needs and desires. Client communication is prioritized through every stage, ensuring that expectations are met & exceeded. The incorporation of tastings allows clients to directly engage with the menu, offering an opportunity to customize their event's culinary experience.

What truly sets the team apart is their holistic approach to event execution. Whether it's organizing large-scale tailgates, football suite catering, or prestigious campus events, the team ensures every aspect is coordinated with precision. This includes seamlessly blending food service with marketing, signage, and overall event design. For example, their work on

football game day was an exercise in thoughtful planning, where catering was enhanced with customized food stations, streamlined service designs, & impactful signage.

The team's ability to successfully manage and innovate across multiple departments—from catering to event coordination—has elevated the University of Tulsa's reputation, resulting in stronger partnerships and more flagship events. Their commitment to service, adaptability, & excellence is what truly makes them a standout team.

#### Introduction:

Effective marketing is integral to the success of every event at the University of Tulsa, and the 1894 Events & Catering team has mastered the art of creating visually impactful and informative experiences. From comprehensive signage that clearly identifies allergen information and menu items to strategic wayfinding and display pieces, marketing is seamlessly integrated into each event. The team's rebranding effort, which included a significant signage overhaul for orientation and football catering, has helped elevate the visibility and appeal of their services, ensuring that every guest feels well-informed and engaged with the event's offerings.

#### Essay:

Marketing at the University of Tulsa's 1894 Events & Catering team is a cornerstone of their event success, blending informative signage with creative displays to enhance every guest's experience. From large-scale events such as orientation to high-profile football catering, the marketing team goes above and beyond to ensure clarity, organization, and visual appeal. This includes custom signage to indicate allergen information, directional wayfinding, and carefully designed displays to highlight menu items and enhance the event atmosphere.

For the football season, the marketing team took on a significant project, redesigning catering bar signage and creating cohesive visuals for the Oneok Suites and tailgate areas. Every detail was considered, from identifying dietary needs to creating seamless guest flows at bars and food stations. This approach to marketing not only ensures efficiency but also enhances the guest experience, making it easy for everyone to navigate the event while enjoying the offerings.

Additionally, the marketing team's ability to execute a massive rebranding of catering services to "1894 Events & Catering" helped create a polished, recognizable brand that resonates with guests. Additionally we execute flyers, re-occurring digital screens, email marketing & semester showcases through the year.

#### Introduction:

At the University of Tulsa, 1894 Events & Catering excels in crafting custom menus that elevate every event, from athletic gatherings to campus-wide banquets and prestigious special events like the McFarlin Fellows. The team works closely with clients to curate menus that exceed expectations, constantly pushing the boundaries of the standard offerings. This collaboration ensures a unique, high-class dining experience where local flavors and ingredients are seamlessly incorporated. Whether it's a football game, an elegant banquet, or a specialized event, the catering team's commitment to innovation and local partnerships ensures the menu reflects both creativity and community.

#### Essay:

The 1894 Events & Catering team is dedicated to creating dynamic, customized menus that elevate every event at the University of Tulsa. Whether serving guests at a major athletic event, curating a menu for a campus-wide banquet, or providing an exceptional dining experience at the McFarlin Fellows, the team's focus on collaboration with clients ensures a menu that perfectly matches the event's theme and tone. By engaging closely with clients, the team encourages new ideas and offers tailored options that break away from the traditional, delivering fresh, off-the-standard menu items that surprise and delight attendees.

The team is committed to showcasing local flavors and working with local vendors to create a diverse and authentic dining experience. From using locally sourced ingredients in football suite menus to curating sophisticated, seasonal banquets, their focus on community and innovation is clear. The integration of Oklahoma-grown produce, meats, and beverages into event menus enhances the flavor profiles while supporting local businesses. This dedication to culinary creativity, combined

with an unwavering commitment to excellence, results in a dining experience that is both memorable and rooted in the community.

#### Introduction:

At the University of Tulsa, food presentation plays a key role in enhancing the guest experience. From sophisticated tailgate setups to suite catering, Chef Tim Anderson and the team continuously push the boundaries of creativity and innovation. Each event is treated with meticulous attention to detail, from plated appetizers to buffet displays. Whether showcasing local dishes or crafting personalized catering options, the team ensures that the visual appeal of the food is just as impressive as the taste. Their thoughtful food presentations reflect the culture of Tulsa, and contribute to the memorable experiences they create for clients and guests alike.

#### Essay:

Food presentation at the University of Tulsa is an art form, seamlessly blending flavor, creativity, and visual appeal. Chef Tim Anderson and the catering team consistently elevate each event with thoughtful, innovative presentation techniques. For the football suites, the traditional buffet setup was replaced with individually portioned servings, vibrant colors, and modern plating. Items such as the "Red Fork Whiskey Maple Glazed St. Louis Style Ribs" are served in a way that highlights their smoky richness, while fresh vegetables and local mushrooms are presented with a focus on their natural beauty.

Innovative service designs were introduced, such as a carving station for BBQ meats and upscale passed appetizers, ensuring a refined experience for every guest. The tailgates were no exception, with food served in streamlined, easily accessible stations, minimizing wait times and maximizing convenience. Each setup was tailored to enhance the atmosphere, whether it was the new "Bar 1894" or the thoughtfully arranged complimentary food stands. These dynamic presentations reflected the team's commitment to not only delighting the palate but also impressing the senses.

The team's creativity and attention to detail ensure that every food presentation goes beyond the ordinary, creating an exceptional experience at every event.

#### Introduction:

At 1894 Events & Catering, meticulous staffing and innovative service design are key to delivering exceptional event experiences. Led by Catering Director Angel Huff, staffing plans are developed weeks in advance, ensuring that every event, from large athletic gatherings to intimate banquets, is fully supported by a well-coordinated team. The team works with specific vendors to bring in additional staff when needed, and each staff member is assigned specific roles through detailed event huddles. Service design is equally thoughtfully planned, with custom themed stations, layouts, and visual displays that elevate the dining experience.

#### Essay:

The success of 1894 Events & Catering's operations is built on a foundation of detailed staffing and thoughtful service design, which play a pivotal role in creating memorable event experiences. Catering Director Angel Huff takes the lead in creating comprehensive staffing plans well in advance of every event. Coordinating with vendors, the team brings in additional staff for larger events, ensuring seamless service. Each team member is briefed on their specific role, with event huddles providing clarity on the day's schedule and individual tasks.

For service design, the team curates themed station layouts, providing photo examples to ensure each design aligns with the event's theme. Detailed diagrams are created for buffet and standard stations, with catering managers overseeing the setup to guarantee precision. The culinary team adds finishing touches, including garnishes, unique bread displays, and carving stations, to further enhance the presentation. The service experience is elevated through custom decorations and upscale elements such as action stations, where guests interact with chefs in real-time. Staff uniforms, including distinctive hats and bowties, further contribute to the event's atmosphere, ensuring that every detail is in place to deliver an exceptional and seamless guest experience.

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