

# Danielle Markus



aeGgBvIO

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## Entry details

Entry Name: Zaro's Bakery at Manhattan University

Institution Name: Manhattan University

Entry Completed By (*name and position*): Danielle Markus, Director of Marketing

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## Introduction:

The menu for Zaro's Bakery at Manhattan University is thoughtfully curated to reflect both the brand's New York City roots and the evolving preferences of the campus community. Centered around high-quality coffee, fresh bagels, and homemade baked goods, the menu aligns seamlessly with the concept of a fast-paced, retail bakery café. By incorporating current dining trends, including seasonal flavors and customizable beverage options, Zaro's delivers a dynamic and relevant offering. The result is a well-balanced menu that combines consistency, variety, and innovation, meeting the needs of students, faculty, and Jasper community throughout the day.

## Essay:

The menu at Zaro's Bakery is designed to reflect the concept of a modern retail bakery café while aligning with current dining trends and guest preferences. Rooted in the brand's established New York City identity, the menu features high-demand staples such as freshly-brewed coffee, bagels, and breakfast sandwiches, complemented by a variety of baked goods. To meet evolving consumer preferences, customizable beverage options including almond, oat, and soy milk are offered, allowing guests to tailor their experience.

Seasonal and limited-time offerings play a key role in maintaining menu excitement and driving repeat visits. Specialty beverages such as Pumpkin Spice Lattes or Coffee and Gingerbread Lattes or Coffee reflect current flavor

trends, while themed baked goods—including Manhattan University cookies, Halloween cookies, and Valentine's cookies and brownies—enhance the guest experience and strengthen campus connection.

The menu offers a wide range of colors, textures, temperatures, and flavors, from hot and iced beverages to soft, crumbly pastries and hearty breakfast items. Strict food safety and quality standards are maintained through proper handling, temperature control, and production procedures, supported by detailed production sheets. This balance of variety, trend alignment, and operational consistency contributes to Zaro's Bakery's continued success as a leading retail concept on campus.

#### Introduction:

Zaro's Bakery at Manhattan University blends the legacy of a fourth-generation New York bakery with a modern, campus-centered retail design. Inspired by the warmth and authenticity of a traditional neighborhood bagel shop, the space was thoughtfully designed to create an inviting and energetic atmosphere. The layout maximizes efficiency while showcasing high-quality products through visually appealing merchandising. By combining old-world craftsmanship with contemporary retail trends, the facility delivers both functionality and experience. The result is a welcoming destination that supports high-volume service, encourages gathering, and reinforces Zaro's Bakery as a cornerstone of campus life.

#### Essay:

The design of Zaro's Bakery reflects a unique blend of tradition and modern retail innovation. Rooted in the brand's four-generation legacy, the concept brings an authentic New York bakery experience to campus, emphasizing craftsmanship, quality, and familiarity. This "old-world meets modern" approach creates a distinctive identity that resonates with today's students while honoring timeless baking traditions.

The facility was intentionally designed to maximize efficiency and customer flow. The layout supports high-volume service by guiding guests seamlessly from entry to exit and their enjoyment, reducing congestion during peak periods. Strategic placement of service areas and product displays ensures accessibility while maintaining a smooth operational rhythm.

Merchandising plays a key role in enhancing the guest experience. Bagels, pastries, and prepackaged items are prominently displayed at the front of the space, immediately capturing attention and encouraging impulse purchases. A variety of display stands and containers create visual interest, showcasing a range of colors, textures, and flavors—from sweet baked goods to savory breakfast options.

The overall atmosphere is warm, welcoming, and energetic, quickly establishing Zaro's as a preferred gathering space on campus. By aligning with current industry trends while maintaining a strong sense of identity, the design successfully balances aesthetics, functionality, and customer appeal.

#### Introduction:

The marketing strategy for Zaro's Bakery at Manhattan University was designed to effectively communicate product offerings, promote specials, and engage the campus community through clear, visually appealing, and targeted messaging. Utilizing a mix of campus signage, digital platforms, and in-store displays, the marketing approach ensured consistent brand visibility and accessibility. Promotional materials were created with a cohesive and polished design that reflected the Zaro's brand while highlighting key menu items and seasonal offerings. By combining strategic outreach with customer-focused communication, Zaro's successfully connected with its target audience and reinforced its presence as a leading retail dining destination on campus.

#### Essay:

Zaro's marketing strategy was built on a combination of strong visual communication, targeted outreach, and customer-driven decision-making. All marketing materials were designed to be descriptive, informative, and visually cohesive, reflecting the Zaro's Bakery brand while maintaining clarity for all guests. Informational signage throughout the space provided clear guidance, enhancing the customer experience and supporting efficient service.

A variety of promotional methods were used to reach the campus community, including strategically placed signage across campus highlighting special hours, menu items, and ordering opportunities for major events such as commencement. This targeted approach ensured visibility among key audiences, including graduates and their families, while reinforcing Zaro's as a central campus dining destination.

Specials were actively promoted both in-store and through social media, with visually appealing displays in the front window drawing attention and encouraging customer engagement. These efforts successfully drove interest in seasonal and featured items.

Customer feedback played a critical role in shaping the marketing and operational strategy. Surveys were used to evaluate food preferences, leading to early menu adjustments that optimized performance. Product testing revealed that offering items fresh daily significantly increased sales and achieved 100% customer satisfaction, demonstrating the importance of aligning marketing, product, and customer expectations.

#### Introduction:

Zaro's Bakery at Manhattan University is committed to supporting the nutritional and wellness needs of the campus community by providing accessible information and a variety of dietary options. Through transparent communication and clear labeling, guests are empowered to make informed choices that align with their individual preferences and needs. The menu is thoughtfully designed to include a range of options that accommodate vegetarian and dairy-free lifestyles, while maintaining high-quality standards. By integrating wellness into everyday offerings, Zaro's ensures that nutrition, accessibility, and guest satisfaction remain at the forefront of the dining experience.

#### Essay:

Nutrition and wellness are integral parts of the Zaro's Bakery experience at Manhattan University. The concept was designed not only to provide high-quality food and beverages, but also to ensure that guests have access to the information they need to make informed dietary decisions. Nutritional content and dietary information are available for all menu items, and the Jasper community is encouraged to reach out with any questions or requests, reinforcing a culture of support.

Zaro's consistently offers a variety of dietary options to accommodate diverse needs. Vegetarian options are available through select bagel sandwiches and baked goods, while dairy-free alternatives are supported through the inclusion of almond, oat, and soy milk options for all beverages. These offerings ensure that guests with dietary preferences or restrictions can confidently enjoy a range of menu items.

By incorporating these options into a high-volume retail environment, Zaro's demonstrates that wellness and convenience can coexist. The ability to provide accessible, inclusive choices without compromising quality enhances the overall guest experience and reinforces the commitment to student well-being.

Through clear communication, inclusive menu design, and consistent availability of options, Zaro's supports a balanced approach to nutrition and wellness that aligns with the needs of the community.

#### Introduction:

Zaro's Bakery at Manhattan University has demonstrated exceptional performance in its first semester, exceeding financial, operational, and customer satisfaction goals. With strong sales volume, high customer engagement, and a growing base of repeat customers, the concept quickly established itself as a campus favorite. In addition to financial success, Zaro's reinforces sustainability through partnerships that support food recovery and reduce waste. The combination of strong performance metrics, community impact, and a memorable guest experience creates a compelling "wow" factor, solidifying Zaro's Bakery as a standout retail concept within Manhattan University Dining.

#### Essay:

During its first semester of operation, Zaro's Bakery exceeded predicted financial and operational goals, fulfilling 13.2k+ orders and generating \$175.8k+ in sales. These results reflect strong demand, efficient operations, and

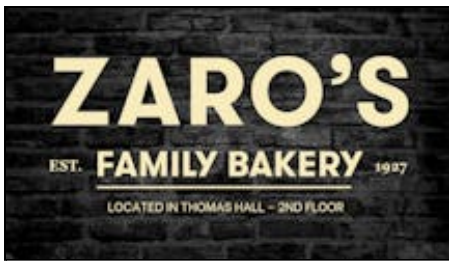
successful integration into the daily routines of the Jasper community. The high volume of transactions demonstrates not only strong initial interest but sustained engagement over time.

Customer satisfaction goals were also achieved, as evidenced by 1.4k+ individual customers placing orders, including over 700 new customers added to the campus Grubhub platform. The large number of repeat transactions within the total order count highlights strong customer loyalty and satisfaction, indicating that guests consistently returned for the quality, convenience, and experience provided by Zaro's.

Sustainability efforts further enhance the impact of the concept. Through a partnership with Campus Ministry & Social Action, leftover food is donated to the Friendly Fridge BX, the Bronx's first community fridge. This initiative ensures that extra food is repurposed to support the local community, reducing waste and reinforcing social responsibility.

The overall "wow" factor of Zaro's Bakery is evident in its strong performance, community engagement, and ability to deliver high-quality, memorable experiences. From daily sell-outs to consistent repeat customers, Zaro's has quickly become a cornerstone of campus dining.

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Zaros-TV-Logo.j... 1.3 MiB



Zaros-Bagels-M... 574 KiB



Zaros-Breakfast... 699 KiB



Zaros-Pastries-... 856 KiB



Zaros-Classics-... 730 KiB



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Zaros-Hot-Or-Ic... 925 KiB



Zaros-Pumpkin-... 549 KiB



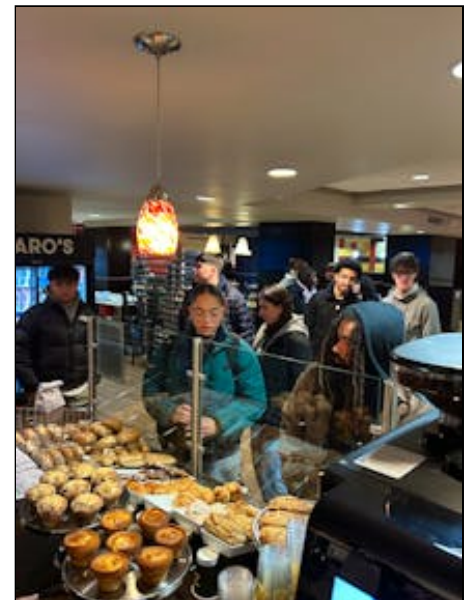
Zaros-Gingerbr... 1.6 MiB



Zaros-Valentine... 968 KiB



Zaros-Commen... 525 KiB



Zaros-Bakery-O... 2.6 MiB



Zaros-Bakery-O... 3.4 MiB



Zaros-Bakery-1... 4.0 MiB



Zaros-Bakery-2... 3.3 MiB



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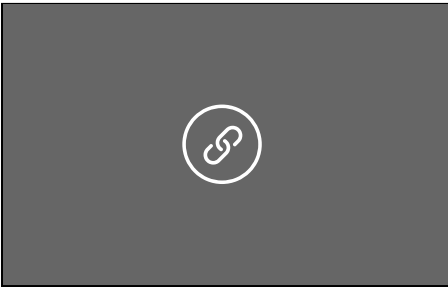
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