

Locally Sourced Cinnamon Apple Cheesecake

Loyola University Maryland

Essay:

Loyola University Maryland's Dining Services is proud to nominate the Wyndridge Cider Cinnamon Apple Cheesecake recipe made by Head Pastry Chef, Elizabeth Canoles.

Our company, Parkhurst Dining has a goal to purchase 20% of our food locally minimum. To achieve this goal we constantly re-evaluate our sourcing for different items or ingredients across our entire culinary and retail footprint. We can continue to reach and exceed this goal when it makes sense financially, seasonally and from a quality perspective via our Know Your Source Program that focuses on our local and lasting small business partnerships.

At times we find a local product and compare it to what we already carry and sometimes the cost of local or small business is greater than that of a larger corporation. We try to work with the local vendor to agree on a price point where both parties are able to be successful, or we find a way to offer their product in a different capacity, such as in retail or in our market. We use our local produce vendor Lancaster Farm Fresh Cooperative in the warmer seasons when we can get more consistent quality local items such as the apples for this recipe, and then substitute with other sources when it's not applicable.

We work directly with a variety of local vendors such as Wyndridge Cider Co. and Noah's Pride to use their products on campus. Additionally we work with our larger broadline distributors such as US Foods and Sysco to source local products from smaller companies among their existing portfolios, to then deliver for us.

Wyndridge Cider Co. originated in 2012 in Dallastown, PA (45 miles from Loyola) by an Orthopedic Surgeon who decided to change career paths. We purchase their product from local liquor store that is also a supplier to Loyola Dining's Catering department. We use their Cider in our recipe.

Noah's Pride eggs is a family owned farming heritage in Lancaster, PA (74 miles from Loyola) that has been passed down for generations dating back to 1717. We use their eggs in our recipe.

Lancaster Farm Fresh Cooperative provides the apples for the recipe also located in Lancaster, PA (73 miles from Loyola).

We use a lot of social media to advertise our local specials and efforts. We created a hashtag #LUMLovesLocal to help advertise our local ingredients or local products that we offer on campus. When we post local products on social media, we always tag the vendor to increase the exposure and awareness of our local vendors to our guests. Also we have an entire local section in our markets on campus with products from local vendors. For this activation, we placed QR codes on boxes of the individual slices placed in our air coolers with the incentive of offering a 10" cheesecake of the winners choice for free.

As a result of the campaign, we were met with very favorable feedback and support to bring this fan favorite dessert back on campus when feasible.

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

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<div>PDF</div> <div>Nutritional infor... 89 KiB</div>	<div>PDF</div> <div>Cake Sourcing.(1... 2.2 MiB</div>	<div>PDF</div> <div>Cake Sourcing.(3... 4.0 MiB</div>