

Nolé: Flipping Expectations, One Scoop at a Time

Elon University

Introduction:

Nolé flips the traditional ice cream shop on its head, literally. Its name, “Elon” spelled backwards, underscores how this concept turns taste buds around with creative flavors and local partnerships. Featuring ice cream from Homeland Creamery in Julian, North Carolina, and Andia’s Ice Cream in Raleigh, North Carolina, to offer everything from classic Vanilla to inventive options like Oreo Latte and Vegan Pumpkin Roll. Signature creations, including our house-made Phoenix Fire (a spicy chocolate cherry ice cream featuring hot sauce made with campus-grown peppers), embody our chef-driven approach and capture the innovative spirit of the Elon community.

Essay:

When envisioning Nolé, we set out to celebrate regional flavors while reflecting student preferences. Partnering with local producers was vital to building our community connections. Homeland Creamery provides timeless favorites such as Chocolate, Coffee, and Strawberry, evoking both comfort and nostalgia, while Andia’s Ice Cream contributes seasonal vegan and specialty offerings that accommodate various dietary needs and keep students excited about what’s next.

One of our standout creations is Phoenix Fire, crafted by our Culinary Director with fruit steeped in Cheerwine and our own “Loy Lava” hot sauce. Dark chocolate chunks and dried cherries tie it all together, showcasing North Carolina flavors and Elon pride. Guests can customize their treats with handcrafted waffle cones, compostable cups, or decadent ice cream sandwiches made from local Bondi’s Bakery cookies.

Nolé's creativity extends to monthly specials, such as our Pumpkin Pie Ice Cream Special featuring vegan pumpkin ice cream, graham cracker crumbs, house-made vegan caramel sauce, and a cherry on top. The result is a fresh take on the classic ice cream parlor, blending tradition and innovation for a truly student-centric dessert destination.

#### Introduction:

Before Nolé, an underused station in McEwen Dining Hall served as a station for made-without-gluten items, but it lacked visibility and foot traffic. By reimagining this tucked-away space, we introduced a bright and playful ice cream shop that now serves as a focal point. Integrating gluten-free options elsewhere in the dining hall freed up this spot to become a revenue-generating concept, complete with bold branding, cherry-themed graphics, and clear signage to draw students in.

#### Essay:

This formerly quiet station near the entrance was ripe for reinvention. By giving it a completely new purpose, we moved from a barely noticed area to a magnetic destination for students seeking a sweet treat. The transformation began with a fresh color palette, large-format logos, and playful cherry motifs that now catch visitors' eyes immediately upon entering. An acrylic cherry sign and a wrapped cooler further emphasize Nolé's identity, ensuring it stands out in what was once an afterthought of the dining hall.

We designed the space to minimize confusion between the main dining area and Nolé's new retail setup. Clear signage guides students through the process—whether they want a cone, cup, or cookie, plus their choice of flavor and toppings. Flavor clings list potential allergens and dietary details, promoting transparency and inclusivity. By leveraging its proximity to the cashier station, we encourage impulse purchases and keep lines moving smoothly.

What was once an overlooked now buzzes with activity and conversation. Students can still enjoy dinner in the main dining area and then easily pop over to Nolé for a quick dessert. This strategic makeover has not only increased revenue but has also elevated the student dining experience.

#### Introduction:

We launched Nolé with a playful twist, highlighting how its name is "Elon" spelled backwards to pique curiosity. Bold cherry imagery became our signature, and vibrant photo shoots featuring students, faculty, and staff helped build excitement. Social media teasers, campus newsletter features, and table tents spread the word quickly. By focusing on eye-catching visuals and an engaging backstory, we generated a buzz that positioned Nolé as a one-of-a-kind treat everyone wanted to try.

#### Essay:

From day one, our marketing strategy was designed to make Nolé a must-try experience rather than just another dessert option. We teased the "taste buds flipped backwards" concept on social media, where our average post reached nearly 2,000 students, and Instagram Reels garnered over 11,600 views. One standout post achieved 4,861 impressions, with average interactions of 209 per post, reflecting strong engagement across platforms.

The cherry icon unified our branding across digital screens, posters, and newsletters, creating instant recognition on campus. We actively encouraged user-generated content, inviting students to share their ice cream moments on Instagram while tagging Nolé. During our launch, Andia from Andia's Ice Cream visited campus to offer free samples, promote pint sales, and personally connect with students about her local creations. Complemented by newsletter articles, campus-wide announcements, and push notifications, this comprehensive approach established Nolé as a popular destination for sweet treats, local connections, and a welcoming campus community.

#### Introduction:

Nolé is dedicated to delighting every palate while honoring diverse dietary needs. Our partnership with Andia's Ice Cream ensures our vegan flavors are made with oat milk and prepared using dedicated dairy-free equipment. Our transparent nutritional practices invite every guest to indulge confidently.

Essay:

Nolé’s approach to nutrition and wellness begins with high-quality, locally sourced ice cream that includes both vegan and classic varieties. Partnering with Andia’s Ice Cream brings oat milk-based flavors, while our dedicated dairy-free scoop further reduce cross-contact risks.

To empower guests with accurate information, our Registered Dietitian developed a printed binder containing complete nutritional and ingredient details for every flavor. Each option is clearly labeled with potential allergens and to promote transparency and streamline ordering. Following the conversion of the former dedicated made-without-gluten station into Nolé, we relocated those offerings to a dedicated bakery case featuring individual items and a separate station in McEwen Dining Hall. This change ensures that students seeking options made without gluten still have convenient and satisfying choices.

By combining inclusive recipe development with clear communication, Nolé demonstrates that an indulgent dessert can be both mindful and enjoyable for all.

Introduction:

At its core, Nolé is a celebration of local innovation and community spirit at Elon University. Transforming an underutilized space into a vibrant ice cream destination, Nolé reflects our commitment to sustainable practices and regional partnerships. By sourcing 100% local ice cream and serving it exclusively in compostable containers, Nolé sets a new standard for campus dining.


Essay:

Community partnerships are central to Nolé’s distinctive charm. Homeland Creamery brings classic favorites from nearby Julian, North Carolina, while Andia’s Ice Cream, founded by a mom of two Elon graduates , contributes seasonal vegan and specialty flavors. Bondi’s Bakery in Gibsonville supplies the cookies for our popular ice cream sandwiches, ensuring each dessert has a locally sourced touch.

Nolé’s strategic placement inside McEwen Dining Hall encourages students to enjoy a meal using their dining plan, then purchase a premium dessert using campus funds. This setup elevates the student dining experience and maximizes foot traffic for the ice cream shop. Word-of-mouth enthusiasm keeps lines moving and spirits high, as students often invite friends to meet up for a post-dinner treat or a midday pick-me-up.

By blending local pride, culinary innovation, and thoughtful design, Nolé has grown into a cherished fixture at Elon University. Its story reflects the broader ethos of our campus: embracing creativity, fostering community connections, and consistently striving to exceed student expectations, one scoop at a time.

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Nolé Brand Guid... 2.4 MiB

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Nole Temp Log... 1.5 MiB



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Nole training.gui... 76 KiB

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NOLE WEBSITE... 1.3 MiB

Elon Dining Services

Monday Aug 26, 2024 12:59

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Applied	Exits	Tap Forward	Tap Back
0%	709	771	8%
Completion rate	Reach	Impressions	Reach eng. rate
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Nole

Nole - student g... 157 KiB

Nole Acrylic Deta... 1.6 MiB

Nole Cooler Lab... 1.5 MiB

Nole station.png 2.0 MiB

Nole + Andia's.png 1.5 MiB

Nole Photograp... 894 KiB

Nole Photograp... 1.3 MiB



Nole Fall Special.... 1.1 MiB



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Collab instagram reel wit...

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