



EaLrVDyK

Gettysburg College

Entry details

Entry Name:	Servo's Pure Imagination
Institution Name:	Gettysburg College
Entry Completed By (<i>name and position</i>):	Lindsay Stevens, Auxiliary Services Administrative Assistant

In planning our Pure Imagination dinner, inspired by Willy Wonka, we drew inspiration from the film's beloved characters to thoughtfully shape each element of the menu. We emphasized vibrant colors, bold flavors, and creative presentations that showcased chocolate and sweets in refined, unexpected ways. Each station reflected the whimsy of the story while maintaining a high-quality dining experience. Our goal was to create a memorable evening featuring diverse offerings, from a build-your-own pasta sauté station to carved roasted beef, while ensuring inclusive options were available so students with dietary restrictions could fully participate and enjoy the event.

Essay:

Our Entrée station selection was inspired by the flavors Violet experiences with the three-course dinner gum. Carved Roast Beef topped with a Roasted Tomato Gravy accompanied by Rainbow Potatoes and Haricot Verts. Candied Maple Carrots with Roasted Tofu was available as a second protein option. Our dinner could be enjoyed without the unintended side effects.

The Sauté station, aptly named Veruca's Golden Egg, was the students' clear favorite. Guests selected from thirteen vegetables and proteins arranged in rainbow order to create a custom egg noodle pasta sauté, prepared to order and finished with a blush sauce. Gluten-free and vegan pasta options were also available to ensure inclusivity.

Additional favorites included Augustus' Savory Chocolate Risotto, which paired well with grilled peaches, dried cherries and espresso vinegar. The Slumber Bowl, prepared with stewed cabbage topped with halal chicken or smoky tempeh crumbles was "absolutely marvelous" as Grandpa Joe would say.

Throughout the evening, a few lucky students managed to snag a coveted Golden Pancake at the Grill station. The Top-Your-Own Charlie "Bucket" Sorbet station featuring coconut flakes, pepitas, and honey was another standout attraction. To conclude the evening, students satisfied their sweet tooth by dipping fresh fruit into our flowing chocolate river.

Introduction:

The vision behind Servo's Pure Imagination Dinner was to unite the three generations of Willy Wonka films, each beloved in its own way, and transform that nostalgia into an unforgettable dining experience. The theme was selected through a student Instagram poll, ensuring it reflected their interests and excitement. Our goal was to recreate iconic scenes while elevating whimsical sweets into innovative, refined menu offerings. Months of handcrafted décor, DIY installations, and collaborative creativity brought the immersive experience to life, blending storytelling, culinary artistry, and imagination into a magical evening for our campus community.

Essay:

With a name like Pure Imagination, we knew this dinner had to embody creativity, innovation, and wonder. We carefully selected iconic foods and memorable moments from the films, transforming them into immersive themed stations throughout the dining hall. Over the summer, our team collaborated to design and construct large-scale, handcrafted décor, utilizing campus resources including our Innovation Lab to bring the vision to life. We were also able to borrow life-sized lollipops from a local church, helping complete the vibe.

On event day, our team had just three hours to completely transform the dining hall into a Willy Wonka-inspired experience. The final atmosphere exceeded expectations, and seeing everything assembled for the first time was unforgettable.

The menu featured vibrant, bold colors, showcasing a rainbow of hues that mirrored the films' well-known scenes and created eye-catching presentations. Hosting the event in our main dining hall ensured accessibility for all students using their meal plan. Faculty and staff joined the celebration, and we were honored to welcome the College President to engage with students and our team.

Introduction:

Servo's Pure Imagination Dinner marketing campaign was just as exciting as the event itself. With iconic colors, catchy music, and renewed enthusiasm inspired by the latest Wonka film, we knew we had a standout theme. Drawing in students depended on how we showcased the experience, highlighting its energy, nostalgia, and immersive details. We promoted the event across Instagram, TikTok, and Facebook through engaging posts and reels that built anticipation. These platforms also allowed us to gather valuable feedback, and the dinner was very well received. On campus, we expanded visibility through digital signage, targeted emails, napkin displays, and in-dining promotions.

Essay:

We began by developing in-house graphics that established the event's visual identity from the outset, including a custom logo enhanced with AI-generated Wonka-inspired imagery and playful chocolate-themed framing elements. Brand standards were created to ensure consistency across platforms, featuring three core fonts, a defined color palette, and a cohesive visual style applied to all promotional materials.

Animated graphics and short-form videos brought the theme to life, building anticipation and driving engagement. In Spring 2025, we released a teaser announcing the Fall 2025 theme, generating excitement months in advance. Students and staff appeared in promotional reels, adding authenticity and campus-wide energy.

A month-long Golden Ticket chocolate bar promotion further amplified engagement while supporting a meaningful cause. In partnership with the Center for Public Service and our primary food provider, Feesers, proceeds funded Thanksgiving meal stuffing donations to the local food bank, with Feesers matching contributions to expand the impact.

On event night, guests were welcomed by a large screen displaying our custom logo as “Pure Imagination” played. Additional screens showcased iconic film clips, while a curated soundtrack from all three movies created an immersive, nostalgic experience throughout the evening.

Introduction:

With a focus on innovation, nostalgia, diverse offerings, and creating a truly memorable experience, the Pure Imagination dinner surpassed our attendance goals. Students and staff played an active role in bringing the event to life. Our very own “Servo Joe” welcomed guests dressed as Willy Wonka, greeting students and posing for photos. Dining employees joined the fun in coordinated attire inspired by the Oompa-Loompas, further enhancing the immersive atmosphere.

From elaborate décor and themed giveaways to music, costumes, and a thoughtfully crafted menu, every detail helped transform the dining hall into something far beyond a typical Thursday night at Servo.

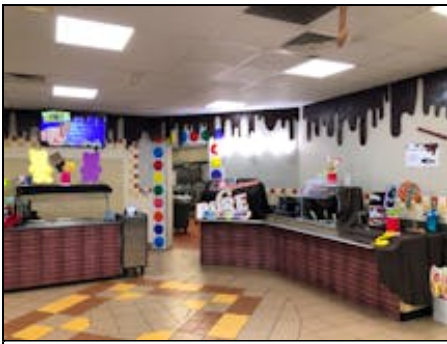
Essay:

Sustainability was intentionally incorporated throughout event development and implementation. During the Spring 2025 semester, materials such as cardboard boxes, bottles, paper towel rolls, plastic containers, and other reusable items were collected and repurposed into décor and large-scale installations. Over the summer, staff used these reclaimed materials to handcraft candies, Wonka-themed props, signage, and display pieces, reducing waste while enhancing creativity. Operational sustainability efforts included composting through Ecovim, a reusable to-go container program, local food purchasing, and diverse vegan and meatless menu options that supported environmentally conscious dining choices.

Students also arrived in costume, adding energy and enthusiasm that enhanced the immersive atmosphere. During the dinner, guests could also participate in a raffle for a Willy Wonka-inspired gift basket, with entries collected in a giant Wonka Bar box that doubled as a playful décor element. Coca-Cola partnered with us to scoop ice cream at our pop-up float station, an ideal setting for our “fizzy lifting drinks” display, which quickly became a guest favorite.

As Willy Wonka reminds us, “If you want to view paradise, simply look around and view it,” and for one unforgettable evening, our students were able to do exactly that.

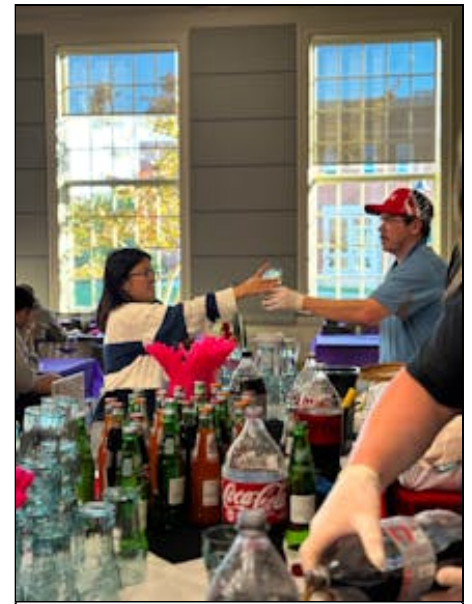
Log in to nacufs.awardsplatform.com to see complete entry attachments.



[Chef's Table Ag...](#) 2.0 MiB



[Chocolate Wate...](#) 2.3 MiB



[Coca Cola Partn...](#) 1.6 MiB



[DIYS.png](#) 3.5 MiB



[Lobby Entrance...](#) 2.5 MiB



[Marketing and ...](#) 2.5 MiB



[Menu and Meal...](#) 3.6 MiB



[Saute Line Veru...](#) 3.2 MiB



[Seating Area.jpg](#) 4.5 MiB



Servo Joe as Wil... 2.9 MiB



Servo's Pure Im... 1.1 MiB



Staff Member V... 2.4 MiB



Theme Develop... 3.9 MiB



Drone Shot of E... 3.9 MiB



Actual Producti... 1.6 MiB



Additional Cons... 3.4 MiB



Attachment name
Welcome In Video Poste...

<https://www.instagram....>



Attachment name
Come With Me Video Po...

<https://www.instagram....>



Attachment name
Pure Imagination Initial ...

<https://www.instagram....>

Attachment name Chocolate Bar Promotin...
https://www.instagram....