

## NACUFS (2025)

Retail Sales: Single Concept of the Year

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Cafe Bolo

University of Arizona

### Introduction:

The menu at Café Bolo includes a breakfast & lunch menu of hot foods & salads, pastry case, boba drinks and full espresso bar. Offerings consider dining trends and always include plant based options. The menu rotates daily with a hot entrée, salad and soup of the day. The pastry case also rotates daily. In addition to these options, our Red & Blue line offers prepackaged grab & go meals and snacks.

### Essay:

Dining trends and guest preferences are considered in the menu offered at Café Bolo. The kitchen offers hot breakfast and daily lunch specials of international cuisine, salads and soups along with static offerings including omelets, sandwiches, burgers and flatbreads. Our pastry case offers savory & sweet pastries, sweet breads, muffins and “drumlines” which are croissant like donuts with a featured daily filling. Our espresso bar features the popular Vietnamese coffee along with many Boba drinks. Also available at Café Bolo are our house made grab & go sandwiches, salads and snacks that are labeled with our Red & Blue label (derived from our school colors) along with convenience items. All recipes are yield tested and entered in our food service database. Production lists are made daily. Temperature logs are kept for all items produced along with strict procedures to ensure food safety and quality.

### Introduction:

Café Bolo's design focuses on an open and airy feel with floor to ceiling windows, navy blue and white colors are predominant with a large "Block A" featured in the space. The inviting space allows for groups or individuals to dine in or purchase something on the go. The flow is scattered allowing for students and staff to grab & go and self-checkout or order from the espresso bar with a cashier. The food is colorful offering a variety of textures and temperatures.

Essay:

Café Bolo is surrounded by our medical colleges so the concept needed to meet both student and faculty/staff needs of hot and cold options for quick food service that is versatile for regular customers. The design is open and airy with floor to ceiling windows. The scramble style layout allows for an efficient customer flow grab & go refrigerated, hot and self-stable options, full kitchen and espresso bar with pastries. Customers can easily self-check out or order ahead to limit wait times. Food choices are presented effectively with consideration of a balance of color, flavor, texture and temperature. Frequent customers enjoy our daily specials offered. Display is considered in the grab & go options, ensuring products are fresh, colorful and appealing to the customer. Our Botrista machine (discovered during last year's NACUFS expo) that makes a variety of Boba drinks are a hit.

Introduction:

Marketing efforts for the new Café Bolo included branding, signage and a grand opening campaign. The logo includes a "bolo" tie that was inherited from the previous company that ran the location. The bright and airy space features a wooden "Block A", navy blue, white and wood millwork for a cohesive feel. Menus are descriptive and creative with signage that assists the guest navigating the space. Marketing targets students along with faculty and staff. Guests were surveyed on food preferences.

Essay:

Marketing was key for Café Bolo opening in Fall, 2024 and included branding, signage and a grand opening campaign. We wanted the look and feel of the space to emulate a clean, bright space offering fresh foods. The marketing team launched a campaign to inform campus community that the location was opening under new management as the space was sitting quietly for a few months. They wanted to let the community know food and operations would be different. The navy blue with white and woodwork lends to the open and airy feel. The published menu fits the design of the space. Signage provides clear guidance through food concepts including plasmas, self-service kiosks and item descriptions. Marketing campaigns were appropriately utilized through full saturation and social media to reach campus community. Specials including samples of Boba drinks, signature "Drumline" pastries and our Vietnamese coffee were featured as unique offerings on campus. Customers were surveyed on products and food preferences.

Introduction:

Café Bolo focuses on a variety of healthier options to ensure guests can make the healthier choice the easy choice. In the front of the store are grab & go options including salads, sandwiches and fruit cups along with healthier convenience options. The kitchen features daily specials including salads, soups and international fare options along with a regular menu. The espresso bar offers a variety milk selections. Dietary requests are considered offering vegan and gluten free options including pastries. Print materials are available to help guide students with dietitian consultation as needed. A computer and app based nutrition calculator is available.

Essay:

Café Bolo was created to allow students in the medical colleges to access fresh and healthier options. Featured at the front of the store are a variety of grab & go options featuring freshly made salads, meals and snacks along with a healthier line of convenience options. The kitchen offers hot breakfast and lunch with daily specials. Gluten free bread is available upon request with vegan options available daily. The espresso bar offers a variety of many milk selections. Dietary requests are considered always offering vegan and gluten free options including our pastry case. Print and electronic materials are available regarding dietary options. Our nutrition calculator is available via app, desk top and kiosk offering information on top 9 allergens, gluten, vegetarian and vegan choices through icons along with nutrition facts and ingredients. The menu is

descriptive to assist with dining choices for guests. Accommodations are also available throughout the convenience offerings with dairy alternatives, vegan, gluten free and halal options. Registered dietitian consultation is available upon request.

#### Introduction:

Café Bolo is very successful. Our goals were to launch a café to serve students and staff around the medical colleges while maintaining a strong bottom line. We are meeting this and drawing new clientele daily. Guests are able to quickly move in and out with purchases assisting in the quick & busy campus tempo. The flow is well received. Surveys were conducted to ensure products are well received. Sustainability efforts were also realized with this design.

#### Essay:

Our primary goal with fuel the medical college community since there are limited dining options in this area of campus. We are meeting this goal and students are very receptive to the new store offerings. Customer counts continue to increase along with sales. Sustainability goals were met with local and/or organic sourcing of produce when possible, addition of composting coffee grounds and featuring a menu with ingredients used in a variety of options to reduce waste. Produce bins and coolers feature the array of fresh produce including whole fruits and pre-packed cut fruit along with salads. Ripening produce is repurposed in our kitchen. Composable to go containers and cutlery kits are also utilized. An overall “wow” factor was achieved with this concept through the open and airy feel, fresh offerings and rotating daily specials. Student feedback is overwhelmingly positive. When surveyed, one student provided this feedback: "I'm so happy you have opened. I'm able to stop in between classes and labs to quickly get a coffee or a meal."

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