NACUFS (2026)
Retail Sales: Marketplace of the Year

Rollins College

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Entry details

Entry Name:	TheFoxLodge
Institution Name:	RollinsCollege
Entry Completed By *(name and position)*:	Sarah Williamson, Marketing Coordinator

> Rollins College provides a rigorous academic experience that must be intentionally balanced by a culture of wellbeing, and the Fox Lodge is a pivotal part of the campus wellness strategy. Through student-curated menus and direct feedback, the concept can evolve alongside student preferences. Our close-knit campus allows us to respond quickly to food trends, monitor product performance, and refresh offerings when sales fall below preset benchmarks, resulting in living menus that remain dynamic, relevant, and exciting. The current student body demands foods that are quick and fresh, with the option to go healthy or indulgent.

Essay:

> Although it serves a college of only 3,046 students, Fox Lodge features more than 3,000 SKUs alongside a full café and grill. Students browse full-size pantry staples, meal kits, deli selections, rotisserie items, fresh produce, sushi, frozen and refrigerated meals, seasonal features, sports nutrition, grab-and-go entrées, charcuterie, gifts, and a premium meat selection including filet mignon, New York strip, salmon, shrimp, and lobster. Dedicated space highlights local favorite Kelly's Homemade Ice Cream and alumni-owned Artifex Coffee's exclusive "Fox's Den" roast. When a desired product is not on the shelf, our Fox on the Run special-order program ensures students can access exactly what they need. Innovative and tech-forward additions like Solato made-to-order gelato and the Smoodi custom smoothie machine add cachet to the retail experience.

The café baristas prepare coffees, smoothies, and custom flatbreads while students select from decadent pastries made from scratch on site. Cooks at the open-kitchen grill offer customizable burgers, quesadillas, chicken sandwiches, breakfast items, and salads. Limited time offers are used to test how new trends perform, and many become regular menu items. A review of weekly sales often provides key insights, such as the current population's obsession with Build-Your-Own versus preset sandwich ingredients.

Introduction:

Inspired by Rollins' signature sunny Florida aesthetic, the Fox Lodge was intentionally designed as a resort-style, student-centered retreat where students can decompress and recharge. Access is available only via R-card, and bright lighting, expansive windows, poolside-adjacent seating, and proximity to the campus fitness center reinforce a lifestyle-centered experience. Flexible, movable displays and large digital menu boards support the "living menus" strategy, while mobile ordering and in-store kiosks maximize convenience and up-selling. In alignment with the College's commitment to student wellbeing, dorm delivery is intentionally prohibited to encourage movement, connection, and community engagement.

Essay:

Fox Lodge operates daily from 7:00 a.m. to 1:00 a.m., keeping sales per labor hour profitable. The first five feet of entry serve as a "decompression zone," offering open sightlines and intuitive navigation. Premium products are positioned at eye level, and point-of-purchase displays highlight aromatic pastries, seasonal features, and impulse items. Items that fall below a preset percentage of sales are removed to make room for higher-grossing products. Cross-merchandising zones, such as chips-and-salsa, charcuterie pairings, and occasion-based gift bundles, simplify decision-making and inspire add-on purchases. Lower gondola shelving preserves clear sightlines to directional signage, balancing boutique charm with operational efficiency. Interior décor decisions support visibility, flexibility, and brand consistency. Mobile app and kiosk designs are also intentional, prominently featuring revenue-generating limited time offers and up-selling prompts before each sale is completed.

The grill is the college's highest-volume QSR and is strategically placed at the rear of the Fox Lodge, guiding guests past retail selections to increase purchase size. The back of house is efficiently designed to produce an impressive volume in a small space. In the 2024/2025 school year, the grill generated over $600/sf and 200-600% more revenue than similarly-sized campus retail locations.

Introduction:

Fox Lodge's marketing strategy is intentionally student-centered, data-driven, and highly collaborative, designed to keep the concept fresh, relevant, and top-of-mind across campus. New products and limited time offers play a central role in driving traffic and repeat visits, and students assist in creating ads and promotional events. Seasonal beverages, chef-inspired grill features, exclusive retail drops, and trend-forward snacks create urgency and excitement, along with on-site vendor promos, holidays, or academic milestones. LTO performance is tracked to inform future menu innovation, such as the data on smash burgers that revealed Rollins students always prefer build-your-own options on menu items.

Essay:

A hallmark of Fox Lodge's marketing approach is direct student partnership. Student-created social media ads (by students, featuring students) allow peers to promote Fox Lodge in an authentic voice that resonates across platforms. Content includes short-form videos, feature spotlights, and themed campaigns that generate organic engagement. In addition to running semi-annual surveys, Dining Services meets one-on-one with a dedicated Student Government Association senator to review promotions, gather feedback, and align initiatives with student interests, ensuring that marketing efforts are collaborative rather than top-down.

On-site digital screens reinforce messaging in real time, showcasing LTOs, combo deals, event tie-ins, and new arrivals. Print materials, including napkin inserts, countertop flyers, wall-mounted promotions, and point-of-purchase signage, provide consistent visual branding and clear calls to action. The Fox Lodge features prominently in the Dining Services monthly newsletter, highlighting promotions, spotlighting new products, and celebrating student collaborations. Finally, Fox Lodge staff are given mini bio features on social media to leverage the student-staff connection (see Additional Considerations).

Introduction:

The Fox Lodge was designed as a core pillar of Rollins College's holistic approach to student wellness and academic success. Natural sunlight, poolside seating, views of Lake Virginia, positive student-staff interaction, and a relaxed atmosphere are intentional designs. An impressive selection of fresh, healthy choices as well as sports nutrition and allergen-friendly foods is a source of pride and often a key selling point to prospective students. The adjacent fitness center and the College's policy prohibiting dorm delivery encourage movement, social interaction, and mindful routines as part of daily life.

Essay:

As a liberal arts college, Rollins intentionally facilitates conversations surrounding wellness, nutrition access, and food security. The Fox Lodge regularly donates products to the campus student food pantry, ensuring that high-quality items remain accessible to all members of the Rollins community. Produce carts feature seasonal fruits and vegetables grown on the campus's urban garden. Within the C-store's more than 3,000 SKUs, students can select full-size grocery staples, premium proteins, and wellness-focused products, supporting independence and informed food choices. Sustainability further reinforces Fox Lodge's global commitment: single-use plastics are prohibited, including plastic water bottles and to-go containers, reducing environmental impact and modeling responsible consumption. Through nutritious menu development, food access initiatives, and sustainable practices, the Fox Lodge partners with the College to advance a culture of wellbeing that extends into the daily rhythms of life.

Introduction:

Staff Excellence is the often-overlooked feature that makes the Fox Lodge a beloved location. Most of the staff members have been with Rollins Dining for more than ten years, some exceeding 20. These team members have built bonds with the students and often speak into their personal lives like aunts and uncles. The impact is significant, which is reflected in our semi-annual customer satisfaction survey. The following section includes a few excerpts from the 2025 survey.

Essay:

"(The staff members) are so welcoming and nice and always love the food. They are so kind when they talk and seem like mothers to me."

"The service is excellent, and the staff at Fox Lodge are wonderful and always a joy to encounter."

"I love the Fox Lodge the food is always done fresh and fast. The workers are always so nice and assist you with anything. The workers make it a 10/10 experience."

"The servers are excellent and incredibly kind and work very hard! The food is always exactly what I ordered and it's always very good and affordable for Staff/Faculty. I love the Fox Lodge!"

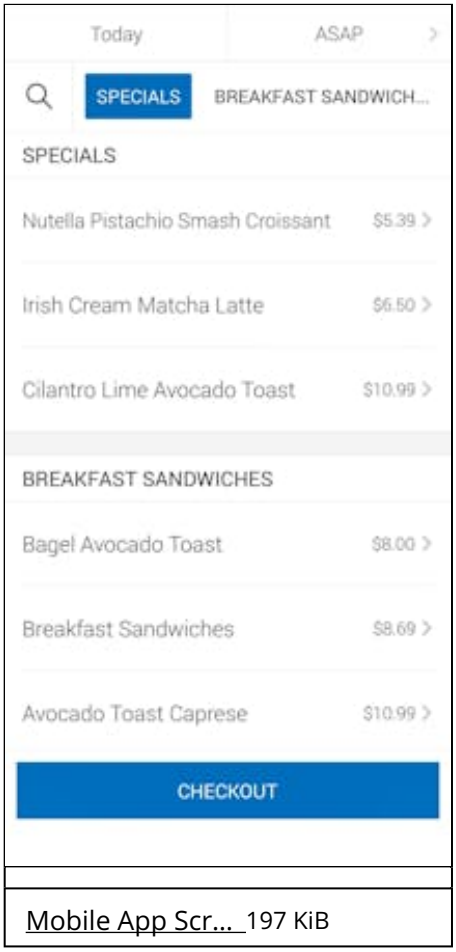
> “I just wanted to email and outline how much I appreciate Katherine’s customer service every time I shop at the C-store. She is always kind, supportive and knowledgeable about food plans and is always there to help me and my friends.”

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

PDF

Rollins College ... 3.8 MiB

Midnight Snack ...644 KiB



Mobile App Scr... 197 KiB

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Production She... 43 KiB

Average Rolled ... 95 KiB

Baked Fresh On... 4.5 MiB

Fox Lodge Cafe ... 2.6 MiB

Fox Lodge Grill ... 2.2 MiB

Fox Lodge Insid... 4.3 MiB

Fox Lodge Patio... 4.5 MiB

Fox Lodge Strat... 2.9 MiB

Fox on the Run ... 2.6 MiB

Fresh and Orga... 4.5 MiB

Instagram Frida... 276 KiB

Items Labeled ... 4.4 MiB

LTO to Perman... 347 KiB

MARKETING Int... 258 KiB

Student Create... 4.4 MiB

Temp Log.jpg 265 KiB

Wellness Advert... 662 KiB