



OoVwvwnnp

# Kent State University

## Entry details

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| Entry Name:                                      | Grill '72 at the Rathskeller                                         |
| Institution Name:                                | Kent State University                                                |
| Entry Completed By ( <i>name and position</i> ): | Sommer Dunlevy Associate Director of Marketing and Creative Services |

The Grill '72 menu was developed to reflect current college dining trends, prioritizing comfort foods. The concept focuses on classic grilled favorites with a modern twists. The menu offers a balanced mix of burgers, sandwiches, wings, shareable appetizers, and vegetarian-friendly options, making it suitable for quick meals, late-night dining, and social gatherings. Items are priced affordably for students while maintaining strong perceived value.

### Essay:

Grill '72 is a high-energy, modern bar-and-grill concept designed to keep pace with and cater of today's students' preferences while delivering a dynamic, engaging dining experience. The location blends bold, craveable menu offerings—such as signature burgers, wings, and plant-forward options—with thoughtful presentation that emphasizes color, texture, and freshness. Each dish is prepared in small batches and served hot to ensure both visual appeal and optimal flavor.

The space is intentionally designed to support high-volume service without sacrificing atmosphere, creating an environment that feels both efficient and inviting. Digital menu boards enhance the experience by providing real-time access to allergen and dietary information, empowering students to make informed choices at the point of

decision. This commitment to transparency is paired with flexible menu options, including vegetarian and vegan offerings, allowing Grill '72 to support a wide range of dietary needs.

Strategic marketing and consistent student engagement further elevate the concept, driving awareness and participation across campus. Positive feedback collected through in-person interactions and digital platforms reflects strong satisfaction with both food quality and overall experience. Grill '72 stands as a vibrant, student-centered destination where innovation, efficiency, and quality come together.

Introduction:

Facility design & merchandising

Essay:

Grill '72 is designed as a high-energy, modern grill concept that balances efficiency with atmosphere. The space supports high-volume service while creating an engaging student dining experience.

Introduction:

Marketing trends:

Essay:

The marketing strategy for Grill '72 positions the concept as a bold, high-energy dining destination aligned with student culture and dining habits. Digital and print materials work together to promote specials, guide guests through the concept, and reinforce Grill '72 as a social, go-to campus dining location.

Introduction:

Nutrition and wellness

Essay:

Grill '72 integrates nutrition and wellness communication directly into the dining experience through the use of digital menu boards that provide clear and accessible dietary information at the point of decision. Allergen indicators and dietary icons are displayed alongside menu items, allowing students to quickly identify ingredients and make informed choices in a fast-paced bar-and-grill environment. Grill '72 ensures that nutrition and allergen awareness remain visible, convenient, and integrated into the overall dining experience.

Introduction:

Additional considerations

Essay:

Grill '72's success extends beyond menu and design, with strong financial performance, high customer satisfaction, and efficient operations. Value-driven pricing, ongoing customer feedback, and sustainability practices support the concept's long-term success of the concept and enhance its overall "wow" factor.

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