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Schreiner University

Entry details

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Institution Name:	Schreiner University
Entry Completed By (<i>name and position</i>):	Lucien Costley, VP for Planning and Finance

Located in the Hill Country community of Kerrville, Texas, Schreiner University is far more than a multi-purpose venue—we are a trusted partner in creating meaningful, memorable experiences. Every conference, meeting, and special event on our campus is supported by a dedicated hospitality team committed to excellence from planning to execution. Our SU Catering Program works hand-in hand with Event Services to ensure events are both executed and personalized to the clients needs.

Essay:

SU Catering is the campus preferred catering provider, delivering exceptional hospitality through a highly adaptable and collaborative program. Led by one dedicated Catering Manager and supported daily by a core team of five trained student workers, the program seamlessly scales to teams of 20 or more for large banquet-style events. This flexible staffing model allows SU Catering to consistently execute everything from intimate luncheons and Board of Trustees meetings to high-profile campus celebrations and conferences.

Our program is defined by quality, creativity, and customization. Each event is enhanced through thoughtfully designed menus featuring local produce, hand-crafted fruit displays, and fresh flower décor. Customized menus and attention to design ensure that each event reflects the client’s vision.

Through close collaboration with Event Services, SU Catering provides seamless planning and flawless execution, allowing hosts to focus on their guests. With professionalism, creativity, and consistency, SU Catering elevates every campus experience.

Introduction:

Our catering program's marketing strategy is built on clarity and informational design. By keeping visuals clean and on-brand, we ensure each event feels professional, inviting, and aligned with SU Catering's brand identity. From customized digital signage to tailored printed materials, our marketing elements enhance the overall event experience while reinforcing brand recognition. This thoughtful approach allows our catering service to feel excited about the extension of service in providing clear signage for food and beverage offerings.

Essay:

Marketing for our catering program is designed to be simple, clean, and visually cohesive while remaining adaptable to each event's unique theme. We utilize customized PIDs that often incorporate key event colors or audience members in the background, creating an engaging and personalized visual experience. While adaptable, all digital materials consistently reflect SU Catering's standard branding to maintain recognition and professionalism.

In addition to digital assets, we create custom printed menus for each event. Menus are thoughtfully typed and displayed in frames featuring custom borders tailored to the event's style and needs. These details provide clarity for guests while reinforcing the event's level of care and attention. When appropriate, our team has also designed and produced custom roll-up banners or posters to promote specific events, enhance or highlight featured offerings.

Our marketing approach supports both function and storytelling—communicating essential information while visually enhancing the event atmosphere. By balancing customization with consistent branding standards, our marketing efforts contribute to a polished and unified experience that complements our hospitality program.

Introduction:

Menus are the foundation of our catering program and reflect our commitment to quality and commitment to guest satisfaction. As the on-campus food service provider, we leverage strong relationships with local food and beverage vendors to offer thoughtfully curated menus rooted in fresh, regional ingredients. Each menu is collaboratively developed to balance flavor, dietary needs, and budget considerations while allowing for creativity and customization. This intentional approach ensures every event delivers a memorable and meaningful dining experience.

Essay:

Our catering menus are intentionally designed to be flexible, inclusive, and reflective of both client vision and regional flavor. As a full-service food provider, we have direct access to local food and beverage vendors, allowing us to thoughtfully incorporate fresh, local selections into our offerings. Each menu is collaboratively developed by the Catering Manager and the client to ensure guest preferences, dietary restrictions, and budget constraints are carefully balanced.

To simplify planning while maintaining quality, we often reference favored menus from prior events or past years, using proven successes as inspiration. At the same time, we suggest cost-saving alternatives or menu variations that keep recurring events feeling fresh and memorable without sacrificing consistency or value. This approach allows returning clients to enjoy both familiarity and innovation.

Food is prepared in house using fresh ingredients and scratch-made sauces, further reinforcing quality. Menus may also include reserved custom proteins or specialized dishes to meet event-specific needs or themes. By combining local sourcing, thoughtful planning, and culinary craftsmanship, our menus deliver an elevated experience that is both approachable and adaptable for any event.

Introduction:

Our catering program is defined by thoughtful collaboration, regional inspiration, and detailed presentation. Working closely together, our Catering Manager and Sous Chef craft menus that maximize flavor, highlight fresh and local ingredients, and thoughtfully accommodate dietary needs. Each event—whether plated or banquet style—is treated as a curated experience, where food presentation reflects creativity,

Essay:

Food presentation is a cornerstone of our catering program and is approached with intention and consistency. Our Catering Manager collaborates closely with the Sous Chef to ensure each menu not only delivers exceptional flavor but also reflects visual appeal and regional authenticity inspired by the Texas Hill Country. Fresh, local ingredients are presented in ways that highlight natural color, texture, and balance, while ensuring all dietary needs are respectfully accommodated.

Each event features a clean, uniform presentation tailored to the service style. Proteins are properly seasoned and carved based on the event, with a focus on texture, flavor contrast, and likeness with the menu theme. Presentation is further enhanced through elegant details such as fresh floral accents, custom framed menus, intentional garnishes, and house-carved fresh fruit displays.

Our team views presentation as an extension of hospitality—every plate and display is designed to feel welcoming, elevated, and cohesive. This commitment ensures a consistent visual identity across events while allowing flexibility to embrace unique themes. The result is a dining experience that is both aesthetically refined and representative of the mountaineer pride behind our catering program.

Introduction:

Our catering program delivers exceptional food and service while supporting a wide variety of campus and community events. With an average of 20 events per month, our team consistently provides professional, thoughtful, and efficient service for gatherings ranging from small meetings to 300 plated events. Guided by a commitment to hospitality, inclusivity, and attention to detail, our catering service enhances each event through seamless execution, strong teamwork, and a service-first mindset that reflects the values and standards of Schreiner University.

Essay:

The success of our catering operations is driven by a strong staffing model and intentional service design. The program is led by one Catering Manager who oversees all planning, coordination, and execution, supported by a team of 5 student workers, TABC-licensed staff, and additional service workers as needed. This structure allows us to remain flexible and responsive to booking needs.

Our service design emphasizes professionalism. Staff wear all-black uniforms paired with custom SU-branded catering shirts, creating a cohesive appearance and making it easy to reach out with dietary questions/concerns. Service etiquette is central to our training: team members are expected to be attentive, proactive, and of service at all times, anticipating guest needs and responding with courtesy and care.

Equally important is our commitment to inclusivity. Staff are trained to remain aware of and responsive to dietary restrictions and allergies, ensuring all guests feel accommodated and valued. This thoughtful approach to staffing and service design allows us to deliver reliable, high-quality catering experiences that elevate every event we serve.

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