



vonxAAM

Drew University

Entry details

Entry Name:	Grand Opening: Newly Added Teaching Kitchen and Renovated LIFE Station
Institution Name:	Drew University
Entry Completed By (<i>name and position</i>):	Evan McMullen, Marketing Manager

The grand opening of the Teaching Kitchen and renovated LIFE (Less Ingredients, Flavorful Eats) station at Drew University was designed to showcase innovation, inclusivity, and culinary excellence. The event’s menu and meal experience highlighted a diverse range of flavors, preparation methods, and dietary accommodations, reflecting a commitment to meeting the needs of all guests while delivering a memorable dining experience.
Essay: The event featured a thoughtfully curated six-course tasting menu at our LIFE station to highlight its expansion of diverse and flavorful menu items. Dishes included slow-roasted lemon rosemary chicken with amaranth, chipotle garbanzo salad, pulled pork with three-bean chili, roasted broccoli with cabernet reduction, quinoa with sunflower seeds and baby chives, and an oat smoothie with fresh berries. Each course offered a balance of colors, textures, temperatures, and flavors, ensuring a dynamic and engaging culinary experience. The menu complemented the LIFE station’s allergen-friendly mission, with all items free from the top nine allergens, demonstrating that dietary accommodations can be both safe and flavorful. Various cooking techniques—including roasting, braising, blending, and fresh preparation—were utilized to enhance depth and variety. Additionally, the Teaching Kitchen component introduced a live cooking demonstration by celebrity chef Harold Moore, where participants prepared hand-stretched mozzarella with marinated tomatoes. This interactive element

further diversified the meal experience. Food safety and quality were prioritized through controlled preparation environments and dedicated service ware, ensuring guests could dine with confidence.

Introduction:

The event theme, centered on “Interactive Culinary Exploration,” seamlessly integrated the unveiling of the Teaching Kitchen with the expansion of the LIFE station. The concept emphasized hands-on learning and elevated dining, creating a unique and immersive experience for attendees.

Essay:

The theme was executed through a combination of interactive experiences, elevated presentation, and intentional design. The Teaching Kitchen served as the focal point, offering individualized cooking stations where guests engaged directly in food preparation. The live cooking class with Chef Harold Moore elevated the experience, blending education with entertainment and allowing participants to learn professional techniques in an approachable setting.

The LIFE station tasting complemented this by offering a refined, sit-down dining experience with a formal table setting, enhancing the sense of occasion. Decor and layout were intentionally designed to distinguish each space while maintaining a cohesive flow throughout the venue.

Multiple service styles were utilized, including action stations, guided tastings, and self-directed cooking, creating a dynamic environment that appealed to a wide audience. Overall, the event’s execution successfully combined innovation, education, and hospitality, resulting in a memorable and engaging experience for students, faculty/staff, and the clients.

Introduction:

A comprehensive and creative marketing strategy ensured strong attendance and engagement for the grand opening event. Messaging focused on excitement, accessibility, and innovation, highlighting the unique features of both the Teaching Kitchen and LIFE station, along with the activities held at each. Once the ribbon was cut and confetti was in the air, excitement grew as the attendees of these activities were some of the first to experience these new implementations we brought to on-campus dining at Drew University.

Essay:

Promotional efforts utilized a variety of media platforms, including social media campaigns, digital engagement through Grubhub, and on-site signage. Graphics were cohesive and visually engaging, reflecting the modern and interactive nature of the event and space. Messaging clearly communicated event details, participation opportunities, and the benefits of the new dining concepts.

To enhance engagement, interactive elements such as a spin-the-wheel prize station, giveaways, and social media entry opportunities were incorporated. Prizes—including Apple AirPods, a JBL speaker, a 55” 4K TV, and gift cards to Chef Harold Moore’s restaurant—generated excitement and increased participation.

The campus dietitian further enhanced the experience by providing accessible education on allergen-friendly dining. Feedback was intentionally gathered before and during the event through a Google Form used for activity sign-ups. Responses highlighted strong student interest, with comments such as “learning how to make a new dish” and excitement about the Teaching Kitchen’s “versatility.” For the LIFE station, students expressed enthusiasm for “more inclusive and healthy options” that support their nutritional goals.

These combined efforts resulted in a highly visible, engaging, and impactful event that resonated strongly with the campus community.

Introduction:

Essay:

The event demonstrated clear success through strong attendance, high levels of participation in activities, and positive feedback from students and guests. Many attendees expressed enthusiasm for the Teaching Kitchen's hands-on opportunities and the expanded offerings at the LIFE station. Parents and students alike recognized the value of inclusive dining options and culinary education.

Students and staff played an integral role in the event's execution, from planning and preparation to facilitation and engagement. The Teaching Kitchen itself promotes sustainability by encouraging mindful cooking practices, reducing food waste through customizable portions, and utilizing shared resources efficiently.

The event delivered a strong “wow” factor through its combination of interactive cooking, celebrity chef involvement, and elevated dining experiences. By clearly meeting its objectives—enhancing student engagement, promoting inclusivity, and introducing innovative dining concepts—the grand opening set a new standard for residential dining events and established a foundation for continued success.

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

 The image shows a white sign with a black border. At the top, it says "Grand Opening Giveaways" in a large, elegant script font. To the right of this text is the "Teaching KITCHEN" logo, where "Teaching" is in a blue script font and "KITCHEN" is in a green, all-caps sans-serif font. Below the main text, there are two lines for "Name:" and "Email:", each followed by a horizontal line for writing. To the right of these lines is an orange circular logo with the word "LIFE" in white, all-caps sans-serif font.	
Grand_Opening... 189 KiB	

A flyer for the grand opening of The Commons Campus Restaurant and Teaching Kitchen & Life Station. The flyer has a white background with a decorative border. At the top, it says "GOURMET DINING" in a serif font. Below that, "GRAND Opening" is written in a large, elegant script font. The text "JOIN US AS WE CELEBRATE THE GRAND OPENING OF OUR TEACHING KITCHEN AND LIFE STATION" is in a smaller, sans-serif font. The date "Monday, March 24, 2025" is prominently displayed in the center. To the left of the date, it says "The Commons Campus Restaurant". To the right, it says "Starting at 12:00pm & 4:15pm". Below the date, the "Teaching KITCHEN" logo is shown, with "Teaching" in a script font and "KITCHEN" in a bold, sans-serif font. To the right of the kitchen logo is a circular orange logo with "LIFE" in white, serif font, and "TEACHING KITCHEN" in smaller text around the bottom. At the bottom, it says "Swipe for more information and giveaway details" followed by three green arrows pointing right.

GOURMET DINING

GRAND
Opening

JOIN US AS WE CELEBRATE THE GRAND OPENING
OF OUR TEACHING KITCHEN AND LIFE STATION

Monday, March
24
2025

The Commons
Campus Restaurant

Starting at
12:00pm & 4:15pm

Teaching
KITCHEN
LOCAL FOOD TRUCKS

LIFE.
TEACHING KITCHEN

SWIPE FOR MORE INFORMATION AND GIVEAWAY DETAILS

➡➡➡



Featuring Celebrity Guest Chef

Harold Moore



Chef Harold Moore is a renowned New York based chef with over 38 years of experience. A Culinary Institute of America graduate, he trained at prestigious restaurants like Sardi's and Jean-Seagrand and earned a Michelin Star in March. He later opened Commerce, Brasserie Pichet Lapiro, and Harold's Place in Rome, known for its inspired comfort food. Moore also served as Chef Culinary Officer for the Charlie Farmer Collective. After a year-long gig in France, refining his skills at renowned kitchens like La Touraine Saint-Amand and L'Aigle, Moore's career took off in 2000 when he became Executive Chef at Montage, earning accolades from The New York Times, Food & Wine, and USA Today, as well as a James Beard Foundation nomination for "Young Star Chef".

Watch on CNYTlife participate in the best cooking class at our brand new Teaching Kitchens, taught by Chef Harold Moore, he will be teaching participants how to make fresh, hand-cut chef mass pasta. In addition, Chef Harold will demonstrate how to make marinated tomatoes with thyme, basil, and olive oil - a perfect pairing to the mozzarella.

GOURMET DINING

Grand Opening... 1.0 MiB





What Is The Teaching Kitchen?

Located in The Commons (Joseph R. Baker Lounge), we are introducing a brand-new concept, the Teaching Kitchen. This interactive and reusable addition to our campus dining experience allows guests to explore food, culinary, and nutrition theory that will positively impact food choices and experiences. Additionally, the Teaching Kitchen gives guests the flexibility to create anything that inspires them. With individualized cooking stations equipped with all the cooking essentials - ingredients, pans, pots, utensils, blenders, and induction cookers - guests are given all the necessary materials to make their own meals.

In addition to guests being able to cook their own meals in a fully equipped kitchen, we will be hosting events and cooking classes in the Teaching Kitchen. Partnering with our executive chef, sous chefs and campus chef, we will guide guests through cooking sessions that cover a wide range of interests. From making delicious smoothies and energy boosting bites to preparing refreshing cucumber salads, there is something for everyone, no matter your cooking expertise.

GOURMET DINING

Grand_Opening... 1.0 MiB





LIFE Station Menu Tasting & Information Table

To showcase the newly added and upcoming allergen-friendly menu offerings at the LIFE station, the Gourmet Dining Team will be having a LIFE station menu tasting with various courses to experience all of the new and exciting flavors the station has to offer!

The tasting will have set dining table with appropriate silverware, tasting plates, and glassware - all the things to make your tasting experience enjoyable and memorable.

A sign-up for the tasting can be found using the link in our bio or where you will be brought to a Sample Point. The tasting is first come, first served.

Along with the LIFE station menu tasting, our campus chef, Erica Rush, will have a table to answer any questions regarding the LIFE station and its offerings, hand out informational flyers, and have a spin-the-wheel where you can win prizes.

GOURMET DINING

Grand_Opening... 936 KiB





What Is The LIFE Station & Its Offerings?

Along with the addition of the Teaching Kitchen, we have renovated our allergen-friendly station, LIFE (Less Ingredients Powerful Food). This station avoids the top nine allergens (peanuts, tree nuts, fish, shellfish, eggs, milk, sesame, wheat, soy) and gluten. The LIFE station has expanded to rice, which, in turn, has expanded its future offerings and possibilities. From new daily offerings such as allergen-friendly smoothies, cereals, French fries, and desserts, we are excited to continue to expand our menu at LIFE even further and increase variety. This station is open to all guests, not just those with food allergies. The Gourmet Dining team encourages any and all guests to try the menu offerings available at the renovated LIFE station.

The LIFE station is open every day for breakfast, lunch, and dinner meal periods. For breakfast, the offerings include a type of oat pancakes, a protein, a starch, and a vegetable, along with cereal, a smoothie, and fresh-cut fruit. Lunch and dinner menu offerings include two grain options, two protein options, a starch, and a vegetable, along with vegetables and beef chili, a salad bar, allergen-free soups, and a dessert option. Offerings include fresh-roasted chicken, Swedish potatoes, cucumber tomato vinaigrette, house special fall roasted vegetables, and more!

GOURMET DINING

Grand_Opening... 1.1 MiB

Grand Opening Giveaways

To celebrate the grand opening of our new Teaching Kitchen and renovated LIFE station, we are having five giveaway prizes!



Apple AirPods 4



JBL Charge 5 Portable Wireless Speaker with Powerbank



Toshiba 55" Class 4K UHD Smart LED TV



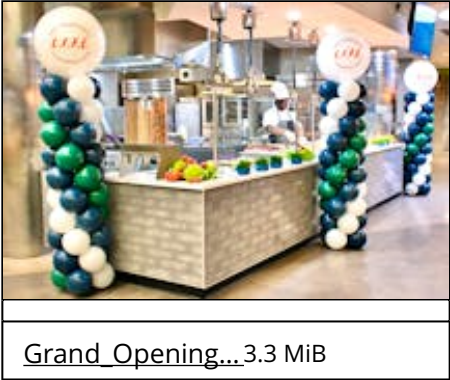
Three LIFE certificates to Chef Harold Moore's restaurant in NYC

Enter via Instagram, our blog, and at our information table for GOURMET DINING event!

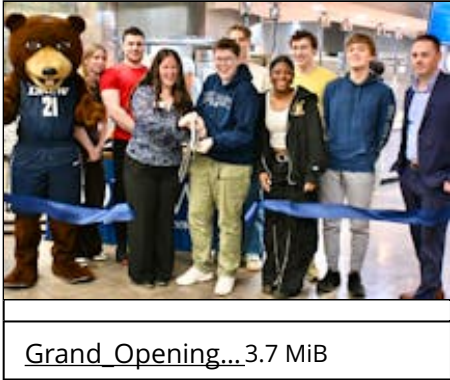
To enter, submit your entry via Instagram, following @gourmet_dining, and at our information table at the LIFE station the day of the grand opening.

GOURMET DINING

Grand_Opening... 959 KiB



Grand_Opening... 3.3 MiB



Grand_Opening... 3.7 MiB



[Grand_Opening... 4.5 MiB](#)



[Grand_Opening... 2.9 MiB](#)



[Grand_Opening... 3.2 MiB](#)



[Grand_Opening... 2.3 MiB](#)



[Grand_Opening... 2.7 MiB](#)



[Grand_Opening... 2.8 MiB](#)



Grand_Opening... 4.4 MiB



Grand_Opening... 3.3 MiB



Grand_Opening... 3.8 MiB



Grand_Opening... 3.8 MiB



Grand_Opening... 3.5 MiB