

NACUFS (2025)

Retail Sales: Single Concept of the Year

Pi Kitchen

Stevens Institute of Technology

Introduction:

Pi Kitchen is a one-of-a-kind dining experience that blends innovation, seasonality, and culinary artistry. Under the leadership of Chef Frank Travisano, our menu is a chef-driven masterpiece highlighting the best of today's culinary trends with fresh, local ingredients. We offer a diverse selection of dishes, from elegant pan-seared salmon to comforting Stevens Smash Burgers, ensuring there's something for everyone. Monthly specials, including mocktails, entrees, soups, and desserts, keep our guests excited for what's next. Every dish is thoughtfully crafted to entice all five senses, making Pi Kitchen not just a meal but a culinary experience.

Essay:

Pi Kitchen is a chef-driven dining experience that blends seasonality, innovation, and culinary expertise. Led by award-winning Chef Frank Travisano, our menu showcases the best of today's culinary trends using fresh, local ingredients. Every dish is crafted with precision to excite the senses, offering a diverse selection ranging from elegant pan-seared salmon to comforting Stevens Smash Burgers.

To ensure our guests receive the best, we conduct regular tastings with notable members of the Stevens Community, gathering real-time feedback to perfect our menu. Weekly specials—including monthly mocktails, two entrées, and a dessert—keep the dining experience fresh and exciting. These ever-changing offerings allow our chefs to showcase their creativity and experience, bringing unique dishes to the table.

Pi Kitchen celebrates food as both nourishment and art. Each dish is thoughtfully plated to enhance its visual appeal and elevate the overall dining experience. From the crunch of our deconstructed chocolate silk pie to the fizz of our signature mocktails, every bite is an experience.

As the first full-service restaurant at Stevens, Pi Kitchen continues to redefine campus dining with a menu that evolves with the seasons, ensuring every visit is as memorable as the last.

Introduction:

Pi Kitchen is transforming campus dining with an elevated yet inviting atmosphere. Located with a stunning view of the New York City skyline, our design highlights the natural surroundings with a simple, classic style. The space is filled with modern art and plants to create a welcoming environment that feels both intimate and open. Managed by Jonathan Douglas, our front-of-house team ensures impeccable service for every guest. Pi Kitchen caters to all, from students to faculty, offering a place where everyone can enjoy fine dining daily. With flexible seating arrangements, we create the perfect setting for any occasion.

Essay:

Pi Kitchen is transforming the dining experience on campus with a unique blend of upscale ambiance and a welcoming atmosphere. Situated with the best view of the New York City skyline in Hoboken, the restaurant's design is simple yet elegant, allowing the breathtaking surroundings to be the star of the show. The space is thoughtfully designed with modern art and lush plants, ensuring a relaxed yet refined setting. The layout is flexible, designed to accommodate both intimate gatherings and larger parties, offering seating for up to 55 guests.

The front-of-house is managed by Jonathan Douglas, whose expertise ensures every guest receives impeccable service in a warm, approachable environment. Pi Kitchen's goal is to make fine dining accessible every day—not just for special occasions. Whether you're a student, faculty member, or part of the presidential cabinet, Pi Kitchen offers a place where everyone feels welcome.

The design reflects Pi Kitchen's commitment to creating a space where guests can escape the hustle and bustle of campus life and enjoy a memorable dining experience. With exceptional service, breathtaking views, and an innovative menu, Pi Kitchen provides a refreshing escape from everyday stress, offering the comfort of a meal made with care.

Introduction:

At Pi Kitchen, we prioritize innovation, freshness, and creativity to enhance customer satisfaction and build participation. Recognizing the importance of Pi Kitchen in the success of the Faculty and Staff Meal Plan, we focus on communication and feedback through digital surveys and personal interactions. While Pi Kitchen is open to all, it's primarily designed for the faculty and staff at Stevens Institute of Technology. We've implemented various marketing strategies, including QR code flyers, social media content, and department-specific promotions, to engage our community. These efforts have increased our social media presence, driving awareness and participation across campus.

Essay:

At Pi Kitchen, we continuously seek ways to enhance the dining experience and engage our campus community. Customer feedback remains a priority, shaping our approach through surveys and direct interactions.

Targeting faculty and staff, we offer a 50% discount with the Faculty & Staff Meal Plan. To promote the plan, our servers highlight it during greetings, accompanied by flyers containing a QR code for easy purchase. To reach more of our target audience, we have increased marketing efforts with door tags, table tents featuring monthly specials, and monthly raffles to encourage return visits.

Our social media presence has grown significantly, focusing on short-form content featuring students and staff. Engaging behind-the-scenes videos, chef highlights, and customer testimonials have led to a 10% increase in followers and a 110%

jump in views. These efforts have strengthened our connection with the Stevens community while driving engagement and awareness.

We also proudly support the Dine with a Duck program, a mentorship initiative developed with Student Government. Each year, the Provost purchases 500 meal vouchers for faculty to take students to lunch, fostering meaningful connections beyond the classroom. This successful program strengthens faculty-student relationships while enhancing the dining experience at Pi Kitchen.

Introduction:

At Pi Kitchen, we are committed to supporting the health and wellness of our community through thoughtful nutrition services. Led by Carmine Ingenito MS, RD, CDN, CSSD, our Registered Dietitian, we provide resources and guidance to help students and faculty make informed food choices. Rather than focusing on calorie counts, we encourage open communication about dietary needs, ensuring our guests feel comfortable and supported. With our dietitian available across campus, we strive to create a dining experience where all guests can find delicious, nutritious options that cater to their unique dietary preferences and restrictions.

Essay:

At Pi Kitchen, we prioritize the health and wellness of our campus community by offering comprehensive nutrition services designed to support a balanced lifestyle. Led by Carmine Ingenito MS, RD, CDN, CSSD, our Registered Dietitian. Stevens Dining fosters an environment where healthy eating is accessible to everyone.

Understanding that each person's relationship with food is unique, Pi Kitchen takes a thoughtful approach to nutrition. Instead of listing calories on the menu, which may deter some guests or trigger disordered eating, we encourage guests to speak with our chefs or servers to get personalized, accurate information. We believe that everyone should feel comfortable and supported in their dining choices.

Regular meetings between our Servers, Executive Chef, and House Manager ensure our team is always informed about dietary concerns and menu modifications. Most of Pi Kitchen's menu items can be adjusted to accommodate dietary restrictions, ensuring that no one feels left out. As guest Janice Choi shares, "It's nice to be able to eat at the same place as my Colleagues and not be worried about the menu. I know that there will always be something available for me to eat. I don't feel like I'm being left out of the fun."

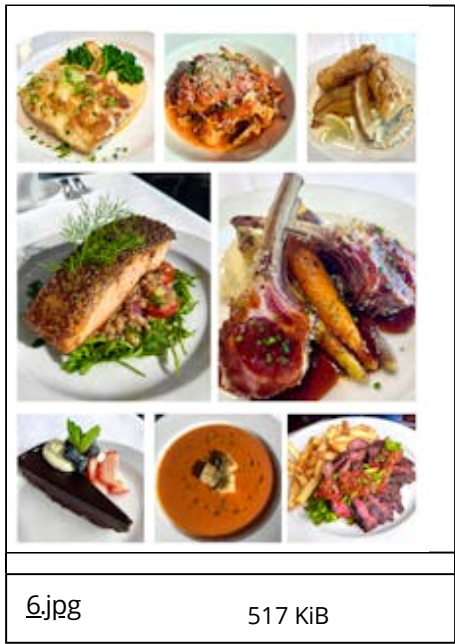
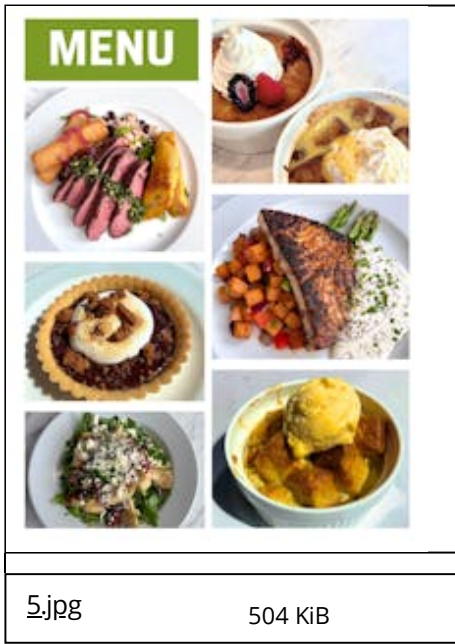
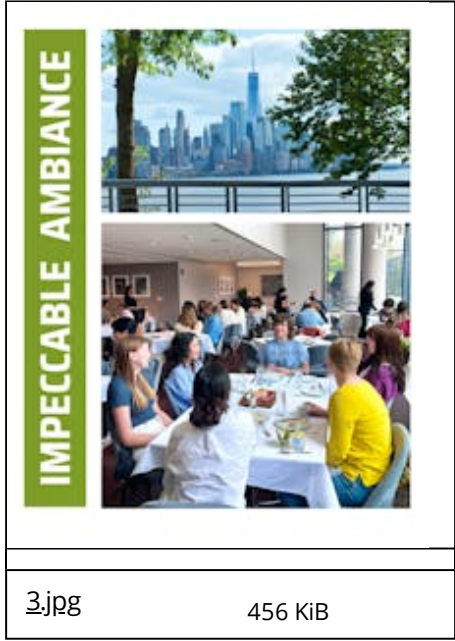
Introduction:

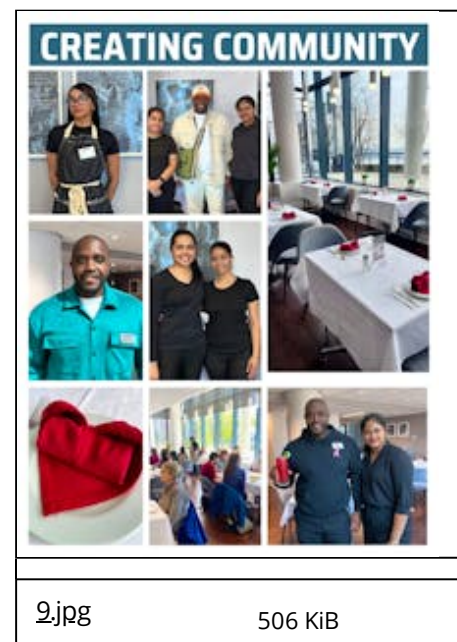
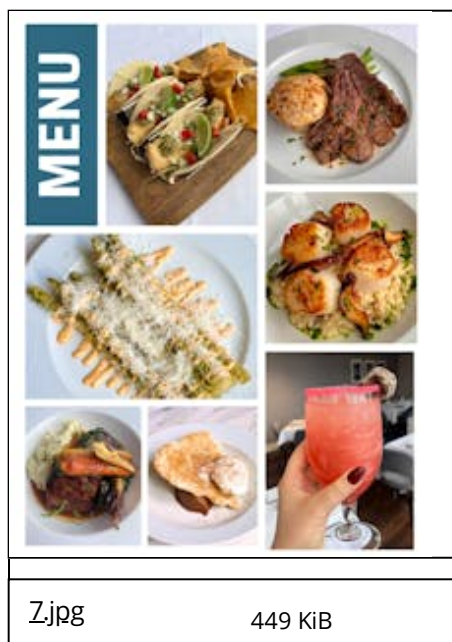
To keep Pi Kitchen vibrant and engaging, we introduced the \$5 Fridays program to address a drop in reservations on Fridays, when faculty and staff work virtually. The program was developed after noticing fewer reservations on Fridays and was spearheaded by our marketing manager, Madison Goslin, in collaboration with the student government. A pilot program offered students a \$5 discount for completing a survey, with an impressive 98% return rate. Building on that success, we transitioned to our current offer, which allows students to enjoy a full meal with one meal swipe and \$10 on Fridays.

Essay:

To further support Pi Kitchen's goal of building community engagement, we introduced the \$5 Fridays program to address the dip in reservations on Fridays, primarily due to faculty and staff working virtually. The idea, spearheaded by our marketing manager Madison Goslin and the student government, was aimed at attracting more students to dine with us on Fridays. We ran a successful pilot program for a month, offering students a \$5 discount on our student discount day in exchange for completing a brief survey. The response was overwhelmingly positive, with a 98% return rate on the surveys.

After the pilot, we transitioned to the full program, where students can now enjoy a meal swipe plus \$10 for a full meal on Fridays. This initiative has proven to be a success, helping drive participation and ensuring that Pi Kitchen remains a vibrant dining destination, even as the campus shifts to a hybrid schedule. With ongoing student engagement and continuous feedback, we're excited to maintain this program and look forward to fostering even more connections within our community. The program has contributed to increased student participation and made Fridays more lively for all involved.





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