



2025 NACUFS
LOYAL E. HORTON DINING AWARDS:
Residential Special Event of the Year

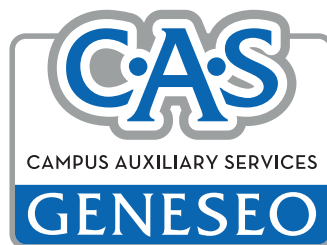




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MENUS & MEAL

Mission

The Home Cooked Student Recipe Contest reflects the SUNY Geneseo Campus Auxiliary Services commitment to providing a high-quality dining experience for a diverse campus community and guests. The event encouraged students to share recipes that could be adapted to meet a variety of dietary needs, supporting the dining program's ability to offer balanced, accessible menus including vegan, vegetarian, kosher, halal, and allergen-free, options.

By integrating student creativity with established nutrition and dining practices, the contest highlights how campus dining can celebrate cultural traditions while maintaining a focus on health, inclusivity, and sustainability.

Culinary Selection & Review

The culinary team evaluated submissions for feasibility within a high-volume campus dining environment while preserving each student's concept. Recipes were assigned to dining stations based on preparation requirements and dietary alignment, ensuring food safety protocols and consistency with existing kitchen workflows and specialized production areas.

Allergen-free recipes were developed with established protocols for avoiding major allergens.

Each recipe was adapted to scale to approximately 1,000 servings, utilize existing equipment, and incorporate student participation during preparation and service.

This special event transformed a regular dinner at Letchworth Dining Complex into an interactive culinary experience. The dining space was enhanced with themed signage, station-specific displays, and a thoughtfully designed layout that encouraged exploration and interaction. Service areas were organized to highlight each student-created dish, reinforcing the cultural and personal stories behind the menu. Student-created dishes took center stage with digital menus, table tents, and QR codes to explore recipes and their stories.

Six student-inspired recipes stole the spotlight—balancing flavors, textures, and temperatures and utilizing a variety of preparation methods: Chicken Biryani, Jollof Rice, Black Bean Brownies, Chocolate-Orange Banana Bread, Cowboy Casserole, and Potsticker & Cabbage Soup—each reflecting a vibrant range of flavors, creativity, and the passion of the students who created them.



Customers taste & vote at stations



Plating and presentation for the judges



Student-inspired recipes. Buffet-style



Gluten-Friendly



Vegetarian



Vegan



Dairy-Free



Contains Coconut



May Contain Nuts

MENU & MEAL

PRINT, ONLINE, AND DIGITAL SIGNS

Ace Raghavan
Chicken Biryani

TONIGHT'S MENU:
Chicken Biryani
Broccoli

About the Recipe
"Dindigul Chicken Biryani originates from Tamil Nadu, India, and is known for its unique use of jeera samba rice, tangy flavors from curd and lemon, and aromatic spices. It has a rich history tied to the city of Dindigul, where it became famous for its distinct taste compared to other regional biryanis. I chose to submit it because of its bold flavors, balanced spice profile, and how it stands out from traditional biryanis. It's a dish that represents heritage, uniqueness, and my love for flavorful, well-crafted food."

All Recipes

Served at our Clean Eats (allergen-friendly) station

Isabel Marzec
Black Bean Brownies

TONIGHT'S MENU:
Black Bean Brownies
Chocolate-Orange Banana Bread
Soft Serve Ice Cream

About the Recipe
A black bean brownie is a soft, fudgy dessert made by substituting traditional flour with pureed black beans. Despite the unusual ingredient, the beans are nearly undetectable once baked—they give the brownie a moist, dense texture while adding protein and fiber. "I started making this dish when I started undergrad. I love baking but some of the ingredients, especially flour, can be expensive! This is a great dish for people who want to bake something quick, low commitment and budget-friendly! The chocolate chips can be replaced with M&Ms and you can also add walnuts for more protein."

All Recipes

Served at our Streusel dessert station

Uzoma Ikeanus
Jollof Rice

TONIGHT'S MENU:
Jollof Rice *contains shellfish
Beef Pot Roast
Roasted Chicken
Honey Carrots
Beef Gravy

About the Recipe
"For Nigerians, jollof rice is a must-have at holidays and celebrations. It's bold, and packed with smoky, spicy flavor that is often accompanied by dancing and enjoyment. Growing up in Brooklyn, a party wasn't a real party unless the jollof was front and center on the table. It's the dish that brought people in the diaspora together. Jollof rice carries a sense of love and community, whether it's made to comfort a friend after losing a loved one or packaged and frozen to send a child off heading to college. I submitted jollof rice because it connects me to my Nigerian heritage while reflecting the fusion of cultures I grew up with. Plus, who wouldn't want to share a dish that's guaranteed to bring the flavor and turn any gathering into a celebration?"

All Recipes

Served at our Chef's Table grill station

Alexander Seney
Chocolate-Orange Banana Bread

TONIGHT'S MENU:
Black Bean Brownies
Chocolate-Orange Banana Bread
Soft Serve Ice Cream

About the Recipe
"I've always loved breads: zucchini, banana, and the like. Also, I love placing twists on breads (hence the citrus inclusion). I have made it with family over the years: grandma, aunt, mother, etc. I wish to create more of my own variants of it, and this is one of them!"

All Recipes

Served at our Streusel dessert station

LEITCHWORTH THURS, MARCH 27 4 - 7 PM

TONIGHT'S MENU:
Olivia Coons
COWBOY CASSEROLE (Roma)

TONIGHT'S MENU:
Pot Sticker & Cabbage Soup

Recipes were paired with dining stations to meet specific needs.

This special event transformed a regular dinner into an engaging culinary experience. Student-created dishes took center stage with digital menus, table tents, and QR codes to explore recipes and their stories.

MENU FOOD PRESENTATION

Menu items display unique textures, temperatures, flavors, and colors.



Chicken Biryani



Black Bean Brownie



Chocolate-Orange Banana Bread



Jollof Rice



Potsticker & Cabbage Soup



Cowboy Casserole



JOLLOF RICE

GF **DF**, Shellfish

Vibrant, flavorful West African dish with a rich, tomato-based profile. Savory and slightly sweet, infused with onions, garlic, and bell peppers, and layered with smoky, spicy, and aromatic notes from ingredients like chili peppers, thyme, and bay leaves.



YIELD: 105 lbs **#OF SERVINGS:** 280 **SERVING Size:** 6 oz

ITEM CODE	AMOUNT	INGREDIENT
a128	10 lb	Onions Red Jumbo (NYS)
a138	10 lb	Peppers Red XL (MEX)
a108	5 lb	Garlic (Loose Bag) (CALIF)
a110	5lb	Ginger Root (China)
		Scotch Bonnets
A172	4 oz	Thyme, Fresh
29675	4 oz	Spice Bay Leaves
33492	2 cups	Spice Curry Powder, Mild
33542	2 cups	Spice Paprika LG JUG 85 ASTA
34438	25 oz	Tomato Paste LG RETAIL CAN
26189	26 gallons	Beef Broth Canned
32891	2 lb	Base Beef All Natural GF
Amazon	3 cups	Cray Fish
35163	105 lbs	Par Boil Rice
37062	.5 gallon	Olive Oil Blend 10evoo/90canola

Allergen Key



Gluten-Friendly



Vegetarian



Vegan



Dairy-Free



Contains Coconut



May Contain Nuts



Students worked alongside head chefs



Prepped and plated dishes for the judges



Dishes were also served buffet-style

EQUIPMENT

- Chef Knife
- Cut Glove
- Cutting Board
- Can Opener
- Liquid Measuring Cup
- 4" Hotel Pan
- Seamer
- Sheet Trays
- Cooler
- Plastic Tongs
- Blender
- Metal Spoon
- Rondeau Pan
- Aluminum Foil

PROCESS

1. Roast veggies for the base.

2. Place the tomatoes, peppers, onion, and garlic on a tray sliced and diced. Roast in the oven on 400° until slightly charred.

3. Blend the tomato base:
In a blender, combine the tomatoes, bell peppers, scotch bonnet, onion, garlic, and ginger. Blend until smooth.

4. Cook the tomato base:
Heat 2 tablespoons of oil in a large pot over medium heat. Pour in the blended tomato mixture and cook until reduced, thickened, and slightly darker in color (about 15-20 minutes).

5. Prepare the rice base:
In same pot, add remaining oil and sauté the sliced onion until soft and golden. Stir in tomato paste and fry for 3-5 minutes, ensuring it doesn't burn.

6. Add the cooked tomato base to the pot. Season with thyme, curry powder, smoked paprika, white pepper, bay leaves, crushed bouillon cubes, and salt. Stir well to combine.

7. Add the rice and stock:
Stir in the rinsed rice, ensuring it is evenly coated in the tomato mixture. Gradually add the stock, starting with 2 cups, stirring throughout.

8. Cook the rice:
Reduce heat to low, cover pot with aluminum foil, and place lid on tightly to trap steam. Allow rice to cook undisturbed for about 20-25 minutes.

9. Check the rice:
After the initial cook, check the rice occasionally to ensure the rice is not sticking. Add a little more stock if necessary.

10. Fluff the cooked rice with a fork and remove bay leaves.

PRODUCTION LOGS

TEMPERATURE GUIDELINES



Letchworth Temperature Record

Date: 3-27-25
 Menu Cycle Day: Day 19
 Station: Clean eats Mgr. Initials: QAB

		Initial	Initial	Initial
Sani Bucket Change		AS	AS	AS
Soap Bucket Change		AS	AS	AS

Menu Item	Pans/Pkg /case	Lbs, Cans, or Cases Used	Temp 1	Temp 2	Temp 3	Leftovers/ Time out	Corrective Action
Biryani	40lbs	30lbs	181	167	164		
Rice	15lbs	15lbs	201	174	170		

Letchworth Temperature Record

Date: 3-27-25
 Menu Cycle Day: Day 19
 Station: Arugula Mgr. Initials: QAB

		Initial	Initial	Initial
Sani Bucket Change		AS	AS	AS
Soap Bucket Change		AS	AS	AS

Menu Item	Pans/Pkg /case	Lbs, Cans, or Cases Used	Temp 1	Temp 2	Temp 3	Leftovers/ Time out	Corrective Action
Dumpling Soup	2pans	2pans	177	161			
Lettuce	3FT	2 cases	36	37			
Veg Burgers	1 case	4 boxes	167	154			

- Quinoa
- Cucumbers
- tomatoes
- cheese
- Ranch Dress
- Carrots
- Black B
- Egg
- Red pepper

Letchworth Temperature Record

Date: 3-27-25
 Menu Cycle Day: Day 19
 Station: Chefs table Mgr. Initials: QAB

		Initial	Initial	Initial
Sani Bucket Change		QAB	AS	AS
Soap Bucket Change		AS	AS	AS

Menu Item	Pans/Pkg /case	Lbs, Cans, or Cases Used	Temp 1	Temp 2	Temp 3	Leftovers/ Time out	Corrective Action
Tatoes	2 bag	4 pans	171	163	181		
Burgers	5 case	5 case	167	154	157		
Chix	20 lbs	15 lbs	167	165	166		
Pot Roast	180 lbs	4 case	201	181	176		
honey carrots	2 case	1 case	173	154	156		
Onion Rings	8 case	7 case	201	193	207		
Brussel sprouts	4 case	3 case	164	153	150		

Employee Initials: QAB QAB QAB

THEME DEVELOPMENT & EXECUTION



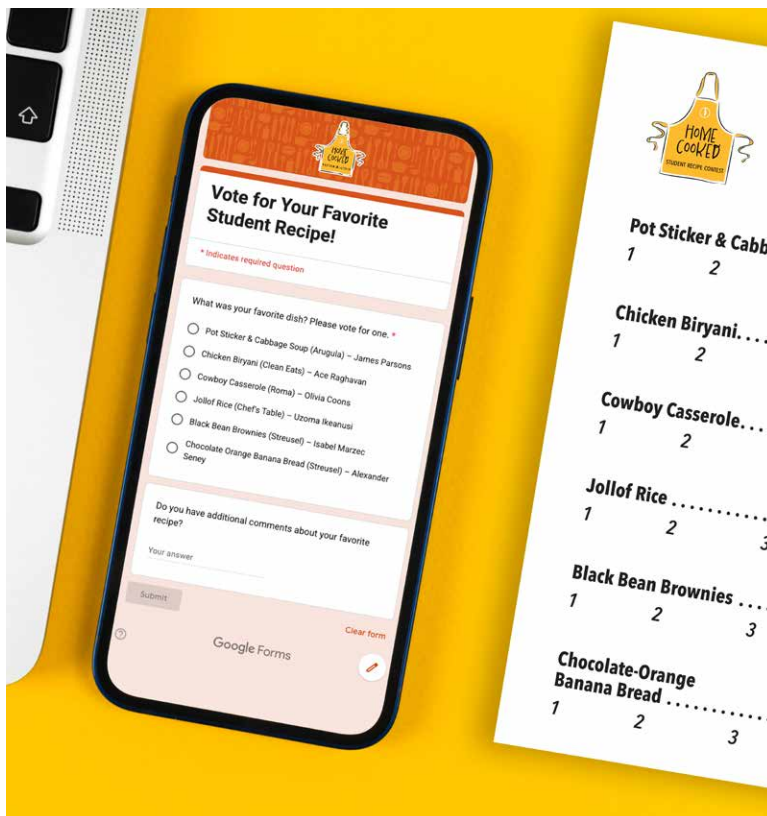
Inspiration

Campus Auxiliary Services (CAS) serves the SUNY Geneseo campus community. For many students, food is one of the strongest connections to home. The Home Cooked Student Recipe Contest was created to celebrate those connections by inviting students to share dishes that matter most to them—recipes passed down through family traditions, foods tied to culture and heritage, and comfort meals that evoke a sense of home.

The contest transformed a standard dinner service at the residential Letchworth Dining Complex into an interactive, student-centered culinary experience. By showcasing student-submitted recipes, the event fostered meaningful engagement while providing dining services with inspiration for more diverse and inclusive menu offerings. The result was a dining experience that reflected the voices, traditions, and tastes of the campus community.

Selected participants collaborated with the head chef and culinary team to prepare and present their dishes, gaining hands-on experience in a professional kitchen. During dinner service, diners moved through all-you-care-to-eat stations featuring student-inspired dishes, creating an interactive experience while voting for their favorites. A panel of faculty, staff, and students evaluated each plated entry based on taste, uniqueness, and presentation.

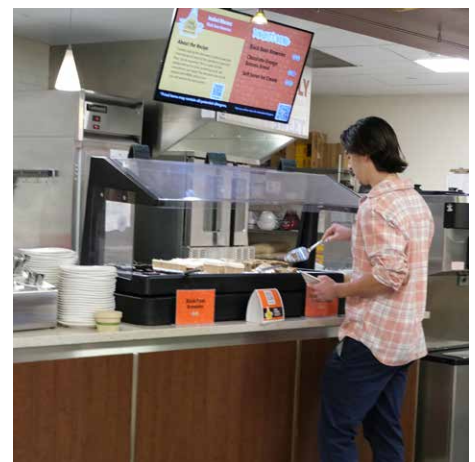
The event celebrated creativity and cultural expression while strengthening connections between students and the residential dining program. It concluded with prizes for the top three recipes and recognition for all participants.







EVENT PHOTOS



ADVERTISING & PROMOTION

PRINT, DIGITAL, ONLINE



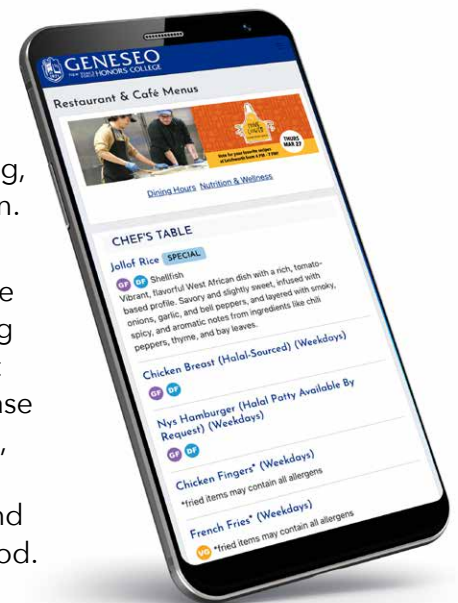
Marketing & Making it Special

Building excitement and encouraging participation across campus was key to the contest's success. Marketing invited students to share recipes reflecting personal stories, cultural traditions, and favorite comfort foods. Engagement was high, with students interacting with judges, sampling dishes, and giving positive feedback that celebrated creativity and strengthened community connections.

Promotion included a cohesive multi-channel campaign—social media, email announcements, recipe submission and voting forms, and signage in high-traffic student areas. Messaging emphasized the unique opportunity for students to collaborate with the culinary team and see their recipes brought to life during dinner service at the Letchworth Dining Complex, creating a memorable, community-focused experience.

The event also promoted a celebration of campus culture. Students were encouraged to attend, sample the featured dishes, and vote for their favorites. By inviting the campus community to take part in the tasting and judging process, the contest became more than a competition—it became a shared experience centered around food, storytelling, and cultural expression.

Through the Home Cooked Student Recipe Contest, campus dining continues to highlight student voices, showcase home-inspired flavors, and foster a stronger sense of connection and community through food.



ADVERTISING & PROMOTION

PRINT, DIGITAL, ONLINE



Multi-Channel Campaign & Awareness

Printed posters and menu items, digital menu banners, dynamic signage promotions, social media, online forms, and email announcements were used to build awareness.

ADVERTISING & PROMOTION

SOCIAL MEDIA (POSTS, REELS, POLLS), EMAIL



AWARDS & RECOGNITION

COCA-COLA PRIZES



Award Recipients

Campus Auxiliary Services partners with Coca-Cola to offer fun giveaways and prizes. The six students whose recipes were selected received a CAS gift card and a cooking kit, while the grand prize winners received additional gifts, including a choice of a hot-air popcorn maker, a Slushi drink maker, or a wireless speaker.

Prizes were displayed prominently during the event to spark interest among student diners and highlight the creativity and culinary talent within the campus community. The collaboration not only enhanced student engagement but also created a lively and interactive dining experience that celebrated innovation and school spirit.





CUSTOMER SATISFACTION, ENGAGEMENT & FEEDBACK

A judging panel of students and staff sampled the plated recipes, evaluating each on taste, uniqueness, and presentation. Student participants also briefly introduced their dishes, adding a personal touch. While judges determined the grand prize winner, all diners were invited to vote for the "Customer's Choice," encouraging broader feedback.

The event also generated strong peer testimonials, reinforcing its impact. As Enrico Johnson, CAS Board Chair, noted, the initiative reflects a commitment to innovation and connection, offering "kudos to you and your staff for always looking for new and deeper ways to connect with our students and others."

"I always love how this is done with the students!"

"It was so much better than I was expecting!"

"Chicken Byriani is goated!" (aka: greatest of all time)

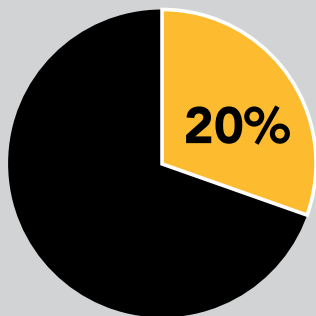
"Incredible flavors!"

All diners were also invited to participate by casting a vote for the "Customer's Choice".

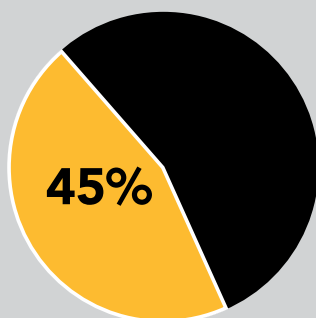


MEASURING SUCCESS

PARTICIPATION, ENGAGEMENT, ATTENDANCE, IMPACT



Increase \$ in Our Market



Cowboy Casserole
Customer's Vote



Increased Dinner Traffic



Positive Impact

This event was held in a pay-one-price dining unit where the majority of diners are students with unlimited meal plans. As a result, the success of the event was measured in several ways, including **participation, engagement, and dining traffic.**

Participation

We successfully gathered enough student recipe submissions to represent each of our dining stations while meeting their specific dietary requirements. Four of the six student contestants were able to work directly with our head chef to prepare and plate their recipes for the judges. This provided an opportunity for students to showcase their creativity and culinary skills while collaborating with the dining staff.

Engagement

Students had the opportunity to interact with the judges and share details about their dishes. The event also generated noticeable interest and conversation throughout the dining space, creating an engaging and energetic atmosphere for diners.

Dining Traffic

During the event, we saw an increase in dining traffic. Attendance was 64% higher than our other pay-one-price location offering dinner service that evening.

Satisfaction & Lasting Impact

Informal feedback from attendees was overwhelmingly positive, with many students expressing interest in the new menu items. The event also strengthened connections between students and dining staff, reinforcing a sense of community and enhancing the overall dining experience.



SUSTAINABILITY

COMPOST, FOOD WASTE, RECYCLING

Sustainability is an integral part of campus dining operations. All locations support composting and promote food waste reduction through a “Save the Scraps” campaign. Service materials used (plates, bowls, cups, cutlery) are reusable, while to-go options are compostable, helping to minimize waste while supporting responsible dining practices. Campus Auxiliary Services further promotes sustainability by sourcing locally and offering plant-forward menu options. These choices help lower greenhouse gas emissions, improve resource efficiency, and support overall health while reducing the risk of chronic diseases. Notably, half of the recipes selected for the event were vegan or vegetarian.



Student prep composting



Pre-consumer composting



Compostable to-go utensils and containers



Customer composting “Save the Scraps”