

EIGHTH-ANNUAL All-Member Meeting

Ensuring Equitable Access to Healthy, Sustainable, Delicious Food Choices

CATERING SPECIAL EVENT • LOYAL E. HORTON AWARD





2022 Official Entry Form
**LOYAL E. HORTON
 DINING AWARDS**

University of North Texas

Name of College or University (as it would be printed on award)

Menus of Change University Research Collaborative: 8th Annual All-Member Meeting

Name of Entry, Event, or Foodservice Operation (to distinguish multiple entries from one institution)

1155 Union Circle #305068 Denton TX 76203-5017 USA

Address City State Zip/Postal Code Country

Alyssa Torrance; Director, Communications & Guest Experience

Entry completed by (name and position)

940-891-6723 Alyssa.Torrance@unt.edu

Phone

Email

CATEGORY

CLASSIFICATION (CIRCLE ONE)

Check one per entry

(Duplicate forms as needed for multiple entries)

	Small	Medium	Large
<input type="checkbox"/> 1. Residential Dining Concepts	S	M	L
<input type="checkbox"/> 2. Residential Dining Facility	S	M	L
<input type="checkbox"/> 3. Residential Dining—Special Event*	S	M	L
<input type="checkbox"/> 4. Retail Sales—Single Concept/Multiple Concepts/Marketplace	S	M	L
<input checked="" type="checkbox"/> 5. Catering—Special Event*	S	M	L
<input type="checkbox"/> 6. Catering—Online Menu	S	M	L

*Date of Event/Dinner: 10/3/2022 - 10/5/2022

Refer to classification matrix on page 13 to determine your classification.

CERTIFICATION

I understand that entries not meeting specific requirements will be disqualified. I agree that all information on this entry form is accurate and that National Association of College and University Food Services (NACUFS) is relying on the statements and representations set forth herein. I have read and agree with the official contest rules. On behalf of my institution, I grant permission for NACUFS to publish and/or use in any way the material submitted as and in connection with this entry. If required by law, I certify that my institution has obtained from the copyright and/or trademark owner(s) written permission to use and reproduce, for the purposes reflected in my institution's contest entry and for further publication and use by NACUFS, any copyrighted materials and/or trademarks not owned by my institution, and if obtained, I will provide a copy of such permission(s) upon the request of NACUFS.

Voting Delegate Signature 

Date 3-22-23

Mail to: NACUFS Dining Awards Contest
 1515 Turf Lane, Ste. 100
 East Lansing, MI 48823

ENTRIES MUST BE RECEIVED BY MARCH 31, 2023



ESSAY

Recognized as a national leader in university dining thanks to an innovative approach to food service and award-winning culinarians, UNT boasts five all-you-care-to-eat Dining Halls, 20+ retail venues, a globally-inspired upscale restaurant, hydroponic garden, central commissary bakery and catering service. Our professionally trained chefs and hospitality experts commit to caring for every guest's needs with specialized offerings: from 100% vegan and allergen-free Dining Halls to registered dietitians on staff, convenient grab-and-go retail locations and halal-certified ingredients across campus. Every day, our Verde Catering team commits to *The Verde Promise*, providing memorable experiences with exceptional service and cuisine. Our dedication to making events both special and affordable impressed guests and clients in October 2022.

UNT hosted the 8th Annual All-Member Meeting for the Menus of Change University Research Collaborative (MCURC), with over 100 attendees representing 18 institutions and 20+ industry partners. The conference encouraged scholastic collaboration among university-serving food service leaders. UNT Dining seized the opportunity to position the university as a pioneer of sustainable, forward-thinking campus dining practices. With meticulous planning and sincere hospitality, Verde Catering supported that goal with everything from menu ingredients to impeccable waitstaff.



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MENU & MEAL

Our mission: craft an experience that showcases MCURC's core principles — including sustainability, inclusivity and nutrition — through both taste and presentation.

From house-made condiments to campus-grown greens, freshly baked loaves, cold-pressed beverages and internationally inspired recipes and techniques, our diverse team flambéed to impress. Dishes brought together ingredients from different kitchens so guests could enjoy a taste of our entire program in one bite: **English Muffins** oven-baked at Clark Bakery, **Black Forest Seitan** housemade at Mean Greens Café, **Hollandaise** whisked up in Union Kitchen ... and, by sourcing locally, the menu was economical yet upscale, scratch-prepared to minimize waste.





House-made cheeses, dips, breads, crackers and more at the Speed Networking Event.

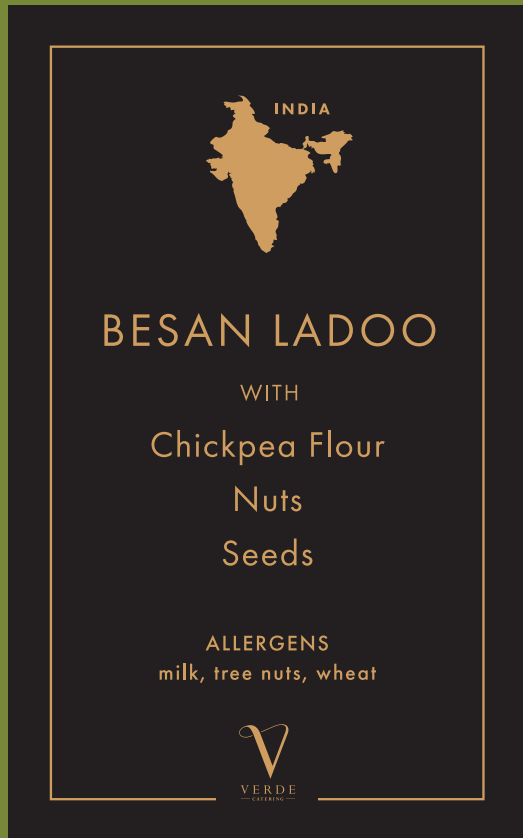
The purpose, theme and strategy of the event supported open service styles with various food stations that allowed guests freedom to network while trying all our kitchens had to offer. Because guests were seated during most events, we used meals and snack breaks as opportunities to move around the space and enjoy conversation.

Instead of printing a list of menu options, we custom-crafted individual identifiers (right) next to each food item so guests could find nutrition information next to the dish. Additionally, with sustainability as a major influence on the MCURC principles, reducing the amount of paper by only printing the essentials showed that we supported and shared the values of the client.

All identifiers and marketing materials were custom designed by Dining's in-house marketing team using and expanding on MCURC's limited brand elements. Each identifier demonstrated the variety of color, texture, flavor and temperature available at each station.



Corsican Pie reflects the theme by exemplifying our sustainability efforts: using 3 local ingredients, with Mean Green Acres Herbs grown right here on campus! For full menu details, see page 26.



Sunago Bell—an off-campus event space used for the Day Two Reception Dinner—showcased food from around the world. Each station featured a different country, from Mexico to South Africa. These black and gold identifiers retained the MCURC brand feel, yet were tastefully refined for this elevated event.



Principles of Healthy, Sustainable Menus

The Principles of Healthy, Sustainable Menus provide unique guidance for the foodservice industry, and bring together findings from nutritional and environmental science perspectives on optimal food choices, trends in consumer preferences, and impacts of projected demographic shifts.

- 1 Be transparent about sourcing and preparation.
- 2 Buy fresh and seasonal, local and global.
- 3 Reward better agricultural practices.
- 4 Leverage globally inspired, plant-forward culinary strategies.
- 5 Focus on whole, minimally processed foods.
- 6 Grow everyday options, while honoring special occasion traditions.
- 7 Lead with menu messaging around flavor.
- 8 Reduce portions, emphasizing calorie quality over quantity.
- 9 Celebrate cultural diversity and discovery.
- 10 Design health and sustainability into operations and dining spaces.
- 11 Think produce first.
- 12 Make whole, intact grains the new norm.
- 13 Limit potatoes.
- 14 Move nuts and legumes to the center of the plate.
- 15 Choose healthier oils.
- 16 Go “good fat,” not “low fat.”
- 17 Serve more kinds of seafood, more often.
- 18 Reimagine dairy in a supporting role.
- 19 Use poultry and eggs in moderation.
- 20 Serve less red meat, less often.
- 21 Reduce added sugar.
- 22 Cut the salt; rethink flavor development from the ground up.
- 23 Substantially reduce sugary beverages; innovate replacements.
- 24 Drink healthy: from water, coffee, and tea to—with caveats—beverage alcohol.



Ensuring Equitable Access to Healthy, Sustainable, Delicious Food Choices

As the hosting institution for the MCURC Annual Meeting, we took care to weave every principle into the menus and presentation strategy of the 3-day event. We have included multiple references throughout the book tying culinary and presentation decisions to those principles.



LOOK FOR CALLOUTS LIKE THIS TO SEE MCURC'S PRINCIPLES IN ACTION DURING OUR EVENTS.





100% plant-based Royal Trumpet Mushroom Scallops with Asian Slaw, Wasabi Pearls & Pomegranate Reduction showcased the theme of "No Boundaries" at the Welcome Reception.

With over 10 catered events throughout the span of 3 days, we made sure each was perfect for our guests, down to spotless tablecloths and color-popping amuse-bouche. Guests enjoyed favorites from around the world, like **Malai Kofta** from India, **Chakalaka** and **Mielie Cake** from South Africa and decadent bite-sized **Crispy Prawn Turmeric Wafers with Banana Blossom Chili Slaw** from Thailand.

REDUCE PORTIONS, EMPHASIZING CALORIE QUALITY OVER QUANTITY

8

SERVE MORE KINDS OF SEAFOOD, MORE OFTEN

17

7

LEAD WITH MENU MESSAGING AROUND FLAVOR

5

FOCUS ON WHOLE, MINIMALLY PROCESSED FOODS

Throughout the multi-day event, our dishes aimed to tantalize guests' taste buds. Pops of color and attractive garnishes captured attention, while rich aromas from international flavors invited guests to take a bite. We surprised them with various temperatures and textures, surpassing expectations with everything from **Spirited Popsicles** and warm **French Croissants** to crackling **Bacon Chicharron** and luscious **Crabcake Muffins**.



*Grilled Fruit, Vegetables &
Cured Meat Charcuterie Board.*



Chef Cristopher Williams leads guests through Mean Green Acres, UNT Dining Services' very own on-campus hydroponic farm. We source 700+ heads of leafy greens here weekly, which are then prepared for guests to enjoy throughout campus, including at the event.

1

BE TRANSPARENT ABOUT SOURCING AND PREPARATION

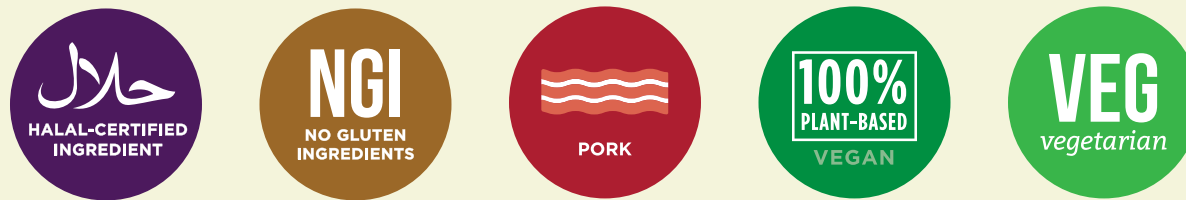
3

REWARD BETTER AGRICULTURAL PRACTICES

Throughout the event and as part of standard operations, we mark allergens on all our products. Chefs take special care during food preparation to eliminate the possibility for cross-contamination.



We also use icons for additional dietary concerns, like halal-certified ingredients.



- 5 FOCUS ON WHOLE, MINIMALLY PROCESSED FOODS
- 11 THINK PRODUCE FIRST



Chef Shelley McGinnis prepares fresh fruit for guests.

Chef Rahmil Bustamante prepares Tostas de Cabrales with serrano ham and balsamic pearls atop French baguette slices with goat cheese. We added extra flair to the event by thinly slicing the serrano ham on-site in front of guests.



UNT celebrates a culture of creativity and originality. We aim to serve food that is as local as possible, so our menus featured ingredients from local farms:

LAVENDER RIDGE FARMS

GAINESVILLE, TEXAS
40 MILES FROM UNT

Several flavored honeys

MY EPICUREAN FARM CHEF • MODERN FARMER

DALLAS, TEXAS
25 MILES FROM UNT

Aquaponic microgreens

BENDT DISTILLING CO.

LEWISVILLE, TEXAS
15 MILES FROM UNT

Used in Spirited Popsicles

BUY FRESH, SEASONAL, LOCAL AND GLOBAL

2

BE TRANSPARENT ABOUT SOURCING AND PREPARATION

1



Plant Based Charcuterie Board

WITH

Clark Bakery Crackers & Bread

ALLERGENS
eggs, wheat, dairy

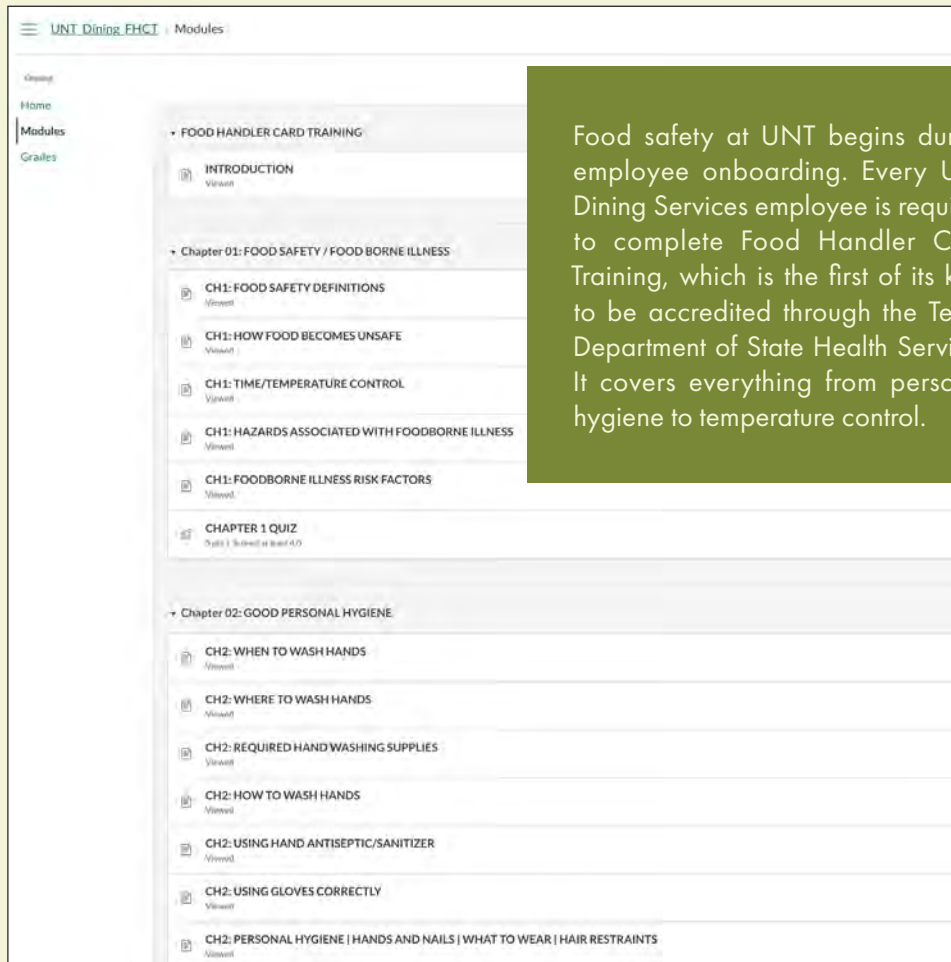
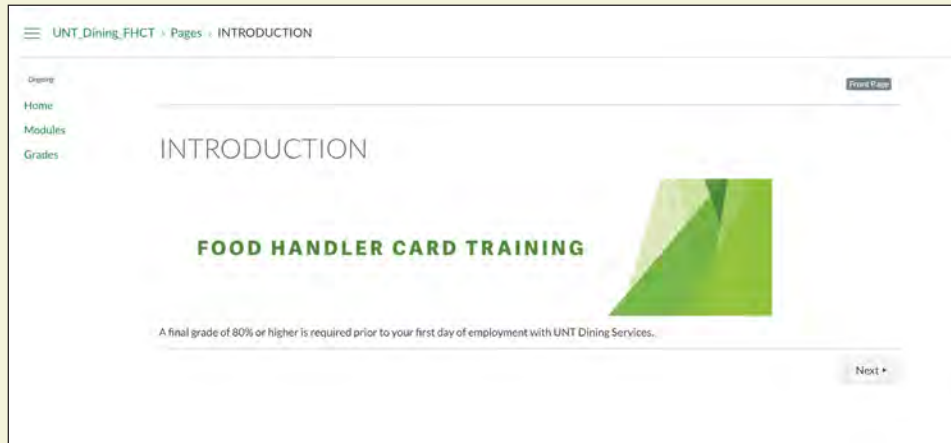
VEGETARIAN



LEVERAGE GLOBALLY INSPIRED, PLANT-BASED CULINARY STRATEGIES

4

Our chefs took special care to accommodate those with food allergies and special dietary preferences. For example, the kitchens crafted exclusive dishes for a guest with a vegan diet at each dining opportunity. Going further, our team carefully included allergen information on each identifier.



Food safety at UNT begins during employee onboarding. Every UNT Dining Services employee is required to complete Food Handler Card Training, which is the first of its kind to be accredited through the Texas Department of State Health Services. It covers everything from personal hygiene to temperature control.

We took precautions to eliminate contamination when guests toured our facilities, such as our on-campus bakery, Clark Bakery. Guests could see the production of the items served at catered events.



Cooking and Reheating Temperature Log

Instructions: Record product name, time, the two temperatures/times, and any corrective action taken on this form.
 Maintain this log for a minimum of 6 Months.

Date: 10/03/2022 Manager Signature: Bento Garcia

Time	Process, cook or reheat	Food Item	Internal Temp	Internal Temp	Corrective Actions	Employee Initials
4pm	cook	Liver's Mushrooms	40	742	N/A	BN
4:45 pm	cook	"		142		
4pm	cook	Diver Scallops	38			
4:30 pm	cook	"		115°F	N/A	BN
4:15	cook	TAMALEC	38			
5PM	"	TAMALEC		142°	N/A	SM

Staff regularly monitor and log the temperatures of all dishes displayed for an extended period of time.

Production sheet from the Day 2 Reception at Sunago Bell. Staff crafted foods from around the globe for a "Modern Taste of the World."

Tuesday - 10/4/2022		
Order ID: 48400	Guest Count: 120	Event Start Time: 6:00 PM
NCURC Day 1 - Reception (Sunago Bell at Wells Fargo Building)	Building: OTHER	Food Start Time: 6:00 PM
Room # / Name: SUNAGO Wells Fargo		Food End Time: 7:00 PM
		Event End Time: 7:00 PM
QTY	CATERING NOTES	SUBPRODUCTS & KITCHEN NOTES
1	Catering Notes: -Lined? -Known contact at Storage?	KITCHEN NOTES DATE & TIME
1	Catering Tables	
1	See Information Beer, Wine, Soda and Tea provided by Storage Hill	
QTY	OTHER	SUBPRODUCTS & KITCHEN NOTES
120	<p>Modern Taste of the World</p> <ul style="list-style-type: none"> • Global Fruit, Vegetable & Cured Meats - Charcuterie Board • Taste of the Sun - Roasts • Best ingredients surrounding the items in glass jars <p>Mexico</p> <ul style="list-style-type: none"> • Ice Creams: Arctic Ice Bites • Tostitos: Avocado, Cilantro, Queso • Mito: Tuna Marinated in Citrus, Verde and Sesame, Salsa de Jil • Avocado, Sprouts and Blue Corn Tostitos, Roasted Halibut, Salsas <p>South African</p> <ul style="list-style-type: none"> • Chocolate & Maple Cakes (produced at UK) <p>Thai</p> <ul style="list-style-type: none"> • Crispy Prawn Turnovers: Water with Banana Blossom Chili Slaw • Roasted Corn Dumplings with Coconut Corn Broth in Mini Bamboo Steamer <p>Spain</p> <ul style="list-style-type: none"> • Tapa de Pulpo: 1/2 Cerveza • Crostini topped with Caviar, Olive Oil and Paprika • Queso Cabrales and Serrano Ham with balsamic Pearls - French Biscuits with Goat Cheese <p>India</p> <ul style="list-style-type: none"> • Vegan Masala Kofta - Italian Dumplings in Curry Tomato Cream Sauce <p>Sweets</p> <ul style="list-style-type: none"> • Japan - Purple Yam Mochi in Citrus Shortbread • Italy - Whole Grain Tiramisu Bacio • Ireland - Sprouts: Rye Marmalade • Nepal - Kiwano Bark (candied fudge) • Spain - Pastifos (fried pastines topped with honey) • India - Biscoito Ladoo (made with chocolate flour, nuts and seeds) 	
1	Beverage Station	
	<ul style="list-style-type: none"> • Flareball • Citrus Ginger Turmeric • Blood Orange Spritzer 	
Customer Information		
<p>Have you received your additional service checks yet?</p> <p>First Name: Peter Delivery Contact: Phone: (616) 421-1111</p> <p>Last Name: (Redacted) Delivery # Name: (616) 421-1111</p>		

Order ID: 48399
PHONE 8:44 AM

Tuesday - 10/4/2022
Guest Count: 60
MCURC Day 1 - Speed Networking
Building: OTHER
Room # / Name: SUNAGO Wells Fargo

Event Start Time: 4:30 PM
Food Start Time: 4:30 PM
Food End Time: 6:00 PM
Event End Time: 6:00 PM

QTY	CATERING NOTES	SUBPRODUCTS & KITCHEN NOTES
1	Catering Notes -Room available @ 11am -Speed networking -Beer, Wine, Soda and Tea provided by Sunago Bell -Will need microphone and chime -Provide 20 number stands	KITCHEN NOTES ONSITE @ 3:30PM
1	Catering Tables (19) X 60" Rounds of 8 (6) Serps - Req. 8/5 with Richard; they will be delivered to loading dock at 10am on 10/4	
QTY	OTHER	SUBPRODUCTS & KITCHEN NOTES
60	Clark Bakery Cheese & Crackers <ul style="list-style-type: none"> Whole Grain Sourdough Crackers Sweet and Salty Crackers Whole Rye Wise-Style Crackers using house milled grains House made Cheddar and Cheese Dip with a "Clark Bakery" Spin - White Cheddar Cheese, Brie, Mozzarella, Camembert or Brie and dip with fresh cream cheese and mozzarella 	
60	Beverage Station - Infused Water <ul style="list-style-type: none"> Pineapple Orange Lime Mint & Hibiscus Tea Pomegranate Lime 	

Customer Information Disposable serviceware/Non disposable food containers - Pick up required after event

Staff: Have you reviewed your additional services needs? Yes

First Name: Peter	Delivery Contact: Peter Balaibuch	Phone: 940-565-2962
Last Name: Balaibuch	Delivery Phone: (940) 565-2962	
Department: Food	Event Location: Other	
Email: peter.balaibuch@unt.edu	Building: OTHER	
Phone: 940-565-2962	Room # / Name: SUNAGO (Wells Fargo)	
Cell Phone: 940-231-4613	Room Reservation Number or Person Contacted: 603	

Invoices #48399

Production sheet from the Speed Networking event at Sunago Bell. Staff-made cheeses and breads from scratch with their own "Clark Bakery Spin."

Order ID: 48406
PHONE 8:44 AM

Wednesday - 10/5/2022
Guest Count: 100
MCURC Day 2 - Closing Reception
Building: West Hall
Room # / Name: Kitchen West

Event Start Time: 4:15 PM
Food Start Time: 4:15 PM
Food End Time: 5:00 PM
Event End Time: 5:00 PM

QTY	CATERING NOTES	SUBPRODUCTS & KITCHEN NOTES
1	Catering Notes	KITCHEN NOTES ONSITE @ 3:30PM
1	Catering Tables	
1	Bar Information -Host Bar -Beer & Wine -House Brands -Glassware -Waters and Sodas -Allergen-free Alcohol Bar Req. 9/27 Security Req. 9/27 FINAL BILL *** (03) Bartender Hours @ \$25.00/hour..... \$ 75.00 (07) House Wine @ \$24.00/bottle..... \$ 168.00 TOTAL BILL..... \$ 243.00	
QTY	OTHER	SUBPRODUCTS & KITCHEN NOTES
100	Custom Menu - TBD [Passed Items - Mini Chicken Empanadas, Creamy Avocado Salsa & Roasted Tomato Salsa] Mini Duck Confit Tamales, Garlic Guajillo Sauce, Corn Husk House Made Classic Pork Pate, Pickled Mustard Seeds, FF Micro Greens on KW Focaccia Crostini Plant Based Mozzarella & Mushroom Arancini, House Made Basil Aioli Menu and food service production will come from KW. Scheduled Dinner Menu at KW Broccoli Cheese Soup Kitchen West Fried Chicken Plant Based Fried Cauliflower Beef Goulash Herbed Rice Homemade Mashed Potatoes Black Eyed Peas Country Style Gravy Mac & Cheese Turnip Greens Southern Style Green Beans KW House Made Corn Bread Peach Cobbler Assorted Cookies & Cupcakes Side Bar Open with a few Kitchen West Favorite Dishes featured	

Customer Information China - All products on non disposableware with pick up after event

Staff: Have you reviewed your additional services needs? Yes

First Name: Peter	Delivery Contact: Peter Balaibuch	Phone: 940-565-2962
Last Name: Balaibuch	Delivery Phone: (940) 565-2962	
Department: Food	Event Location: Other	
Email: peter.balaibuch@unt.edu	Building: West Hall	
Phone: 940-565-2962	Room # / Name: Kitchen West	
Cell Phone: 940-231-4613	Room Reservation Number or Person Contacted: 000	

Production sheet from our Closing Reception at Kitchen West. Staff prepared an extensive custom menu as well as a wine bar with reusable glassware.



5 FOCUS ON WHOLE, MINIMALLY PROCESSED FOODS

THEME DEVELOPMENT & EXECUTION

Each event within the 3-day meeting was an opportunity to reinforce the meeting's theme: *Ensuring Equitable Access to Healthy, Sustainable, Delicious Food Choices* while highlighting the Menus of Change Principles of Healthy, Sustainable Menus.

During "No Boundaries," we defied expectations with handcrafted recipes like **10-Bean Blue Corn Tamales** and vegan **Macarons**. "Farm to Table" showcased hydroponic veggie displays and house-**Fermented Yogurt**. Regional classics with Mexican and Japanese twists adorned Texas-shaped serving boards, promoting diversity in "Texas Backyard Breakfast." And we celebrated **nine countries across five continents** in "Modern Taste of the World" — each dish with a unique identifier.





Cheese and cracker display at Sunago Bell, featuring cheeses made at Clark Bakery, our on-campus scratch bakery.

3

REWARD BETTER AGRICULTURAL PRACTICES

12

MAKE WHOLE, INTACT GRAINS THE NEW NORM

Where to eat on campus.

DINING HALLS

Enjoy all-you-care-to-eat meals in our five Dining Halls located across campus.

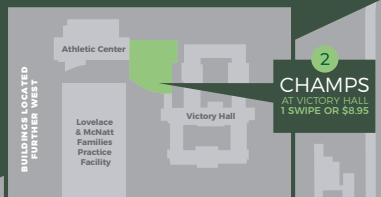
- 1 BRUCETERIA
Centrally located with options for every appetite
- 2 CHAMPS
Featuring a menu guided by proper sports nutrition
- 3 EAGLE LANDING
Spacious food hall with seven unique restaurants
- 4 KITCHEN WEST
Free of the Big 8 Allergens, full of flavor
- 5 MEAN GREENS CAFÉ
Nationally recognized 100% plant-based (vegan) fare

RETAIL RESTAURANTS




From your favorite national brands to unique home-grown favorites, we've got something for everyone!





- 6 UNIVERSITY UNION
AVESTA RESTAURANT (LEVEL 2)
Enjoy acclaimed fare from our scratch kitchen
CAMPUS CHAT FOOD COURT (LEVEL 2)
Fresh-made pizza, sushi and everything in between
+ MORE
Enjoy smoothies, tacos, fried chicken and more
-
- ### ACADEMIC BUILDINGS
- 7 CAFÉ G.A.B. (General Academic Building)
Pressed paninis and Caribou coffee
 - 8 DISCOVERY PERKS MARKET & GRILL (Discovery Park, Room G110)
Grill and café serving Starbucks
 - 9 EINSTEIN BROS. BAGELS (Art Building)
Exceptional bagels & coffee, top-notch sandwiches & salads
-
- ### FREESTANDING
- 10 STARBUCKS COFFEE STAND
(Between Music & Admin)
 - 11 THE MARKET BY CLARK BAKERY
Which Wich sandwiches, coffee bar, fresh pastries & breads and grab-n-go snacks



LEGEND: ■ RETAIL ■ DINING HALL





UNIVERSITY UNION





EXCITING CHANGES COMING SOON!
VISIT OUR WEBSITE FOR THE LATEST

We gladly accept: Flex | Credit/Debit | Contactless Payment

HAVE QUESTIONS? WE'RE HERE TO HELP.
For more information, hours, and more, contact us or visit our website!
940.565.2462 | DINING @ UNT.EDU | DINING.UNT.EDU

We catered in various venues on campus and our guests visited different locations on a dining tour. A reception at Sunago Bell in downtown Denton showcased our city, and guests were able to enjoy local sites thanks to a list of recommended restaurants and attractions we provided.

Tour participants were separated into groups themed as the different MCURC vegetable brand elements, and started at different points so as to not disturb normal business operations. For example, the Carrot Group started at Point D (Clark Bakery) and continued across campus, gathering samples, meals, photos and knowledge along the way.



Kayla Jones, Director of Sports Nutrition for UNT Dining, leads the Carrot Group on their tour.



Texas-shaped serving boards present Stuffed Avocados with Queso Fresco and Quinoa.

16

GO "GOOD FAT" NOT "LOW FAT"

To match the various event themes, we focused on:

SUSTAINABILITY

Many recipes took advantage of Mean Green Acres—our on-campus hydroponic farm—and local vendors and ingredients.

INCLUSIVITY

Food inspired by worldwide cuisines, crafted by our international chefs.

NUTRITION

Everything is crafted from scratch and allergens are clearly marked.



A team member serves guests at the Day 2 Reception.

We brought a "wow" factor to the events by showcasing immaculate displays and consistent design across all marketing pieces. This created consistency from day one to day three.

Our team members played a huge part in helping us shine. Along with their exceptional customer service and work ethic, their unique backgrounds brightened our team's hospitality and contributed to the theme's culinary creativity.

MAKE WHOLE, INTACT GRAINS THE NEW NORM

12

REIMAGINE DAIRY IN A SUPPORTING ROLE

18

Purple Yam Mochi on Crisp Shortbread, Whole Grain Tiramisu Baba and Pestiños Topped with Honey.



A team member serves food at the Sponsor Exchange Lunch. This event allowed guests to preview and sample multiple items that may be useful in their operations and connect with industry representatives.

A display of desserts at the Day Two Reception at Sunago Bell.



Catering Agenda: Major Events

Shown to the right is an abridged version of the conference event schedule, showcasing all of the main events and receptions. Excluded are the hundreds of combined hours spent by our team on the planning and implementation of details that made our event truly special. On top of arranging rooms, setting up seating, providing wayfinding and more between event sessions, our team put together the following:

Gift bags:

- 120 bags of house-popped popcorn
- 120 individually-wrapped palmiers
- 960+ hand-painted chocolates with four specially-developed, never-sold flavors
- Hundreds of sponsor products
- Hundreds of UNT Dining brand buttons

5 unique snack break stations:

- 10 hand-crafted, naturally sweetened beverages
- 15+ themed scratch-prepared items including Acai Bowls, Quinoa Energy Bars, Roasted Carrot Lentil Dip and more.

13

LIMIT POTATOES

15

CHOOSE HEALTHIER OILS

Monday, October 3

WELCOME RECEPTION

5:30 - 6:30 PM

LOCATION:

President's
Diamond Suite
& Rooftop
Garden

THEME:

No Boundaries

"Enjoy live music brought to you by students of UNT's renowned College of Music, drinks and hors d'oeuvres from the top floor of the Union, located in the heart of campus with views of the Library Mall and iconic Hurley Administration Building."

- Plant-based Charcuterie
- 10-bean Blue Corn Tamales with Roasted Salsa
- Stuffed Avocados with Queso Fresco and Quinoa (vegetarian)
- Lion's Mane Mushroom Crabcakes
- Smoked Diver Scallops with Thai Seaweed Salad
- Royal Trumpet Mushroom Scallop with Asian Slaw, Wasabi Pearls and Pomegranate Reduction on a House Made Togarashi-dusted Wonton Crisp
- Limoncello Butter Shrimp with Barilla Lentil Pasta
- Spirited Popsicles – Individually wrapped and custom labelled: Coconut, Pineapple and Rum, Guava Chamoy and Tequila, Bellini with Edible Flowers
- Clark Bakery Desserts
- Clark Bakery Sprouted Grain Newton Bars with Homemade Blackberry Jam
- Clark Bakery Assorted Macarons (vegan)

Tuesday, October 4

ALL DAY BEVERAGE AND SNACK BAR

7:30 AM

LOCATION:

Union 314
Ballroom

- Beverages: water, Peet's Coffee, Decaf, Mighty Leaf Tea, Peet's Cold Brew
- Illy Espresso Bar, with Oatly Barista Oatmilk
- Illy RTD cans
- Oatly Barista Oat Milk available for Drip Coffee
- Peet's RTD cans
- RX Bars (Kellogg's)
- Arctic® Granny & Arctic® Golden Fresh Apple Slices
- Laughing Cow & Go Cups (Bel Brands)
- Laughing Cow Creamy White Cheddar Wedges (Bel Brands)

REGISTRATION BREAKFAST BUFFET

9 AM

LOCATION:

Union 314
Ballroom

THEME:

Farm to Table

- Sweet Potato Hash Mini Skillets with Mean Green Acres Kale
- Infused Fruit Parfaits featuring Mean Greens Café's Yogurt
- Corsican Pie with 840 Farms Egg Whites (Waxahachie, TX), Lost Ruby Ranch Goat Cheese (Bonham, TX), Ricotta and Mean Green Acres Herbs
- Hard-boiled Cage-free Rainbow Eggs (Jessica Stafford's local farm)
- Apple and Maplewood Smoked Sausage made in-house from 840 Farms Pork (Waxahachie, TX)
- Molasses-cured Bacon from 840 Farms (Waxahachie, TX)
- Chef's Choice Breads/Pastries
- Vegan baked goods: Danishes, Croissants, Kouign Amann and Whole Wheat Biscuits
- Baked goods: Danishes, Croissants, Muffins
- Condiments: Housemade Jellies, Infused Texas Honeys, Flavored Butters, Spicy Ketchup, Smoked Ketchup

**NETWORKING
BREAK**

10:30 AM

LOCATION:

Union 314
Ballroom

THEME:

Flavorful Fruit

- Infused Waters with Flavored Ice: Strawberry, Cranberry, Blueberry & Cherry, Red Sangria and Cold Pressed Kale Pineapple Apple Lemon Ginger Juice
- Clark Bakery Power Bars: Almond Honey Bars, Quinoa Energy Bars and Pistachio Cherry No-bake Bars
- Infused Fresh Fruit Kebabs

**WALK-
AROUND
SPONSOR
EXCHANGE
LUNCH**

11:45 AM

LOCATION:

Union 333 Jade
Ballroom

Featuring strategic pairings of sponsor-provided products

- Nature's Fynd + Okanagan Specialty Fruits
- Clark Bakery Mini Bagels (vegan)
- Applegate Farms + Peet's Coffee
- Mini Jalapeño Cheddar Kolaches
- Affogato with Illy Espresso and Oatly Soft-Serve Frozen Dessert (vegan)
- Clark Bakery Granola (vegetarian)
- Clark Bakery Cinnamon Streusel (vegetarian)
- Chocolate Sauce (vegan)
- Mixed Berry Compote (vegan)
- Mini Dallas Fish Taco with Lime Hellmann's Vegan Mayo and MY Epicurean Farm Mirco Greens
- Mini Southwestern Tostada featuring Bush's Texas Ranchero Beans, Better Balance Plant-Based Beef Shreds and Plant-Based Lime Sour Cream
- Mini Pupusa featuring Chipotle Hellmann's Vegan Mayo, Crisp Cilantro Slaw and MorningStar Farms® Chorizo (vegan)
- Grilled Cheese featuring Boursin Garlic and Fine Herb Cheese (vegetarian)
- Stir Fry featuring Maitake and Oyster Mushrooms (vegan)
- Curried Red Lentil Grain Bowl (vegan if served without fish)
- Barilla Lentil Pasta with Greek Herbs (vegan)
- Italian Wedding Soup

SHORT BREAK

2:15 PM

LOCATION:

Union 314
Ballroom

THEME:

Wicked Healthy

- Hibiscus Pomegranate Smoothie (Mango, Strawberries, Juice Blend)
- Green Apple Greens Smoothie (Apple, Kale, Bananas, Peaches)
- Acai Berry Bowls (vegan, featuring MG yogurt)
- Verde Everyday Seasoned Earth Chips with Whipped Candied Jalapeño Goat Cheese
- Roasted Yellow Heirloom Tomato Salsa and Roasted Carrot Lentil Dip served with Hemp Tortilla Chips
- Verde Everyday Dried Fruit Blend

We make our fan-favorite infused waters—served during the networking break and daily in our Dining Halls—by blending fresh fruit with hot water and allowing it to rest overnight. With zero added sugar, this non-traditional infusion guarantees that we extract maximum flavor from the fruits for maximum taste.

4

LEVERAGE GLOBALLY INSPIRED, PLANT-FORWARD CULINARY STRATEGIES

14

MOVE NUTS AND LEGUMES TO THE CENTER OF THE PLATE

20

SERVE LESS RED MEAT, LESS OFTEN

21

REDUCE ADDED SUGAR

23

SUBSTANTIALLY REDUCE SUGARY BEVERAGES; INNOVATE REPLACEMENTS

24

DRINK HEALTHY: FROM WATER, COFFEE, AND TEA TO—WITH CAVEATS—BEVERAGE ALCOHOL

Kelsey Nash, editor-in-chief for FoodService Director magazine, wrote an article about campus consumption of red meat, inspired by the MCURC annual meeting. "Consumers are reducing their meat intake, but that ratio jumps when it comes to college students. Thirty-five percent of college students are "meat limiters," an umbrella term that covers flexitarians, vegans, vegetarians and pescatarians, compared to 29% of consumers overall."

Nash goes on to explain that schools like UNT are cutting food-related emissions by cutting meat on menus, with a 20% reduction of beef and lamb, specifically. This goal is also evidenced by events like our Closing Reception at Kitchen West, with only one item being served containing red meat.

<https://www.foodservicedirector.com/operations/5-takeaways-gathering-college-university-operators>

4 LEVERAGE GLOBALLY INSPIRED, PLANT-FORWARD CULINARY STRATEGIES

6 GROW EVERYDAY OPTIONS, WHILE HONORING SPECIAL OCCASION TRADITIONS

9 CELEBRATE CULTURAL DIVERSITY AND DISCOVERY

12 MAKE WHOLE, INTACT GRAINS THE NEW NORM

20 SERVE LESS RED MEAT, LESS OFTEN

**SPONSOR-MEMBER
IDEA HUBS ON THE
FUTURE OF UNIVERSITY
FOOD SYSTEMS &
NETWORKING**

4:30 PM

LOCATION:
Sunago Bell

THEME:

Clark Bakery House-made
Cheese & Crackers

- Whole Grain Sourdough Crackers (vegan)
- Sweet & Salty Crackers (vegan)
- House-milled Whole Rye Crackers (Wasa-style, Using House Milled Grains) (vegan)
- Housemade Cheeses and Cheese Dips with a "Clark Bakery" Spin: White Cheddar, Homemade Blue, Camembert, Swiss
- Dips based on our own fresh Cream Cheese and Ricotta
- Infused Water and Tea: Pineapple Orange Lime Mint & Hibiscus Tea and Pomegranate Lime Water
- Beer, Wine, Soda and Tea

**RECEPTION ON THE
SQUARE**

4:30 PM

LOCATION:
Sunago Bell

THEME:

Modern Taste of the World

"Don't miss your chance to experience a beautiful Texas sunset. Take in spectacular panoramic views of Denton's famous downtown square – and miles beyond – from the top floor of the Wells Fargo Building, located within walking distance of dozens of restaurants, bars, shops & historic sights."

- Beverages: Aquas Frescas, Horchata, Carrot Ginger Turmeric, Blood Orange Spemuta, Beer, Wine, Soda & Tea
- Charcuterie - Grilled Fruit, Vegetable & Cured Meats Charcuterie Board
- Aguachile Verde De Atun (Ahi Tuna marinated in Chile Verde)
- Avocado Blue Corn Tostadas with Sprouts and Roasted Heirloom Tomato Salsas
- Crispy Prawn Turmeric Wafers with Banana Blossom Chili Slaw
- Roasted Corn Fried Dumplings
- Tapa de Pulpo a la Gallega Octopus Crostini
- Tosta Cabrales y Serrano Ham with Balsamic Pearls with Goat Cheese
- Pestiños topped with Honey
- Malai Kofta (Dumplings in Curried Tomato Cream Sauce) (vegetarian)
- Besan Ladoo (made with Chickpea Flour, Nuts and Seeds)
- Chakalaka and Mielie Cake
- Purple Yam Mochi on Crisp Shortbread
- Whole Grain Tiramisu Baba
- Sprouted Rye Mämmi
- Khuwa Barfi and Pistachio Fudge

Wednesday, October 5

BREAKFAST BUFFET

8 AM

LOCATION:

Union 314
Ballroom

THEME:

Texas
Backyard
Breakfast

- Blue Crabcake Muffin with Poached Egg, My Epicurean Farms Microgreens and Roasted Hatch Salsa
- Mean Greens Café's Black Forest Seitan Benedict on a Clark Bakery Whole Wheat English Muffin (vegan)
- Berry Power Bowl
- Black Pepper-crust Smoked Bacon Chicharron (made in-house)
- Cranberry Pear Rosemary Sausage Herb Gruyere Egg Whites
- Agave-glazed Japanese Potatoes
- Overnight Oats (allergen-friendly and vegan)
- Seasonal Fruit with Mean Greens Café Greek Yogurt Honey Dip
- Chef's Choice Breads and Pastries (including vegan and whole grain options)
- Condiments: Housemade Jellies, Infused Texas Honeys, Flavored Butters, Spicy Ketchup and Smoked Ketchup

BREAK

9:45 AM

LOCATION:

Union 314
Ballroom

- Infused Waters and Juices: Strawberry Basil Cooler, Ginger Kumquat Limeade Agave and Cold Pressed White Grape Strawberry Limeade Juice
- Assorted Clark Bakery Mini Muffins
- Tropical Dried Fruit Blend

WALKING TOUR & LUNCH

11:15 AM

LOCATION:

UNT Campus

- Food Court Tour Stop: Verde Everyday Rainbow Veggie Pinwheels and Verde Everyday Moroccan Quinoa Salad
- Clark Bakery Tour Stop: Warm Mini Croissants from ovens
- Mean Greens Café Stop: Mean Greens Crostini
- Eagle Landing Dining Hall Stop: Guests choose their lunch from the seven different Eagle Landing restaurant concepts

BREAK

2:15 PM

LOCATION:

Union 314
Ballroom

- Texas Sweet Teas (served in glass mason jars): Agave Peach Hibiscus Sweet Tea and Apple Mango Citrus Burst Sweet Tea
- Fruit & Vegetable Toast: Heirloom Tomato, Arugula and Pea Spread Toast, Sautéed Peach, Radish Candied Red Fresnos, Purple Potato, Roasted Corn, Maitake Mushrooms and Pomegranate Toast, Blue Hummus, Roasted Fennel and Asparagus Toast
- Popcorn Chickpeas
- Roasted Tomato Hummus and Plantain Chips

CLOSING RECEPTION

4:15 PM

LOCATION:

Kitchen West

All items certified Free From The Big 9 Allergens

- Chicken Empanadas with Creamy Avocado Salsa & Roasted Tomato Salsa
- Duck Confit Tamales with Garlic Guajillo Sauce served in a Corn Husk
- Pork Pate on Focaccia Crostini with Pickled Mustard Seeds and Micro Greens
- Mushroom & Plant-based Mozzarella Arancini with Basil Aioli

Special Kitchen West Dinner Buffet:

- Broccoli Cheese Soup
- Kitchen West Fried Chicken
- Plant Based Fried Cauliflower
- Beef Goulash
- Herbed Rice
- Homemade Mashed Potatoes
- Black Eyed Peas
- Country Style Gravy
- Mac & Cheese
- Turnip Greens
- Southern Style Green Beans
- House Made Corn Bread
- Peach Cobbler
- Assorted Cookies & Cupcakes

1

BE TRANSPARENT ABOUT SOURCING AND PREPARATION

10

DESIGN HEALTH AND SUSTAINABILITY INTO OPERATIONS AND DINING SPACES

11

THINK PRODUCE FIRST

14

MOVE NUTS AND LEGUMES TO THE CENTER OF THE PLATE



A display of desserts on risers from our "Modern Taste of the World" theme. Each dessert had a custom identifier with the country of origin, a description of the item and allergen information.



To develop and execute themes such as the "Modern Taste of the World," our chefs called upon their extraordinary talents and diverse cultural upbringings to craft international delicacies.

With over two years of planning, Verde Catering ensured their clients' satisfaction with the subthemes that supported the MCURC principles. Our team remained vigilant to ensure every detail contributed to the meeting's theme and goals.

Three steps to ...

Communicate culture.

It really is *about the food*. That's why we care about getting it right—from making everything from scratch we can, to providing genuine hospitality when serving our guests.

Use our resources.

To wow our guests, we took advantage of the many spaces across campus and downtown.

Do it for the foodies.

The meeting was for food-savvy leaders, so we organized receptions, catered meals, vendors and thank-you bags that would surprise and delight our guests.

Grilled Fruit, Vegetables & Cured Meat Charcuterie Board at Sunago Bell

THINK PRODUCE FIRST

11

REWARD BETTER AGRICULTURAL PRACTICES

3

MAKING IT **SPECIAL**

Details matter.

Our chefs kept sustainability and guest satisfaction top-of-mind when crafting their food, wrapping tamales uniquely for easy consumption, selecting paper tasting spoons over plastic and even placing tacos in individual reusable holders for cleaner bites.

Banquet managers tailored the atmosphere based on session needs. Ice carvings, tray-passed hors d'oeuvres and chef-led carving stations highlighted lively social gatherings. Educational settings featured tasteful, minimalist tablescapes.

From custom-designed signage and identifiers to tables lined with hydroponic microgreens, vases full of colorful produce, and aguas frescas brimming with fresh fruit, we highlighted MCURC's colors and nutrition symbolism throughout.

Tasteful tablescapes included decorations like jars of raw ingredients and small vases of live greens.



Fruit & Vegetable Toast
with
Heirloom Tomato, Arugula & Pesto Spread Toast

Sautéed Peach, Radish & Candied Red Fennel
ALLERGENS
wheat
VEGAN
the Food 

11 THINK PRODUCE FIRST



This Verde Catering logo is one of the many ice carvings skillfully crafted by our chefs.



For an industry meeting about university dining, we allowed the food to be the spotlight. Even our smaller décor decisions supported this, from displays of vibrant citrus, microgreens and even color-coordinating floral elements.

Our presentation strategy prioritized highlighting the colors and values of MCURC by letting the food shine. We filled tall vases with fresh produce and dried legumes, carefully arranged foliage and microgreen displays, and artfully displayed whole loaves of bread from Clark Bakery.

While bright pieces of décor elevated the buffets, the true centerpiece of all our displays was the food. We used simple black, wood and glass risers to let the colorful ingredients and garnishes pop.





Food settings were carefully laid out with a beautiful medley of colors, shapes and textures. The visual displays matched the complex yet balanced flavor profiles of the featured recipes.

11 THINK PRODUCE FIRST

22 CUT THE SALT—RETHINK FLAVOR DEVELOPMENT FROM THE GROUND UP



These events were an opportunity for UNT to celebrate diversity and authenticity. We employ team members from all around the world. Each of us brings a unique personality and set of skills to the table, not to mention authentic recipes, cooking methods and cultural insights.

8

REDUCE PORTIONS, EMPHASIZING CALORIE QUALITY OVER QUANTITY

18

REIMAGINE DAIRY IN A SUPPORTING ROLE

*Senior Food Service Manager
Esmeralda Martinez—raised in
Mexico—serves guests during
a tour with her well-known
cheerful demeanor.*



Students from the internationally-renowned UNT College of Music performed at the Day Two Reception.

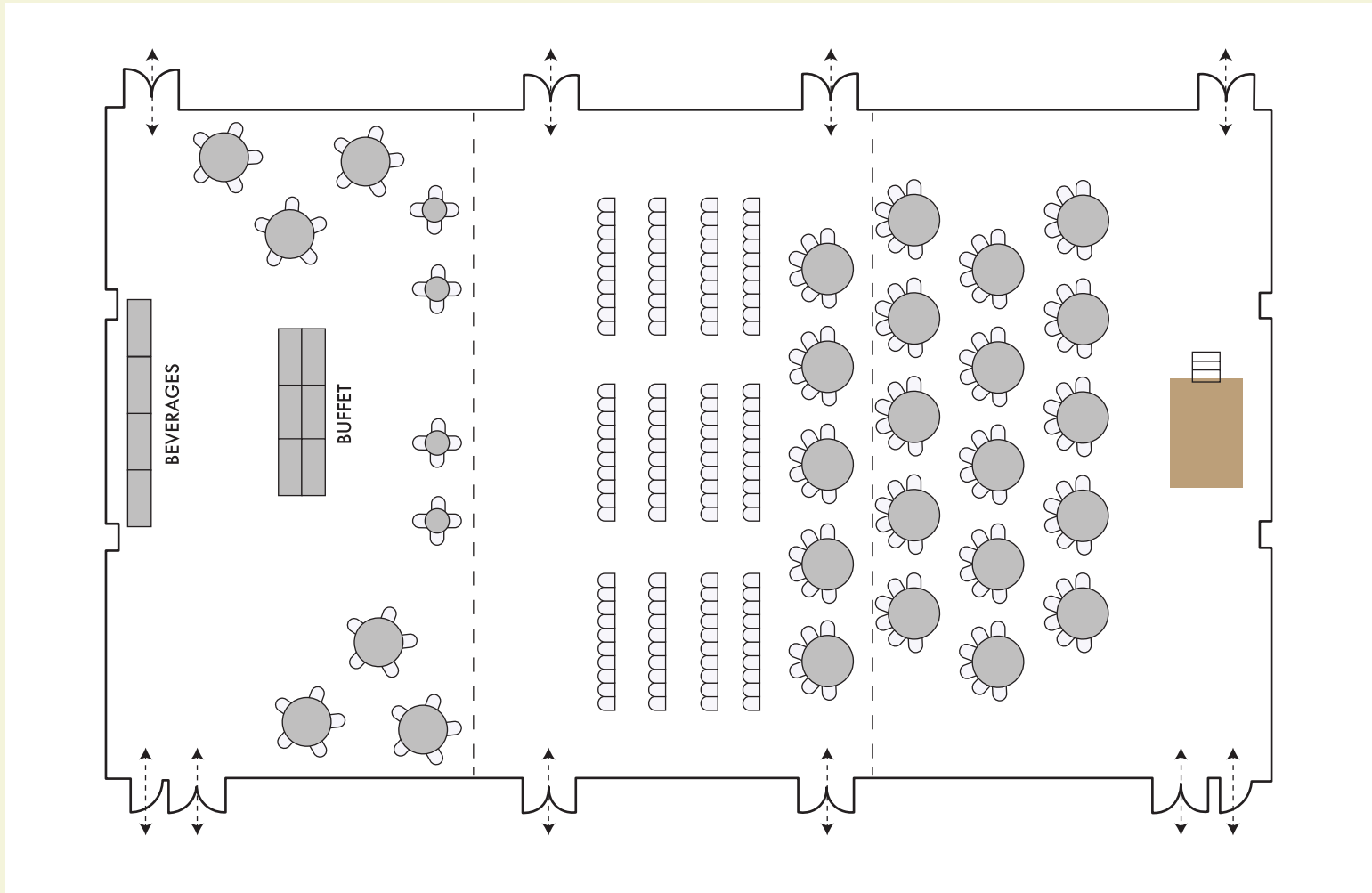


Guests took in a Texas sunset over our beautiful town while enjoying internationally-inspired dishes at Sunago Bell. This venue overlooks the historic Denton Town Square from 8 stories above.

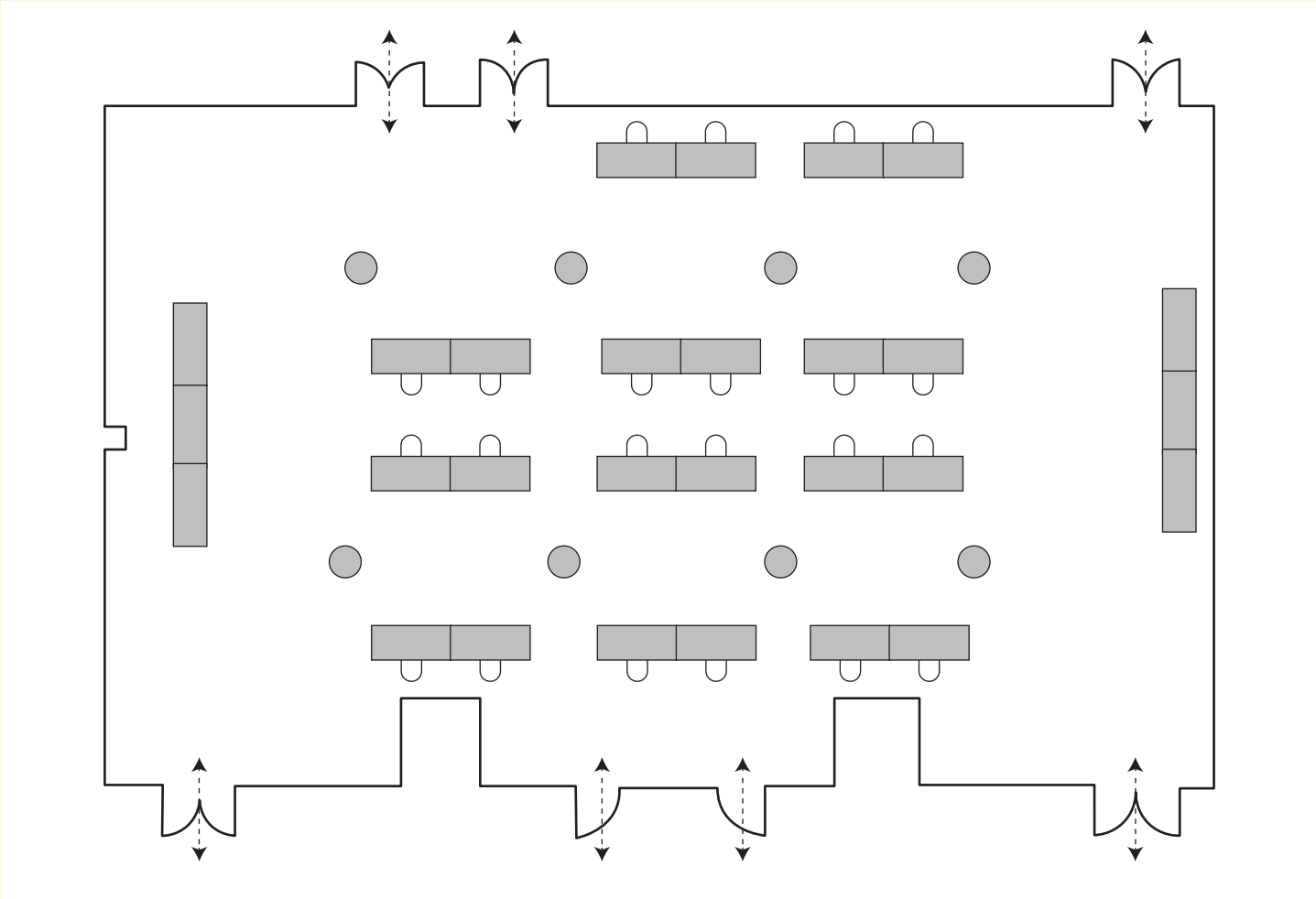


Dramatic lighting, sculptural ice carvings and floor-to-ceiling windows elevated the space and contributed to the refined atmosphere.

With support from our partners in UNT's Conference and Event Services, we worked diligently to create spaces that were welcoming and functional.



Ballroom 314A was used as a hospitality suite, with an all-day beverage station and flexible space for breakfast buffets and snack break receptions.



The Sponsor Exchange Lunch space was arranged to allow guests to pause and sample products at each station.

Over the course of the event, we featured multiple service styles depending on the needs of the event schedule:

- Buffets
- Carving stations
- Tray passed
- Small tour groups led by UNT Dining experts
- Social settings with hors d'oeuvres and a bar
- All-day refreshment stations



Guests and staff interacting at the Vendor Showcase Lunch

For the closing reception, guests enjoyed allergen-free wines at Kitchen West—Texas' first and only university Dining Hall Certified Free From the Big 9 Food Allergens and Gluten by Kitchens with Confidence.

"...I can't begin to express my gratitude to your entire team for hosting us with such **polish, charm, professionalism,** and *downright delicious* food... I know I am *far from alone* in feeling the **calm, warm, positive tone** you set *the minute we walked in the door.*"

- Sophie Egan, MPH

Director of the Stanford Food Institute
and Sustainable Food Systems, Co-Director of the
Menus of Change University Research Collaborative

8

REDUCE PORTIONS, EMPHASIZING
CALORIE QUALITY OVER QUANTITY

24

DRINK HEALTHY: FROM WATER, COFFEE, AND
TEA TO, WITH CAVEATS, BEVERAGE ALCOHOL

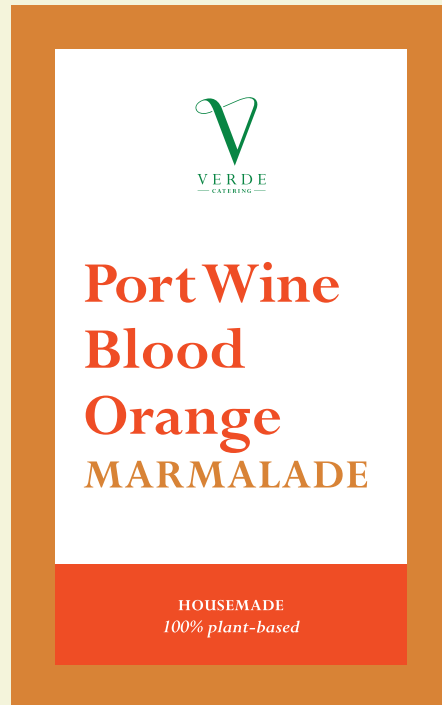
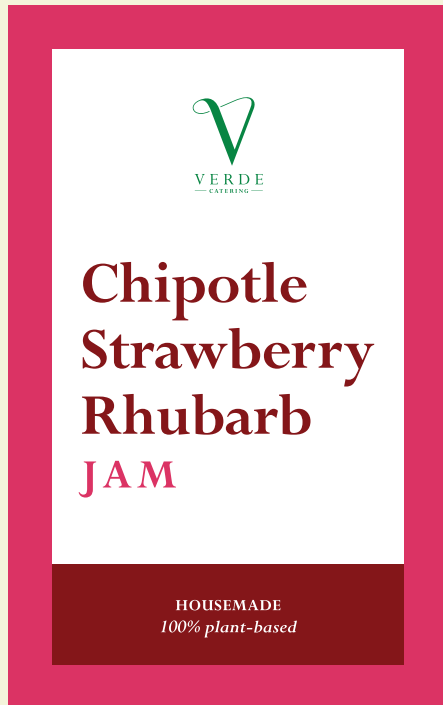
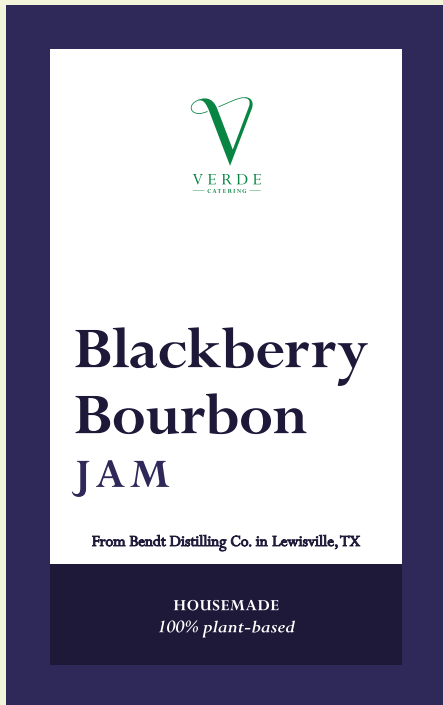
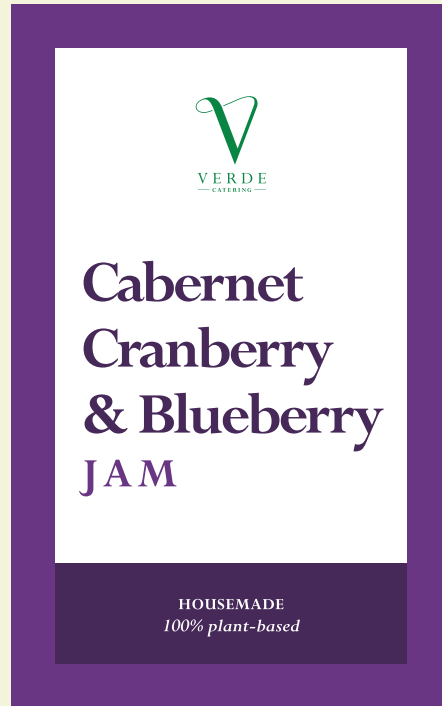
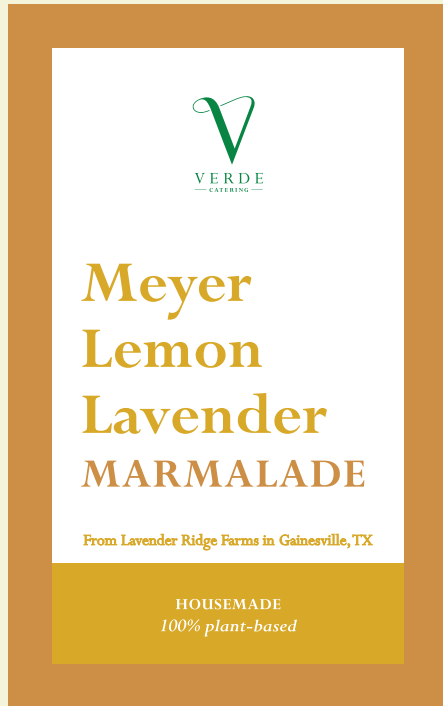
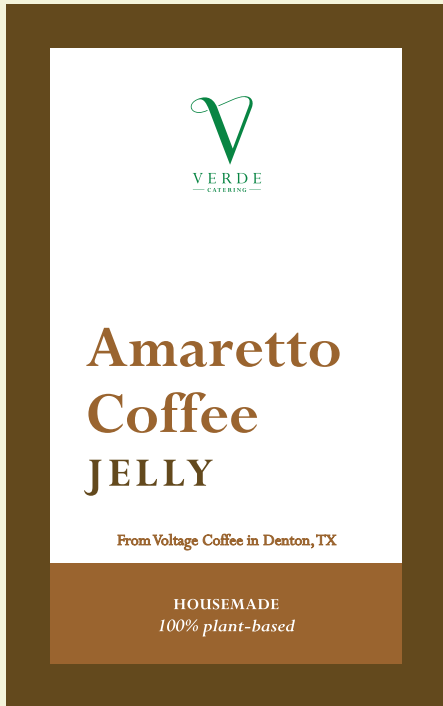




8

LEAD WITH MENU MESSAGING AROUND FLAVOR

We created custom labels and identifiers for our housemade condiments and accoutrements. To find the best solution for packaging and displays, the marketing team collaborated with the kitchens and Verde Catering leadership—measuring every jar, finding the right materials and working with the Verde Catering brand standards to find the best solution to each unique challenge.



Design mockups included the color of the product behind the label, to simulate the recipe that would be seen through the clear jar.

ADDITIONAL **CONSIDERATIONS**

Through pandemic delays over the course of more than 2 years of planning, hundreds of emails and conference calls, we worked hand-in-hand with MCURC leadership at Stanford University and The Culinary Institute of America to curate every detail of the 3-day meeting.

With 100+ unique and custom menu items, 6 receptions, 5 snack breaks, 2 all-you-care-to-eat Dining Hall experiences and more, collaboration within our team and with both on- and off-campus partners was key to the success of the event.

From: [Sophie Egan](#)
To: [Torrance, Alyssa](#); [Armitage, Daniel](#); [Balabuch, Peter](#); [Cripps, Derrick](#); [Sood, Mike](#); [Ward, Matthew](#); [Owens, Richard](#); [Connors, Priscilla](#); [Denman, Wendy](#); [Gavirio, Benito](#); [Williams, Christopher](#)
Cc: [Allison Righter](#); [Christina Adamson](#); [Jen Luna](#); [Shara Orem](#)
Subject: [EXT] THANK YOU!!
Date: Wednesday, October 5, 2022 5:48:36 PM
Attachments: [Outlook-signature .png](#)
[Outlook-Logo, comp.png](#)

UNT Team,

I'm speechless! The meeting was completely flawless from start to finish, and I can't begin to express my gratitude to your entire team for hosting us with such polish, charm, professionalism, and downright delicious food. Each of you worked so hard and so thoughtfully, and I know I am far from alone in feeling the calm, warm, positive tone you set the minute we walked in the door.

I have helped produce quite a few MCURC meetings at this point (eight, but who's counting...), and I mean it when I say that you all were the *dream team*. It was such a joy to work with you throughout the time leading up to this week. I only wish we could take you on the road with us to train *every* host institution to put on a meeting like this one.

I will miss you all! I already look forward to seeing you at next year's meeting, but for now, I hope you can simply soak up the success of this week and the incredible gathering you made possible.

My huge thanks and admiration,

Sophie Egan, MPH


Director | Stanford Food Institute and Sustainable Food Systems

Co-Director | Menus of Change University Research Collaborative | R&DE Stanford Dining, Hospitality & Auxiliaries



Followup email we received from the Director of Stanford Food Institute and Sustainable Food Systems and Co-Director for MCURC.





"You are beyond the dream team and spoiled us with your planning and logistics wizardry. The entire team's hospitality, attention-to-detail and passion for showing off your incredible campus and programs is truly unmatched. Words definitely don't begin to capture or express our appreciation for you all making the magic of this year's annual meeting happen!"

- Christina Adamson

Sr. Director of Operations and Finance, Strategic
Invitations Group at the Culinary Institute of America

Special thanks

We loved working with local farms and businesses to make this conference a success:

- West Oak Coffee Bar in Denton, Texas
- MY Epicurean Farm in Dallas, Texas
- Lavender Ridge Farms in Gainesville, Texas
- BENDT Distilling Co. in Lewisville, Texas

We could not have succeeded without support from our UNT partners:

- UNT Conference & Events Services
- Eagle Images
- President Neal Smatresk
- College of Merchandising, Hospitality & Tourism



Chef Cristopher Williams speaks with a conference attendee.



UNT President Neal Smatresk gave a presentation titled *Campus Dining Enterprises: Lessons Learned and Building Community in a post-COVID World*





Reusable dishware was used for the events, creating an elegant presentation and reducing waste. Furthermore, all of our dish machines are energy and water-efficient, cleaning kitchenware at a temperature of 180°F. Temperatures are consistently logged for quality control, and the machines are regularly tested by our internal health department as well as Ecolab, our sanitation vendor, to ensure proper function.

Additionally, UNT Dining Services partners with Ben E. Keith as our prime vendor, significantly reducing the number of shipments to our facilities each day. We buy as locally as possible and move outward as needed. We applied this same approach to ingredient sourcing for this event.





To further prevent the use of single-use disposables, several menu items were designed to be enjoyed without utensils. Chefs created sample-sized portions and crafted dishes that could be eaten without a plate if desired.

Allison Righter • 2nd
Director of Health and Sustainability Programs at The C...
4mo • 🌐

+ Follow ...

Kicked off the fall travel season earlier this month with a trip to the **University of North Texas** in Denton, TX to co-host the **Menus of Change University Research Collaborative** Annual All-Member Meeting. Left feeling energized about the collective power of these trailblazing individuals and institutions to advance real change in personal and planetary health... one student, one meal at a time. Grateful for the stellar CIA-Stanford partnership, my co-director **Sophie Egan**, and all the MCURC members, student fellows, working group chairs, sponsors, and other collaborators for keeping the momentum going for 8+ years... and many more to come! **#bettertogether**



👍❤️👍 83

3 comments

Our guests left with inspired minds...

LinkedIn post from Allison Righter, Director of Health and Sustainability Programs at the Culinary Institute of America

and full bellies.

