



2022
LOYAL E. HORTON
DINING AWARDS

Residential Dining Special Event
Mean Greens Café
10th Anniversary





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)

Mean Greens Cafe's 10th Anniversary Celebration

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

Bryant Canzoneri, Creative Director

Entry completed by (name and position)

940-891-6761 Bryant.Canzoneri@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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> 2. Residential Dining Facility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input checked="" type="checkbox"/> 3. Residential Dining—Special Event*	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
<input type="checkbox"/> 4. Retail Sales—Single Concept/Multiple Concepts/Marketplace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> 5. Catering—Special Event*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> 6. Catering—Online Menu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Date of Event/Dinner: November 3, 2021

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 3.21.22

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

ENTRIES MUST BE RECEIVED BY MARCH 31, 2022



Essay

As the largest self-supported food service department in North Texas, UNT Dining Services offers 5 Dining Halls, 20+ retail venues, an upscale global dining restaurant, hydroponic garden, central scratch bakery and catering service—all led by professionally-trained chefs and hospitality experts. UNT is recognized as a national leader in university dining thanks to the department's innovative approach to food service and award-winning culinary talent.

This event celebrated a decade of Mean Greens Café being the first and only vegan Dining Hall in the country. Now a community staple with an established following of vegans, vegetarians and omnivores alike, we make our own seitan, offer a small plate amuse bouche each day, and have honed hundreds of recipes. In honor of ten years of trendsetting and raising the bar for campus dining, we brought in live entertainment, showcased the innovation and creativity of the menu, featured employee spotlights and displayed a timeline to show how Mean Greens Café has grown in the past decade. Our goal was to celebrate the success and contributions of Mean Greens Café—not only to campus, but to a forward-thinking generation devoted to sustainability and the community that the Dining Hall has fostered.



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**MENU
—AND—
MEAL**



Introduction



The Mean Greens Café 10th Anniversary menu showcased the progression of new dishes developed at the Dining Hall over the last decade. We used a wide array of cooking methods for this menu, which ranged from guest favorites like our award-winning Tomato Curry to Chickwheat Fajita Street Tacos. Hyper-local leafy greens grown steps away from the kitchen and exotic fresh fruit from our produce vendor added a special touch. We also followed our standard practices of labeling allergens and avoiding cross-contamination, including ServSafe food safety practices, in consideration of food allergies and special dietary preferences.





Wednesday, November 3, 2021

ENTRÉES

"Chicken" Fried Tofu with Country Gravy
Butternut Squash Lasagna
Jackfruit Bao Buns
Seitan Satays
Wild Mushroom Tomato Curry with Cumin Seed Basmati
Build-your-own Shiitake Lemongrass Pho
Jackfruit Al Pastor Street Tacos
Chickwheat Fajita Street Tacos

SANDWICHES

Pimento Grilled Cheese
Texas Grilled Cheese
Smoked Watermelon Sandwich

SIDES

Trio of Legumes
Cavatappi Mac & Cheese
Vegetable Melange
Grilled Marinated Eggplant
Mean Green Acres Kale & Sweet Potato
Stuffed Tomatoes
Farro Risotto
Grilled Broccolini
Garlic Parmesan Brussels Sprouts
Glazed Tri-Color Baby Carrots

DESSERTS

Chef Vero's Chocolate Fudge Bake
+ more!



Menu & Theme

10 years of groundbreaking cuisine laid the foundation for an exceptional menu. Our chefs carefully crafted a menu packed full of food that's worth writing home about, and included many dishes we served over the years. We displayed it on a 5' tall banner in the entryway. On top of that, our on-campus commissary bakery, Clark Bakery, prepared an exhilarating dessert spread to round out the meal.



DESSERTS

Coconut Crème Brûlée Tartelettes
Mini Pear Tartes Tatin
Pumpkin Cranberry Gingerbread
Soursop Cream Horns
Mini Palmiers
Mini Raspberry Tartelettes
Checkerboard Cookies
Cocada "Sushi"



MAIN MENU



ENTRÉES

“Chicken” Fried Tofu with Country Gravy

Butternut Squash Lasagna

Jackfruit Bao Buns

Seitan Satays

Wild Mushroom Tomato Curry
with Cumin Seed Basmati

Build-your-own Shiitake Lemongrass Pho

Jackfruit Al Pastor Street Tacos

Chickwheat Fajita Street Tacos

SANDWICHES

Pimento Grilled Cheese

Texas Grilled Cheese

Smoked Watermelon Sandwich

SIDES

Trio of Legumes

Cavatappi Mac & Cheese

Vegetable Melange

Grilled Marinated Eggplant

Mean Green Acres Kale & Sweet Potato

Stuffed Tomatoes

Farro Risotto

Grilled Broccolini

Garlic Parmesan Brussels Sprouts

Glazed Tri-Color Baby Carrots

DESSERTS

Chef Vero’s Chocolate Fudge Bake

+ more!

Menu Qualities & Variety

This plate displays a sample of the broad range of textures and flavors offered.

Kombucha, Heirloom
Tomato Caprese, Arancini
and Vegetable Sushi



Freshly prepared Clark Bakery desserts, soft serve ice cream and an exotic fruit display with a white chocolate fountain provided sweet satisfaction.

Mini Raspberry Tartelettes





Our salad bar was filled with an array of fresh vegetables, composed salads and fresh greens kept chilled below 40°.

Savory vegetables and crisp Seitan Satays were available on the main serving line.



Preparation Methods

Chopped. Marinated. Grilled. Fried. Sautéed. Toasted. And on and on. From toasting Coconut Crème Brûlée Tartelettes to carefully prepping Heirloom Tomato Caprese with Balsamic Reduction, the full scope of the kitchen was put into practice.

On the next pages, you'll see full time employees from other Dining Halls who joined Mean Greens Café to prepare food. Chef Sarah Kettelhut cuts mangoes while General Manager Brennon Turner lays out freshly prepared Seitan Satays for baking.

French-born Executive Pastry Chef Pierre Thilliez from Clark Bakery put his skills to work.







Food Allergies & Dietary Preferences

In all of our Dining Halls, we mark the Big 8 Allergens (plus sesame) on our serving lines so guests are aware of any foods they should avoid. As a 100% plant-based (vegan) Dining Hall, Mean Greens doesn't serve any animal products, but we clearly mark the other allergens.

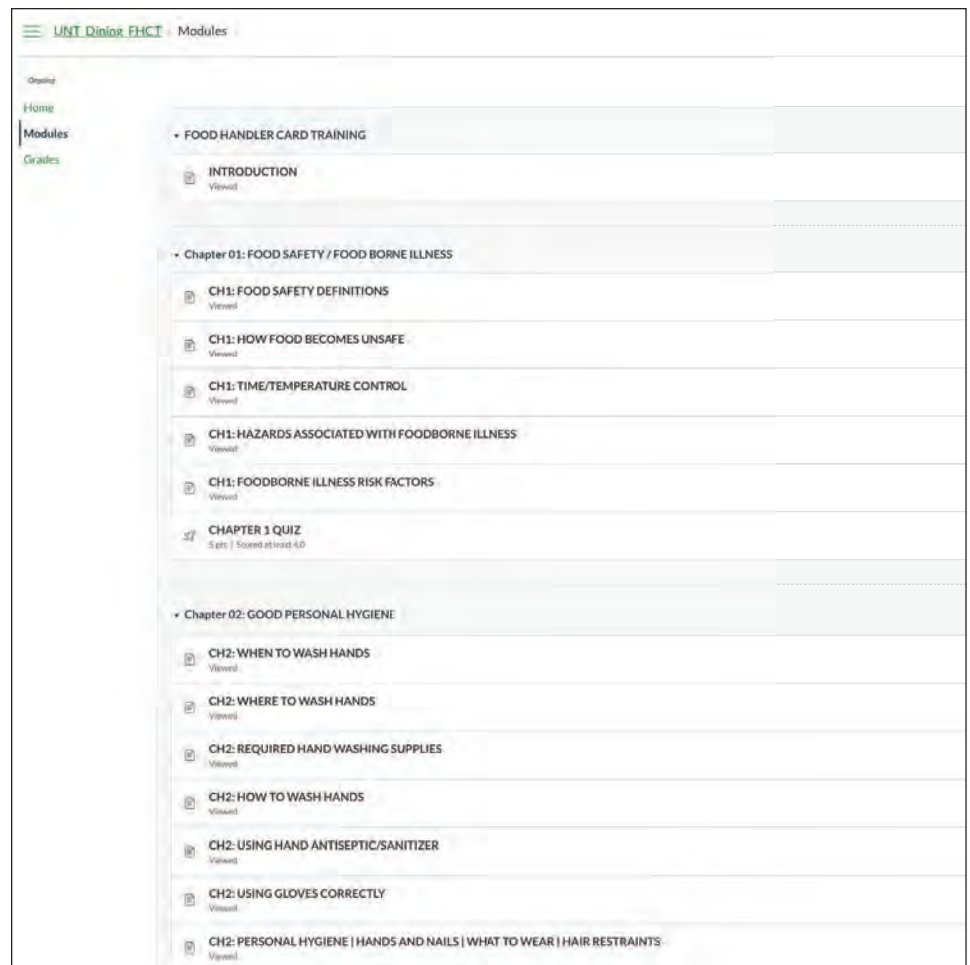
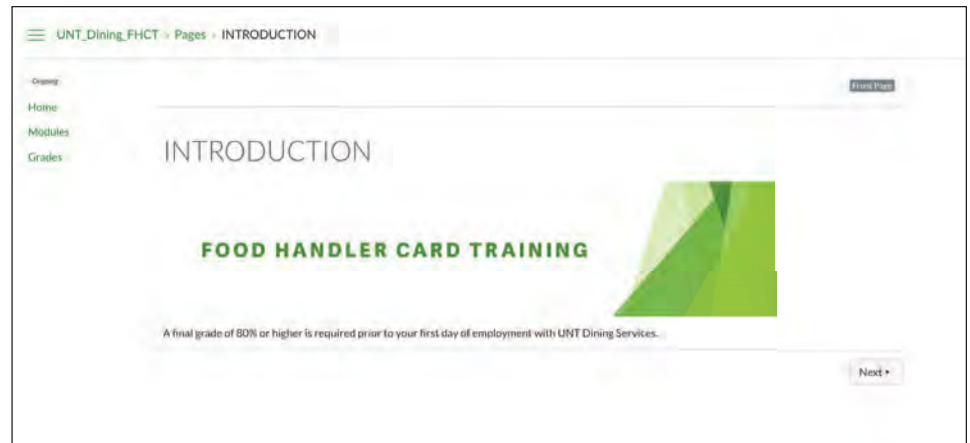


NO ANIMALS
ANIMAL PRODUCTS
ANIMAL BY-PRODUCTS

ARE USED IN THIS KITCHEN

Food Safety

All Dining Services employees are required to complete our Food Handler Card Training program before handling food. The UNT Dining Services course is the only one of its kind to be accredited through the Texas Department of State Health Services.



Temperature Log

Staff monitors and records food temperatures every hour, and promptly removes from service any food that is in dangerous temperatures.

UNT DINING SERVICES
SERVING LINE
SET UP GUIDE AND TEMPERATURE CHECK SHEET

Meal Period: LUNCH DATE: 11-3-2021 Mean Greens Dining Hall
SERVING LINE: All Lines

**Note: Record initial temperature of food after the product leaves the oven, steamer or refrigerator, and once per hour thereafter. Any food item below 140 degrees or above 40 degrees should be returned to the cooks for re-heating or cooled quickly. Initial when action taken and describe time and action on the back.*

WELLS	COOK'S 1 st Temp			
	10:30 am	11:30 am	12:30 pm	1:30 pm
<u>Tomato Curry</u> <small>Food Name</small>	<u>142</u>	<u>155</u>	<u>160</u>	<u>149</u>
<u>Cumin Basmati</u> <small>Food Name</small>	<u>141</u>	<u>141</u>	<u>143</u>	<u>141</u>
<u>Bao Buns</u> <small>Food Name</small>	<u>142</u>	<u>144</u>	<u>160</u>	<u>147</u>
<u>Chicken Fried Tahn</u> <small>Food Name</small>	<u>160</u>	<u>155</u>	<u>152</u>	<u>151</u>
<u>Country Gravy</u> <small>Food Name</small>	<u>161</u>	<u>155</u>	<u>157</u>	<u>155</u>
<u>Trio of Legume</u> <small>Food Name</small>	<u>159</u>	<u>157</u>	<u>157</u>	<u>159</u>
<u>Mac-n-cheese</u> <small>Food Name</small>	<u>161</u>	<u>161</u>	<u>155</u>	<u>152</u>
<u>Vegetable Medley</u> <small>Food Name</small>	<u>141</u>	<u>143</u>	<u>142</u>	<u>142</u>
<u>Grilled Eggplant</u> <small>Food Name</small>	<u>129 (Replaced)</u>	<u>144</u>	<u>143</u>	<u>142</u>
<u>Kale & Sweet Potato</u> <small>Food Name</small>	<u>147</u>	<u>144</u>	<u>142</u>	<u>140</u>
<u>Stuffed Tomatoes</u> <small>Food Name</small>	<u>155</u>	<u>153</u>	<u>155</u>	<u>151</u>
<u>Farro Risotto</u> <small>Food Name</small>	<u>160</u>	<u>157</u>	<u>159</u>	<u>160</u>
<u>Butternut Squash Lasagna</u> <small>Food Name</small>	<u>161</u>	<u>155</u>	<u>160</u>	<u>159</u>
<u>Garlic Parm Brussels</u> <small>Food Name</small>	<u>142</u>	<u>142</u>	<u>141</u>	<u>149</u>
<u>Vero's Fudge Bake</u> <small>Food Name</small>	<u>164</u>	<u>142</u>	<u>143</u>	<u>158</u>
<u>Food Name</u>	_____	_____	_____	_____
<u>Food Name</u>	_____	_____	_____	_____
<u>Food Name</u>	_____	_____	_____	_____

Pale pink

Production Sheets

These production sheets were carefully filled out and helped the staff successfully execute the menu for the day.

November 3rd, 2021

MG Kitchen Prep

Ingredient	Prep Amount	Assigned	Days Needed	Location Stored
Onions, Spanish, diced	50 #	JN	W, TH	Walkin #2
Garlic, chopped	20#	JN	W	Walkin #2
Onions, Red, sliced	30#	JN	W	Walkin #2
Sweet Potatoes, peeled	60#	JN	W, TH	Walkin #2
Russet Potatoes, washed	2 cases	VS	W, TH	Walkin #2
Red Peppers, sliced	1 case	VS	W	Walkin #1
Green Peppers, sliced	1 case	EC	W	Walkin #1
Seitan, sliced	8 chubs	EC	W	Walkin #1
Butternut, sliced	2 cases	EC	W	Wakin #1
Mushrooms, sliced	40#	BH	W	Walkin #2
Jackfruit, cleaned	40#	BH	W	Walkin #2
Kale, cleaned	50#	BH	W	Walkin #1
Tomatoes, cut	25#	BH	W	Walkin #2
Broccolini, portioned	2 cases	BH	W	Walkin #1
Brussels Sprouts, cut	1.5 cases	EC	W	Walkin #2
Carrots, peeled	50#	EC	W	Walkin #2
Dinner Rolls, cut 1/2	6 lexans	EC	W, TH	Dry Storage
Poblanos, roasted	25#	JN	W, FR	Walkin #2
Carrots, shredded	20#	JN	W, TH	Walkin #1
Romaine, cut	1 case	BH	W, TH	Walkin #2
Pineapple, diced	2 cases	BH	W	Walkin #2
Cucumbers, sliced	1 case	BH	W, TH	Walkin #1
Ginger, minced	10#	VS	W, TH, FRI	Walkin #2
Seasoned Flour	50#	VS	W, FRI	Walkin #2
Kidney Beans, soaked	15#	VS	W	Walkin #1
Black Beans, soaked	15#	VS	W	Walkin #2
Navy Beans, soaked	15#	VS	W	Walkin #1
Yellow Squash, diced	40#	VS	W, TH	Walkin #2
Zucchini, diced	40#	JN	W, TH	Walkin #2
Spinach, cleaned	50#	JN	W, TH, FRI	Walkin #2
Cavatappi, cooked	40#	EC	W, TH	Walkin #2
Cheese Sauce	10 gallons	EC	W	Walkin #2
Strawberries, skewered	250 ea.	students	W	Walkin #1
Marshmallows, skewered	250 ea.	students	W	Dry Storage
Green Onion, sliced	3 quarts	JN	W	Walkin #2
Lime Wedges	3 quarts	EC	W	Walkin #1
Lo Mein Noodles, cooked	20#	VS	W	Walkin #1
Rice Noodles, cooked	10#	VS	W	Walkin #2
Pickled Red Onions	15#	JN	W, FRI	Walkin #2

**Kitchen Production-Mean Greens Cafe
November 3rd 2021
MG 10 Year Anniversary Lunch**

Recipe Name	Serving Size	Portions Prepared	Portions Served	Portions Leftover	Assigned to	Allergens
Chicken Fried Tofu	1 each	350 each	330 each	20 each	JN & VS	Soy, Wheat
Cream Gravy	2 oz.	300 each	275 each	25 each	EC & VS	Tree Nut, Wheat
Butternut Squash Lasagna	1 each	400 each	400 each	Item replaced	CW & VS	Soy
Jackfruit Bao Buns	1 each	250 each	250 each	Item replaced	CW & BH	Wheat, Soy
Seitan Satays	1 each	400 each	375 each	25 each	VS & JN	Wheat
Wild Mushroom Tomato Curry	4 oz.	500 each	450 each	50 each	CS & VS	
Cumin Seed Basmati Rice	4 oz.	425 each	400 each	25 each	VS	
Jackfruit Al Pastor Tacos	1 each	300 each	275 each	25 each	BH & CW	
Chickwheat Fajita Tacos	1 each	300 each	300 each	Item replaced	JN & CW	Wheat, Soy
Pimento Grilled Cheese	1 each	300 each	250 each	50 each	BH & CW	Wheat, Soy
Texas Grilled Cheese	1 each	300 each	250 each	50 each	BH & CW	Wheat
Smoked Watermelon Sandwich	1 each	350 each	325 each	25 each	CW & JN	Wheat, Tree Nut
Cavatappi Mac & Cheese	2 oz.	450 each	400 each	50 each	EC & CW	Soy, Wheat
Trio of Legumes	4 oz.	325 each	300 each	25 each	EC & BH	
Vegetable Melange	2 oz.	325 each	300 each	25 each	EC	
Grilled Marinated Eggplant	1 each	400 each	375 each	25 each	EC	Tree Nut
Kale & Sweet Potatoes	4 oz.	350 each	325 each	25 each	EC	
Stuffed Tomatoes	1 each	400 each	350 each	50 each	BH	
Farro Risotto	3 oz.	425 each	400 each	25 each	BH	Wheat
Grilled Broccolini	1 bunch	450 each	400 each	50 each	BH	
Garlic Parmesan Brussels Sprouts	2 oz.	425 each	375 each	50 each	BH	Soy
Glazed Tri-Color Carrots	2 oz.	400 each	400 each	Item replaced	BH	
Veró's Fudge Cake	2 oz.	450 each	450 each	Item replaced	VS	Wheat, Soy

Local Ingredients

Several years ago, we purchased an upcycled freight container from Freight Farms and named it Mean Green Acres. In it, we grow all of our leafy greens for Mean Greens Café, and its presence was spotlighted at this event with a tower from the garden and information about its operation placed on display in the dining room. For just about 1 gallon of water a day, we produce 600-800 heads of leafy greens per week. It's hard to get more local or planet-friendly than that.



MEAN GREEN

Acres





Recipes

Award-Winning Tomato Mushroom Curry



SERVES 6 - 8

INGREDIENTS

2 cups	red onion, diced
¼ cup	pickled ginger
2 tsp.	canola oil
3 cups	mushrooms, sliced
1 tsp.	turmeric
½ cup	tomato paste
¼ cup	fresh thyme, chopped
½ bunch	fresh cilantro, chopped
¼ tsp.	cayenne pepper
2 tsp.	kosher salt
2 tsp.	chili powder
2 ½ cups	coconut milk
1 cup	fresh tomatoes, diced
½ bunch	Thai basil, chiffonade

STEPS

- 1** Place red onion & pickled ginger in food processor and chop until ingredients are finely minced. Set aside.
- 2** Heat canola oil in a medium pot or deep sauté pan on medium high heat. When rondeau is smoking, add the fresh thyme & cilantro and quickly toast for 1-2 minutes. Add mushrooms and sauté until golden brown, about 6-7 minutes.
- 3** Add tomato paste and brown for 4-5 minutes. Add the thyme, cilantro, turmeric, cayenne pepper, kosher salt, chili powder, and quickly sauté for 1-2 minutes.
- 4** Add coconut milk and fresh tomato, and turn heat down to a low simmer. Reduce curry down to your desired thickness, stirring often.
- 5** Serve over basmati rice and garnish with Thai basil.

Plant-based Pimento Cheese Spread

128 2 OZ. PORTIONS

INGREDIENTS

4 lbs. **PB** cream cheese
32 oz. pimentos, diced
16 each garlic cloves, chopped
16 cups **PB** cheddar shreds
2 cups **PB** mayonnaise
2 ½ Tbsp. onion powder
1 ½ Tbsp. white pepper
¼ cup Texas Pete Hot Sauce
3 Tbsp. **PB** worcestershire sauce
2 cups Italian parsley, chopped
To taste salt & pepper

PB = plant based

STEPS

- 1 Combine all ingredients (except for parsley, salt and pepper) in stand mixer with paddle attachment.
- 2 Mix ingredients on medium speed until cheese spread is combined together well.
- 3 Season with salt and pepper to taste, fold in parsley by hand and serve.

Mean Green Acres Kale & Roasted Sweet Potatoes

50 4 OZ. PORTIONS

INGREDIENTS

12 lbs. fresh kale, torn
12 lbs. sweet potatoes, diced
½ cup olive oil
¼ cup cumin
¼ cup coriander
2 Tbsp. paprika
12 each garlic cloves, chopped
6 each red onions, diced
3 Tbsp. kosher salt
2 Tbsp. white pepper
8 oz. **PB** butter
1 qt. vegetable stock

STEPS

- 1** Heat olive oil in a skillet until oil starts to smoke. Add in sweet potatoes and sauté until potatoes have slight color and soften slightly.
- 2** Add red onions and sauté until onions are translucent. Mix in the garlic, cumin, coriander and paprika, and cook for an additional 2 minutes, until the garlic is browned.
- 3** Add kale and sauté until it starts to soften slightly. Add in butter and half of the vegetable stock. Then let mixture steam for 2-3 minutes with the skillet lid on.
- 4** Remove lid and stir mixture together. Add remaining vegetable stock, salt and pepper, then continue to cook until stock has evaporated. Check seasoning and doneness, then serve.

Chorizo Seitan

4 2-POUND SEITAN ROLLS

INGREDIENTS

CHORIZO SEASONING

2 cups	<i>smoked paprika</i>
1 ¼ cup	<i>garlic, chopped</i>
¼ cup	<i>onion powder</i>
1 ½ Tbsp	<i>Mexican oregano</i>
1 ½ Tbsp	<i>dried thyme</i>
1 ½ Tbsp	<i>ground black pepper</i>
1 ½ Tbsp	<i>granulated garlic</i>
¼ cup	<i>kosher salt</i>

POACHING LIQUID

2 gal.	<i>vegetable stock</i>
1 cup	<i>chorizo seasoning</i>

SEITAN DOUGH

3 lbs.	<i>vital wheat gluten</i>
2 ½ qt.	<i>vegetable stock</i>
3 cups	<i>chorizo seasoning</i>

STEPS

- 1** Stir together all ingredients for the Chorizo Seasoning in a medium bowl.
- 2** In a large sauce pot, combine poaching liquid vegetable stock and 1 cup of Chorizo Seasoning. Bring the stock to a boil, then lower to a simmer.
- 3** Place seitan dough vegetable stock into a stand mixer and add in 3 cups of chorizo seasoning. Mix in vital wheat gluten in three parts to ensure it is properly incorporated.
- 4** Let mixture rest for 10–15 minutes. Separate into 4 2-pound portions and lay each single portion on a separate sheet of plastic wrap.
- 5** Gently mold into an even cylinder shape with flat ends, leaving several inches of plastic free on each side. Wrap the near, long end of plastic over the cylinder and secure.

- 6** Grip the ends of the plastic on each side firmly and roll the seitan away from you while simultaneously forcing the cylinder towards you and pulling more plastic wrap out of its source as you roll. Repeat this step 2 to 3 times, reshaping the cylinder as you go.
- 7** Using a small pointed object, like a toothpick, poke holes into the plastic where air bubbles have formed. Using the two ends of plastic wrap, squeeze the cylinder to remove air then pull the ends in opposite directions to tighten the wrap. Repeat previous step (rolling and pulling) 2 to 3 times to compress the dough.
- 8** Twist the ends of the cylinder, rolling it forward as you go to help achieve a tight twist. Once satisfied with the twist, secure each end with butcher's twine.
- 9** Transfer the seitan rolls into the simmering liquid and poach for 1-2 hours (until firm throughout). Once cooked, remove from poaching liquid, let cool, slice and serve.





**THEME
DEVELOPMENT
— AND —
EXECUTION**



Introduction

This event was chef-driven, focused on honoring the cuisine and history of the dining facility. We highlighted the theme and enhanced the dining hall space through live entertainment, balloon sculptures, a timeline of the history of Mean Greens Café, tray-passed appetizers, an exotic fruit station with a white chocolate fountain and an exquisite Clark Bakery dessert spread.



Innovative Theme

Mean Greens Café serves a substantial variety of food on a typical day, and our chefs carefully crafted the anniversary menu to include even more items to make this day extra special. Staff from around campus pitched in to produce the ambitious menu. Chef General Manager Cristopher Williams proudly shows off a plate of Seitan Satays, Mean Green Acres Kale, Sweet Potato and Roasted Broccoli.



We didn't want to limit the event to stellar food and entertainment, so we showcased Mean Green Acres - our onsite hydroponic garden. Food Service Specialist / Farmer Erin Clarner shows a "veggie tower" from the garden. Detailed information on Mean Green Acres is located on the posters around her.

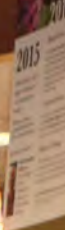


Theme Enhancement & Location Design

We added live music to further enhance the event. Local band Josephine (*below*) sound checks before their performance.

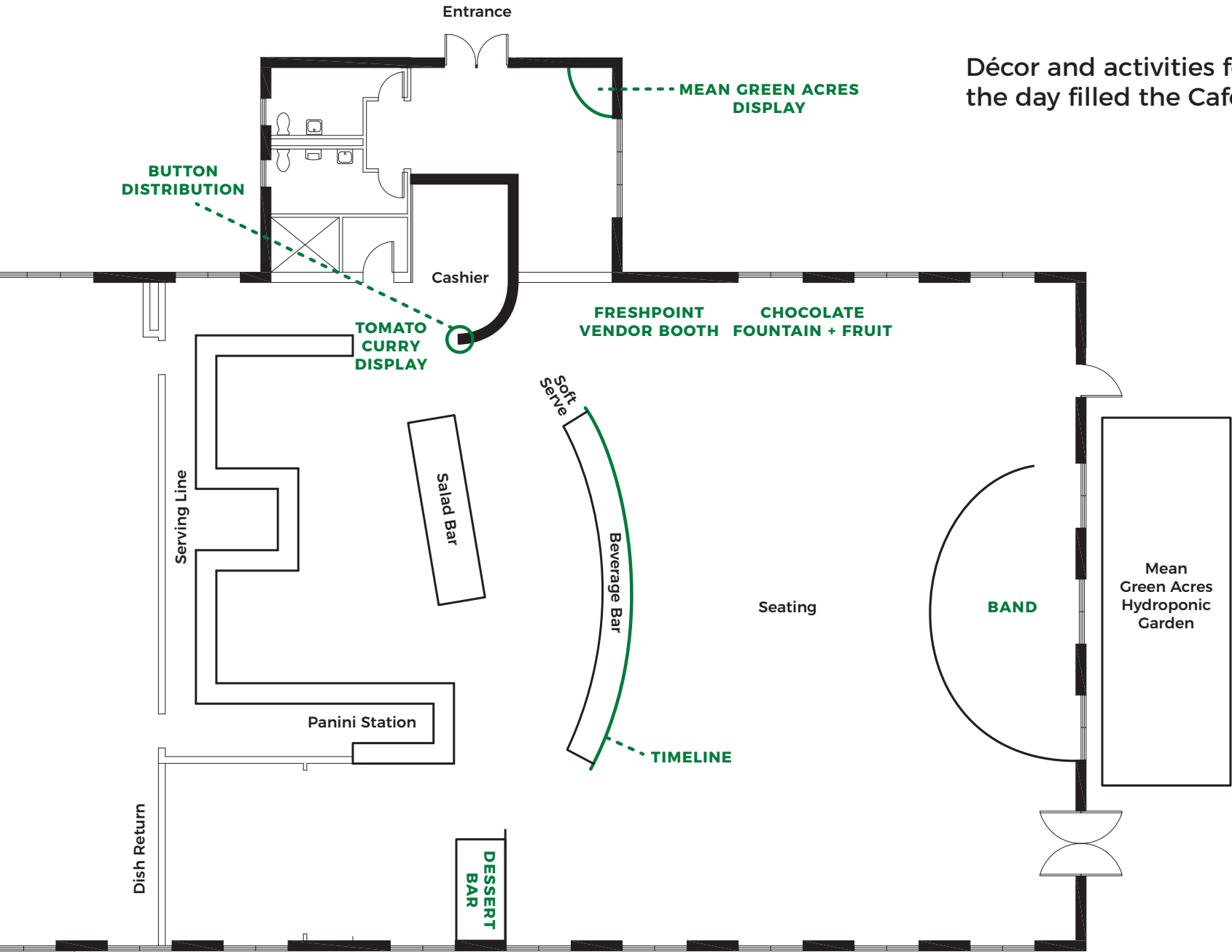
The dining hall room and serving lines (*right*) were adorned with custom logo balloons and a timeline of the Café's history.







The "MG10" balloon sculpture highlighted the theme and was easily visible by visitors as they entered the hall.



Décor and activities for the day filled the Café.

2009

Fully self-operated campus dining

UNT leadership opted to **in-source all campus food service operations** under one self-operated umbrella. Prior to this, campus dining was a hybrid model, utilizing a third-party contractor to manage retail food service in the student union.

2010

Real food, made from scratch

Dining Services began shifting towards being **100% scratch kitchens** by starting from whole ingredients and hiring professional chefs to develop house recipes.

8 large posters chronicled key points in the Café's history and highlighted media attention and awards received throughout the years. *



2011 *Mean Greens Café*

UNT opened the **nation's first and only** 100% plant-based (vegan) university Dining Hall, resulting in widespread media coverage and an enthusiastic following of students, faculty, staff and community members. Prior to its conversion to Mean Greens Café, Maple Dining Hall was one of UNT's six all-you-care-to-eat Dining Halls.

Using whole ingredients

Mean Greens focuses on starting from **whole ingredients** and using the entire plant whenever possible. With made-to-order paninis, flatbread pizzas, fresh desserts and a rotating menu of delicious plant-based options, anyone can enjoy the **satisfying, healthy options** Mean Greens has to offer.

In the media

All-Vegan Dining Hall at UNT Making Waves

"Dining Services at the University of North Texas are making waves in Denton and beyond with the opening of an all-vegan dining hall on campus."

– *GreenSource DFW*

COMPASSIONATE CAMPUS AWARD University opens nation's first vegan cafeteria

"North Texas is winning praise from animal welfare advocates even if its officials didn't set out to make a statement of that sort: People for the Ethical Treatment of Animals is awarding North Texas a "compassionate campus award."

– *USA TODAY*

And additional mentions in the media by

The Dallas Observer (x2), CBS Local News, NBC, DFW News, the North Texas Daily, food-management.com, vietnamachay.com, masress.com, ntxe-news.com, vegansaurus.com, greensourcedfw.org and mercyforanimals.org.

*Most pictures have been removed to comply with award entry requirements.

2012

In the media

University of North Texas Goes Vegan at Mean Greens Dining Hall

– *Foodservice Equipment & Supplies*
(fesmag.com)

Vegan Cafeteria Sets a New Standard

– *One Green Planet*

UNT Dining Services received 2012 Goldies Food Democracy award

“Everyone eats, so everyone counts.” ...that means making sure that there is something for everyone, and that the desires of student customers are never forgotten or ignored.

The way that simple premise plays out at UNT is what led judges to select it as the 2012 Goldies Award winner in the category Food Democracy.”

– *FoodService Director*

2013

Clark Bakery

UNT opened Clark Bakery, which scratch-bakes all cakes, buns, breads, ice cream, pastries and more served on campus, including many of the treats served during Mean Greens Café's **special events** such as National Pumpkin Cheesecake Day and National Baklava Day.

A+ Ratings

2013 began our 7-year A+ rating streak by Peta2, with 91% student satisfaction!

2014

In the media

UNT's all-vegan café sees continued growth

“Mean Greens’ success is proving to be a model for other colleges and universities considering upping their vegan and vegetarian offerings. [UNT] is regularly contacted by both administrators and students from other campuses for advice and guidance on following Mean Greens’ lead.”

– *FoodService Director*

2015

Mean Greens Café began making our own seitan from scratch

Seitan is a popular plant-based alternative with a meat-like texture.

Room for growth

Chef Cristopher Williams joins the Mean Greens Café team as Operations Chef and Farm Manager.

2016

Mean Green Acres

Our **hydroponic garden** is built inside a specially designed freight trailer behind Mean Greens Café. Five to eleven different types of lettuce and herbs are grown inside year-round, allowing Dining Services to produce up to **750 heads a week** for dining locations on campus – on about one gallon of water per day!

A greener future

Mean Green Acres largely reduces food shipments and UNT's **carbon footprint**. We're proud to produce **non-GMO greens** – grown from organic seed stock in an organic growing medium.

Menus of Change

UNT was invited to join Menus of Change, an organization that works to integrate optimal nutrition, environmental stewardship, and social responsibility in the foodservice industry.

And 5 additional mentions in the media by
NBC DFW News, news.unt.edu, The Philadelphia Inquirer, nyunews.com and takepart.com.

2017



UNT joined the **Menus of Change University Research Collaborative (MCURC)**, a nationwide network of universities using dining halls as living laboratories for behavior change, “cultivating the long-term well-being of all people and the planet—one student, one meal at a time.”

Change in leadership

Chef Matthew Ward joins Mean Greens Café as Chef/General Manager.

In the media

Hydroponic Garden Provides Organic Produce for Mean Greens Cafeteria

– FoodService Director

And 2 additional mentions in the media by

wedentondoit.com and livekindly.co

2018

Making headlines

UNT landed the No. 2 spot in Delish.com's list of "Colleges with the Best Campus Food You've Ever Seen" due in large part to the national reputation of Mean Greens Café.

Mean Greens hailed as “best vegan dining experience in North Texas” by Dallas Culture Map

“Mean Greens is the world-famous all vegan cafeteria that debuted at the University of North Texas in Denton in 2011, **long before vegan became the big trend it is today.**”

As the first all vegan university dining hall in the country, it earned the university national attention (“Texas cattle country seems an odd place to break new ground in veganism,’ yee-haw).

But it's really the best vegan dining experience in North Texas.”

And 8 additional mentions in the media by

The North Texas Daily, CBS Local News, food-management.com (x3), foodservicedirector.com, insider.com and Executive Business Media magazine.

2019

UNT Dining shows it “means green”

UNT celebrated **Earth Day** with a university-wide cookout for over **3,000 students** featuring a 100% plant-based (vegan) menu.

DISH Study

UNT Dining Services participated in an MCURC groundbreaking **academic research study** led by researchers from Stanford University. The DISH Study found that emphasizing the tasty and **enjoyable attributes of vegetables**, rather than their health attributes, increased the number of people choosing to eat them.

And 9 additional mentions in the media by

WFAA, foodservicedirector.com, US News and World Report, universitybusiness.com, the Harvard Independent, livekindly.co, audacy.com and idahopotato.com.

2020

Passing the baton

Chef Cristopher Williams is promoted to Chef/General Manager. **Chef Matthew Ward** is promoted to Executive Chef, Residential Dining.

Leadership at MCURC

Chef Matt accepts the position of co-chair for the Executive Chefs Committee for MCURC.

Award-winning

Mean Greens Café's **famous Tomato Curry recipe** received the Gold Award in the Best Vegan Recipe category of 2020 NACUFS Nutrition Awards.

2021 *Continuing Excellence*

UNT Dining Services continues to be ranked **2nd Best** College Food in Texas and among the **top 3%** in the country, and was awarded an **A+ Campus Food** rating by Niche.

A campus-wide plant-based culture

The Mean Greens team trains other Dining Services chefs on vegan recipes. Each Dining Hall has at least one vegan or vegetarian entrée or full line **every day**, spreading the goodness of plant-based cooking to the **entire campus**.

Championing inclusivity

Chef Cris is named Co-chair of the MCURC **Racial Equity Working Group**.

In the media

- **Gen Z Takeover: Colleges embrace vegan foods to meet student demand**
– *Higher Ed Dive*
- **Is Beef the New Coal? Climate-Friendly Eating Is on the Rise**
– *Bloomberg*
- **Dallas' vegan-Mexican trend mushrooms with new Denton restaurant**
– *CultureMap Dallas*

*The future of
Mean Greens Café is
brighter than ever!*

Chef Cris and his team have big plans for fresh, new flavors and fun twists on everyone's favorite dishes.

We hope to expand our on-campus hydroponic garden program so that Mean Green Acres will provide all of the leafy greens and fresh herbs served at UNT.

Experience the innovative future of plant-based goodness right here on our campus. Visit again soon!

Food Presentation

The Heirloom Tomato Caprese with Balsamic Reduction and Arancini with House-made Aioli are tastefully displayed on a platter to be tray-passed to our guests.



A vibrant fruit display and greens from Mean Green Acres were displayed in the salad bar.



The dessert buffet offered a variety of handcrafted Clark Bakery tarts, tartelettes and cookies.



Line Descriptors

Each of the special food stations were identified by custom-made signs.

**Chocolate
Fondue
Fountain**



**100% PLANT-BASED
Pastries**





Menu items and food allergens were clearly marked on the serving line glass, in accordance with our standard safety practices.

Service Methods

From tray-passed hors d'oeuvres, entrées and sides, to self-serve salad bar, dessert bar, and exotic fruit station, we made sure no guest walked away hungry.









MARKETING
— AND —
MAKING IT
SPECIAL



Introduction

Dining Services' marketing team developed a custom logo for this event. Theme-supporting activities such as an online timeline (which was also displayed in print), tray-passed items, a chocolate fountain, buttons and recipe cards engaged the guests and allowed them to leave with a token from the event. Customer feedback was gathered directly, and the excitement surrounding the event resulted in a nearly 6-minute live feature on *Good Morning Texas*.



Promotional Materials, Creative Designs and Imaginative Concept

This logo was developed by Dining Services as the starting point for all marketing pieces, including our website, buttons, timeline, custom-made balloons, and many other pieces as well.



Timeline

Website

MEAN GREENS CAFÉ 10TH ANNIVERSARY

– Growing strong since 2011

Mean Greens Café is celebrating ten years of serving healthy, scratch-made meals while pushing the boundaries of campus dining. Check out our Mean Green Café timeline to see how we established trend-setting and award-winning service as a nationally recognized vegan Dining Hall.

[VIEW TIMELINE](#)



Buttons



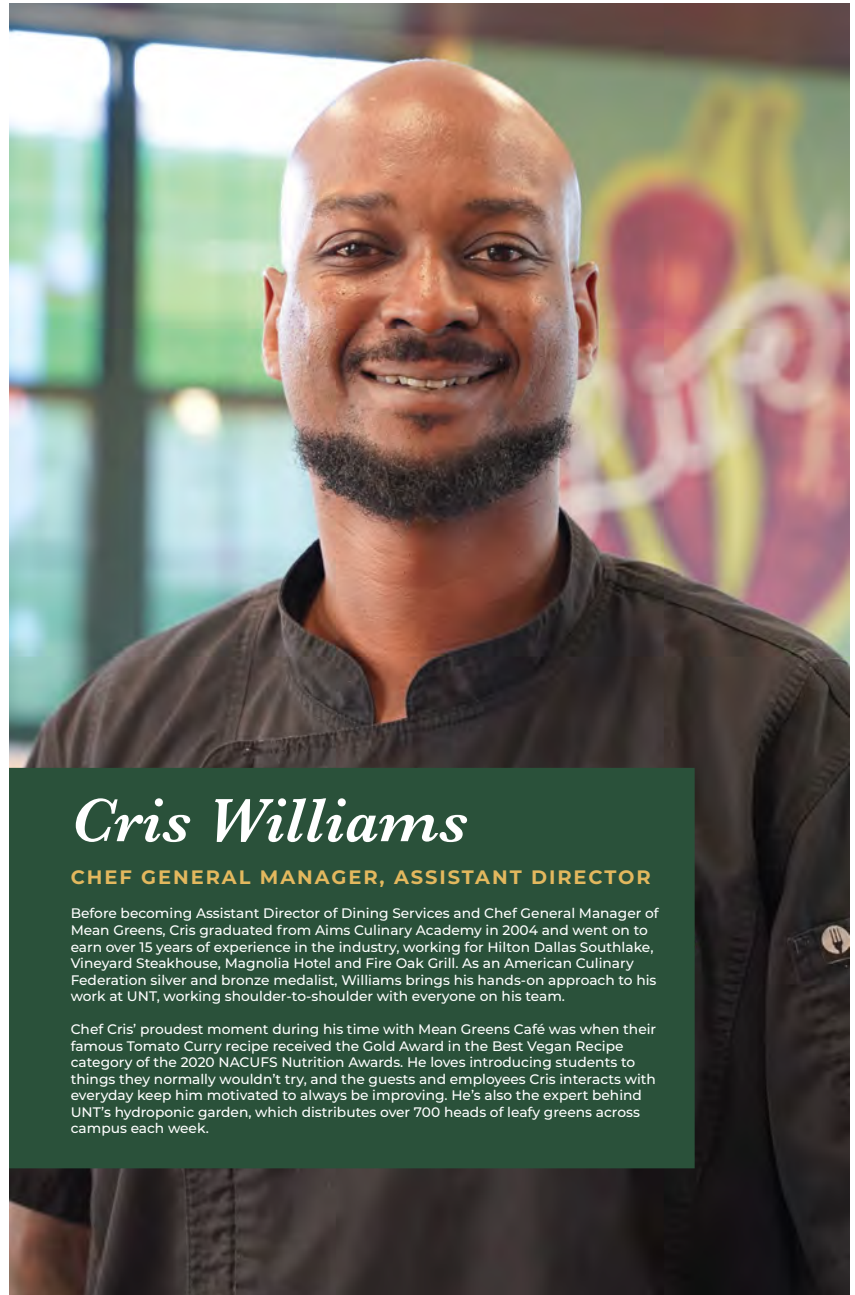
*Celebrating a decade
of deliciousness as the
nation's first and only
100% plant-based
(vegan) Dining Hall*



View timeline
on your device



Photos of Mean Greens Café's full-time team members greeted guests as they approached the cashier station. Their bio graphics were also posted in the Dining Hall for guests to learn more about them. Here are several examples.



Cris Williams

CHEF GENERAL MANAGER, ASSISTANT DIRECTOR

Before becoming Assistant Director of Dining Services and Chef General Manager of Mean Greens, Cris graduated from Aims Culinary Academy in 2004 and went on to earn over 15 years of experience in the industry, working for Hilton Dallas Southlake, Vineyard Steakhouse, Magnolia Hotel and Fire Oak Grill. As an American Culinary Federation silver and bronze medalist, Williams brings his hands-on approach to his work at UNT, working shoulder-to-shoulder with everyone on his team.

Chef Cris' proudest moment during his time with Mean Greens Café was when their famous Tomato Curry recipe received the Gold Award in the Best Vegan Recipe category of the 2020 NACUFS Nutrition Awards. He loves introducing students to things they normally wouldn't try, and the guests and employees Cris interacts with everyday keep him motivated to always be improving. He's also the expert behind UNT's hydroponic garden, which distributes over 700 heads of leafy greens across campus each week.



Brenda Claros-Finau

OPERATIONS MANAGER

Brenda began her career as a caterer in the travel industry, working for airlines like Qatar, Emirates, American and Spirit. While working for in-flight services, she was able to learn about various cultures and even picked up a little of Arabic, Hindi and French language. She brings this love for learning to her work at UNT. Since joining the UNT team in 2017, she has worked for Fuzzy's Taco Shop, Starbucks and Verde Catering before finding her way to Mean Greens Café.

Between balancing her undergraduate classes here at UNT as an Integrative Studies major and spending time with her family, Brenda takes pride in her work and loves to train others. At Mean Greens Café, there's a lot of work to do in a small amount of time each day, but she still makes sure to show people how to do things right. Brenda always leads by example, and her patience is a special quality of her leadership style.



Jada Nava

FOOD SERVICE SPECIALIST

Jada began working for Mean Greens Café after moving to Denton in 2018. The Rio Grande Valley native has stuck with UNT Dining ever since, serving as a Food Service Specialist and an invaluable part of the team. She tries to bring humor into the kitchen, to liven up people's spirits and bring a sense of camaraderie to the staff.

Working for Mean Greens has exposed her to new flavors and techniques she wouldn't have thought to try. Jada recommends working for UNT Dining, because you not only get to feel good about the work, but it's the ideal place to learn important life skills in the kitchen, such as time management. For Jada, serving people at Mean Greens Café is like serving family.

Her favorite part of the job is getting to see others grow from the experience of working at Mean Greens. No two days look exactly alike, and getting to circulate between many responsibilities and tasks has allowed Jada to learn skills that she'll be able to apply in every area of her life.



Veronica Sanchez

SOUS CHEF, FOOD SERVICE MANAGER

Veronica has worked with UNT Dining Services for 13 years. Before joining the Mean Greens Café team, she worked at Kitchen West. Veronica has contributed to several fan-favorite recipes, including the Enchiladas Suizas with tofu and the Refried Bean Enchiladas. She was born in Muzquíz Coahuila, Mexico and moved to Denton when she was five years old. Veronica has worked with food all her life, and she even spends time outside of work teaching her grandkids how to cook.

Veronica puts a lot of love into her food, and she tastes everything that is served to ensure the best quality possible. Everything at Mean Greens Café is served fresh—nothing is ever frozen or canned. Cooking everything from scratch is a point of pride for Veronica, and she loves that she gets to explore cuisine and techniques in the kitchen. Her favorite part of the job is feeling like she gets to make a difference when her ideas are incorporated in the menu at Mean Greens Café, and it certainly wouldn't be the same without her.



Benita Honzura

FOOD SERVICE SPECIALIST

Benita has called Denton home for the past 28 years, and she's been a crucial Mean Greens Café team member since 2015. Her favorite part of working at Mean Greens Café is arriving early, preparing and serving breakfast, then getting to sit down and enjoy her hard work every morning.

Benita has a knack for preparing the salad bar at Mean Greens Café, and she's been the mastermind behind several of the recipes and presentations that many guests are familiar with. She brings her stellar camaraderie to the kitchen, always lending a hand to her fellow cooks when needed.



Guests love our weekly Tomato Curry Day and we won Gold in the 2020 NACUFS Nutrition Awards for the recipe. We showcased the award, the book we created from our entry submission, recipe ingredients and recipe cards for guests to take home.

CELEBRATE
OUR AWARD-WINNING



MADE IN HOUSE *Tomato Curry* FRESHLY CRAFTED

NACUFS
NUTRITION
GOLD
2020

10 YEARS
ENJOY OUR SAVORY HOUSE CLASSIC
CRAFTED WITH ❤️ JUST FOR YOU!

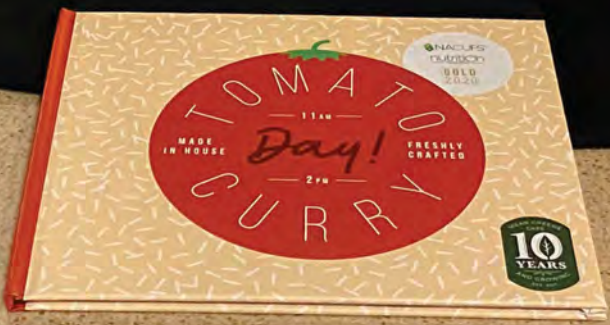


NACUFS®
2020
NUTRITION AWARDS
THE NATIONAL ASSOCIATION OF COLLEGE & UNIVERSITY FOOD SERVICES

hereby recognizes
University of North Texas
with a
Gold Award
for outstanding performance in the category of
Best Vegan Recipe






MEDITERRANEAN PEAS & PESTO

UNT



Effective Marketing

Based on our typical clientele, we knew that many non-vegans would be eager to join the celebration. To get the word out, this flyer was posted at all Dining Halls, and slides were broadcast in our locations across campus.



We're celebrating

*a decade of deliciousness at Mean Greens Café,
the nation's first and only 100% plant-based Dining Hall.*

NOV
3
2021

Wednesday

11:00am - 2:00pm

Mean Greens Café

directly behind Maple Hall

\$8.45* or one Meal Plan swipe

*tax not included

COME JOIN US TO

See how we grow leafy greens at Mean Green Acres

Learn about the history of Mean Greens Café

Sample popular menu items

Enjoy live music





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Enjoy live music



DINING.UNT.EDU

940-565-2462

Events, hours and locations are subject to change. Please visit our website for updated information.





UNT Dining Services

November 1, 2021 · Instagram · 🌐

Come and join us for Mean Greens Cafe's 10th anniversary! We're celebrating 10 years of plant-based goodness with more than just our most popular dishes of all time--enjoy a live band, chocolate fountain, freight farm tower display, and much more!



We're celebrating

a decade of deliciousness at Mean Greens Cafe, the nation's first and only 100% plant-based Dining Hall.

NOV
3
2021

Wednesday

Mean Greens Cafe
directly behind Macle Hall

COME JOIN US TO

*See how we grow leafy greens at Mean Greens Cafe
Learn about the history of Mean Greens Cafe
Sample popular menu items
Enjoy live music*



DINING.UNT.EDU 940.565.2462



1 Comment

← Tweet



UNT Dining Services
@UNTdining

Visit Mean Greens Cafe on Nov. 3 for lunch and their 10th anniversary! We're celebrating 10 years of plant-based goodness with more than just our most popular dishes of all time--enjoy a live band, chocolate fountain, freight farm tower display, and much more!



We're celebrating

a decade of deliciousness at Mean Greens Cafe, the nation's first and only 100% plant-based Dining Hall.

NOV
3
2021

Wednesday

Mean Greens Cafe
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COME JOIN US TO

*See how we grow leafy greens at Mean Greens Cafe
Learn about the history of Mean Greens Cafe
Sample popular menu items
Enjoy live music*



DINING.UNT.EDU 940.565.2462



8:56 AM · Nov 2, 2021 · Hootsuite Inc.

3 Retweets 9 Likes

Our social media team posted events on Instagram and Twitter to further promote the event and encourage people to attend. Since our Dining Halls are open to the community at large, even non-UNT members can enjoy a meal with us.

UNIVERSITY OF NORTH TEXAS
Calendar

UNT

Search places, events, groups


Log in

University of North Texas > Past Events > Celebrating 10 Years of Mean Greens Cafe

Celebrating 10 Years of Mean Greens Cafe

Wednesday, November 3, 2021 11am to 2pm

I'm interested



About This Event

Mean Greens Café | Add to calendar

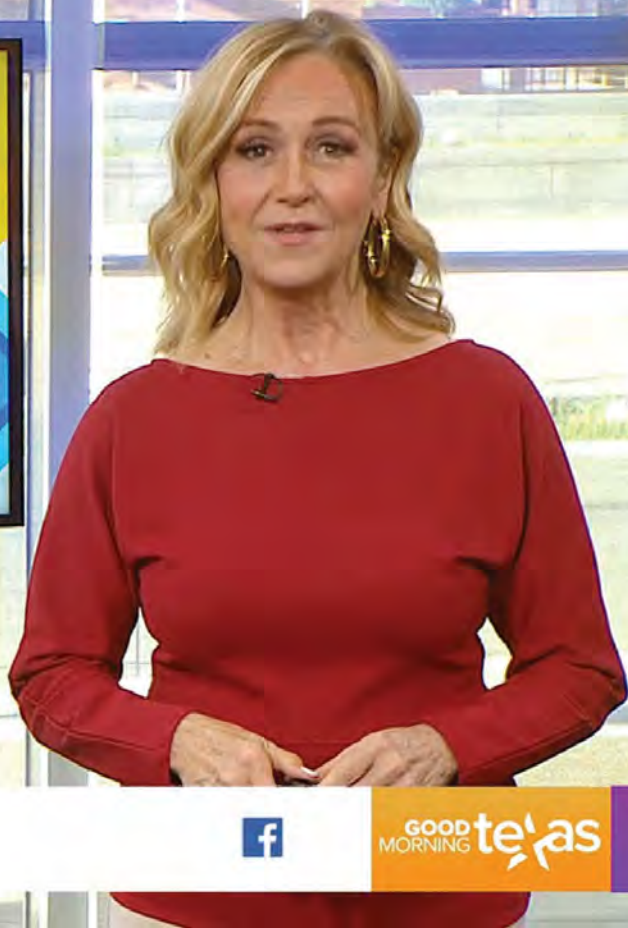
For information about our hours of operation, please visit: dining.unt.edu/hours/
 For more exciting events like this one, please visit: dining.unt.edu/dining-events

0 people are interested in this event

I'm interested

f t v @ m ☰

We also posted the anniversary lunch on the university-wide calendar as well.



JANE MCGARRY
@THEJANEMCGARRY



GOOD MORNING **tejas**

9:03
51°

The event resulted in a feature on ABC 8 News with a live 5 minute 48 second episode that highlighted the success of Mean Greens Café as the first and only all vegan university dining hall. Chefs Cristopher Williams and Sarah Kettelhut gladly shared the Café’s approach to food and even performed a vegan cooking demonstration in the event dining room. In addition to promotion for the event – which was open to the community to attend – the segment received **150,060** views and had a publicity value of **\$13,531.12**.



MEAN GREENS CAFE
DINING.UNT.EDU



9:08
 51°

WFAA-DAL (ABC) 11/12/2021 8:58:56 AM [Media Center]

Local Viewership: 107,609

Local Publicity
 Value:
 \$8,964.27

Note: Mean Greens Cafe GMA teaser

paige: good morning, texas, and welcome to the u.n. teen mean green cafe, the first all vegan college cafeteria in the nation...

WFAA-DAL (ABC) 11/12/2021 9:02:56 AM [Media Center]

Local Viewership: 42,451

Local
 Publicity
 Value:
 \$4,566.85

Note:

more about that a little bit later in the show. jane: is going to be chilly tonight. seems like everybody is going vegan these days, but think back 10 years ago. had you even heard of plant-based? the campus at unt was ahead of its time with its mean greens...

Total Local Viewership: 150,060

Total Local Market Publicity Value: \$13,531.12

Customer Feedback

Our managers on duty are readily visible and available for guests to share any praises or concerns with them. For the anniversary celebration, Dining's Executive Director Peter Balabuch and Senior Director Derrick Cripps visited with guests to gather input on the celebration.





Customer Engagement

We wanted our guests to do more than just enjoy fantastic food, so we distributed recipe cards for our Tomato Curry recipe and created buttons for our guests to wear.





AWARD-WINNING TOMATO MUSHROOM CURRY FROM MEAN GREENS CAFÉ

SERVES 6-8

INGREDIENTS:

2 cups red onion, diced	1/4 tsp. cayenne pepper
1/4 cup pickled ginger	2 tsp. kosher salt
2 tsp. canola oil	2 tsp. chili powder
3 cups mushrooms, sliced	2½ cups coconut milk
1 tsp. turmeric	1 cup fresh tomatoes, diced
1/2 cup tomato paste	1/2 bunch Thai basil, chiffonade
1/4 cup fresh thyme, chopped	
1/2 bunch fresh cilantro, chopped	

- 1 Place red onion & pickled ginger in food processor and chop until ingredients are finely minced. Set aside.
- 2 Heat canola oil in a medium pot or deep sauté pan on medium high heat. When roudeau is smoking, add the fresh thyme & cilantro and quickly toast for 1-2 minutes. Add mushrooms and sauté until golden brown, about 6-7 minutes.
- 3 Add tomato paste and brown for 4-5 minutes. Add the thyme, cilantro, turmeric, cayenne pepper, kosher salt, chili powder, and quickly sauté for 1-2 minutes.
- 4 Add coconut milk and fresh tomato, and turn heat down to a low simmer. Reduce curry down to your desired thickness, stirring often.
- 5 Serve over basmati rice and garnish with Thai basil.



ADDITIONAL CONSIDERATIONS



Introduction

The event showcased contributions from students and staff over the years, like recipe development and leadership, and we featured employee spotlights in the Dining Hall. We made sustainability efforts by using produce and herbs from the freight farm on campus, in addition to the standard sustainability practices already in place at Mean Greens Café. The upscale nature of this anniversary party truly captured the decade long evolution of food and atmosphere that the Dining Hall has been through, bringing a genuine “wow” factor to our guests.



Goals Achieved

COME JOIN US TO

See how we grow leafy greens at Mean Green Acres

Learn about the history of Mean Greens Café

Sample popular menu items

Enjoy live music



Educational & Sustainable

We advertised these goals on our promotional flyer and accomplished each.



Strong Turnout

Compared to average attendance, we served an additional 150 people. Despite the torrential rain that day, many faculty, staff and alumni members showed up to help celebrate the event and show their support of our team.



Delicious Vegan Food



Sustainable Efforts

Reusable dishware is used in Mean Greens Café, vastly reducing waste. In addition, it's a trayless facility, which has proven to reduce the amount of excess food people take.

These 11x17" posters were displayed – along with the “veggie tower” – to educate guests on Mean Green Acres. We love helping guests learn more about where their food came from and how sustainable it is.

BROUGHT TO YOU BY **YOUR** UNT DINING SERVICES



MEAN GREEN

Acres

Hydroponic garden

built into an upcycled semi-trailer,
located next to Mean Greens Café.



- Local
- Nutritious
- Fresh
- Sustainable
- Non-GMO





 **256** vertical growing towers

 over **1** acre of production

 **90** percent less water than traditional agriculture

 **365** day growing season

 **1** gallon of water used per day

 **0** herbicides or pesticides



Student & Staff Participation

An event of this scale could not have happened without the help of 27 student employees and 14 full time employees. Besides Mean Green Café's staff, chefs from other Dining Halls, the marketing team and directors participated to make the event a success.





“WOW” Factor

Who doesn't love a chocolate fountain and fresh fruit? Guests were delighted to prep their own dessert at this station.

The band enhanced their performance by bringing in a guest singer for part of their show. At a school known for its music program, it's great to showcase student talent.









A Dining Hall filled with smiling people enjoying great food is our biggest mark of success.



In summary, this event was a way for us to celebrate the success and evolution of Mean Greens Café and its impact on the UNT community and plant-based dining. It was also a way for us to reconnect with many of the UNT community that may have been away during the COVID-19 pandemic. This was a celebration of those who have done so much to make Mean Greens successful and have been instrumental in its popularity and growth during the last ten years. Here's to ten more.





Pictured on cover: Josephine performed live music throughout the event.

