THE RESTAURANTS AT

SIXTH

crave | mixin | Noodles | THE ROOFTOP | WOLFTOWN

UNIVERSITY OF CALIFORNIA SAN DIEGO

LOYAL E. HORTON DINING AWARDS

2022 Official Entry Form

LOYAL E. HORTON DINING AWARDS

UC San Diego

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

Restaurants at Sixth College

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

9500 Gilman Dr #0351	La Jolla	CA	92093	USA
Address	City	State	Zip/Postal Code	Country

Jonathan Biltucci, Senior Food Service Manager

Entry completed by (name and position)

858-242-9372	jbiltucci@ucsd.edu
Phone	Email

CATEGORY Check one per entry (Duplicate forms as needed for multiple entries)	CLASSIFICATION (CIRCLE ONE) Small	Medium	Large
☐ 1. Residential Dining Concepts	○	○	○
☐ 2. Residential Dining Facility	○	○	○
☐ 3. Residential Dining—Special Event*	○	○	○
☑ 4. Retail Sales—Single Concept/Multiple Concepts/Marketplace	○	○	◉
☐ 5. Catering—Special Event*	○	○	○
☐ 6. Catering—Online Menu	○	○	○

*Date of Event/Dinner: _____

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 Jeff Pabon **Date** 1/14/22

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

ENTRIES MUST BE RECEIVED BY MARCH 31, 2022

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ESSAY

At the University of California San Diego, we value and celebrate the diversity of our campus, and pursue opportunities that will enhance the student experience. The new Sixth College in the North Torrey Pines Living and Learning Neighborhood is a key example of this principle. Housing 2,000 students, multiple academic departments, lecture halls, conference spaces and a multi-level dining concept, the community and The Restaurants at Sixth have become the hub of campus since opening in February 2021. The goal with this neighborhood was simple – to bring together the campus community in an engaging environment, enjoy beautiful spaces and, of course – experience exceptional and exciting food.

The Restaurants at Sixth contain five unique branded concepts: Wolftown, Makai, Crave, Noodles and The Rooftop. Each platform serves to engage with our guests in unique ways. This location shattered expectations for sales, patrons, and margins - all while delivering restaurant quality food at street food prices. The menu and facility as a whole were created to deliver the latest food trends and to showcase a depth of variety that will keep our guests coming back, day after day.

Please join us as we present all that The Restaurants at Sixth has to offer.

UC San Diego
HOUSING • DINING • HOSPITALITY
Dining Services

The new North Torrey Pines Living and Learning Community, home of Sixth College and The Restaurants at Sixth.

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MENU AND MEAL

The Restaurants at Sixth features five unique concepts. Each with its own focus, the location as a whole showcases fresh seasonal produce, a wide array of animal and vegan proteins and a variety of preparation methods to deliver a high quality and diverse experience to each guest. It is a culmination of cuisines from around the world, with menus created based on the feedback of our students and campus partners.

Monday, January 17, 2022 9:16 am Page: 1

Recipe
37, The Restaurants at Sixth

Recipe: 372020, Fries, Korean, Cauliflower

PORTION SIZE USED	1 BOWL
PORTION COUNT USED	1
YIELD AMOUNT	1 BOWL
REVISED	08/20/21, vvargus
ALLERGENS	Milk, Wheat, Soybeans, Gluten

Ingredient Name	A.P. Amount Required	E.P. Amount Required
Potato, Fries, Waffle	1 - 6 OZ PORTIONS 6 OZ	
Cauliflower, Korean, Baked	1 - 4 OZ PORTIONS 4 OZ	
Vegetable, Cabbage, Napa, Fresh	1 - 1 OZ PORTIONS 1 OZ	
Slaw, Kimchi, Quick	1 - 1 OZ PORTIONS 1 OZ	
Sauce, Korean, Gochujang, Spicy	1 - 1/4 OZL PORTIONS 1/4 OZL	
DY CHEESE COTIJA GRATED CACIQUE		1 PINCH
FP CILANTRO *(Sprig)*		1 PINCH
Sauce, Guacamole	1 - 1 OZ PORTIONS 1 OZ	

Method of Preparation

1. Place waffle fries in bowl.
2. Top with cooked korean cauliflower.
3. Add cabbage, kimchi, guacamole and cotija cheese.
4. Drizzle with gochjang sauce and garnish with cilantro.

Creative options encourage guests to try our Vegetarian choices.

WOLFTOWN

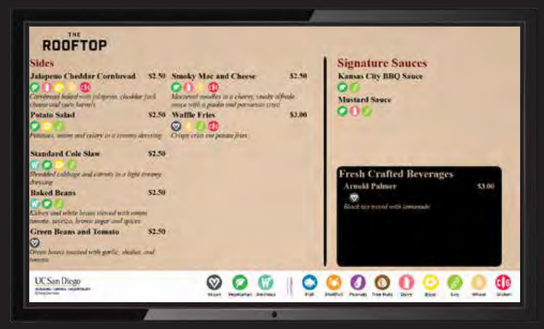
Wolftown captures the classic taqueria with a weekly rotation of menus that infuse traditional flavors from around the world. Carne asada and al pastor are found on the daily menu, but if you are looking for a Kalua pork taco, a pad thai burrito, pita nachos or kimchi fries, or more one-of-a-kind flavor combinations, Wolftown is for you! **So... what is Wolftown?** All we can say is that it is a little traditional, a little funky and guests keep coming back to find out more!

THE ROOFTOP

The Rooftop is UC San Diego's take on a modern barbecue joint. All of our meats are smoked in-house and complemented with our house-made rub, Kansas City barbecue sauce and Carolina mustard sauce. Our brisket is smoked low and slow daily for 14 hours. These options are complemented with salmon and Beyond Sausage, which are mesquite-smoked on our chitwood broiler.

"It's very satisfying to be able to use such an amazing piece of equipment to provide an authentic barbecue experience to our students here in Southern California."

– Ian Kadane, Senior Cook



Monday, January 17, 2022 9:23 am Page: 1

Recipe
37, The Restaurants at Sixth

Recipe: 375009, Pork, Belly, Roasted

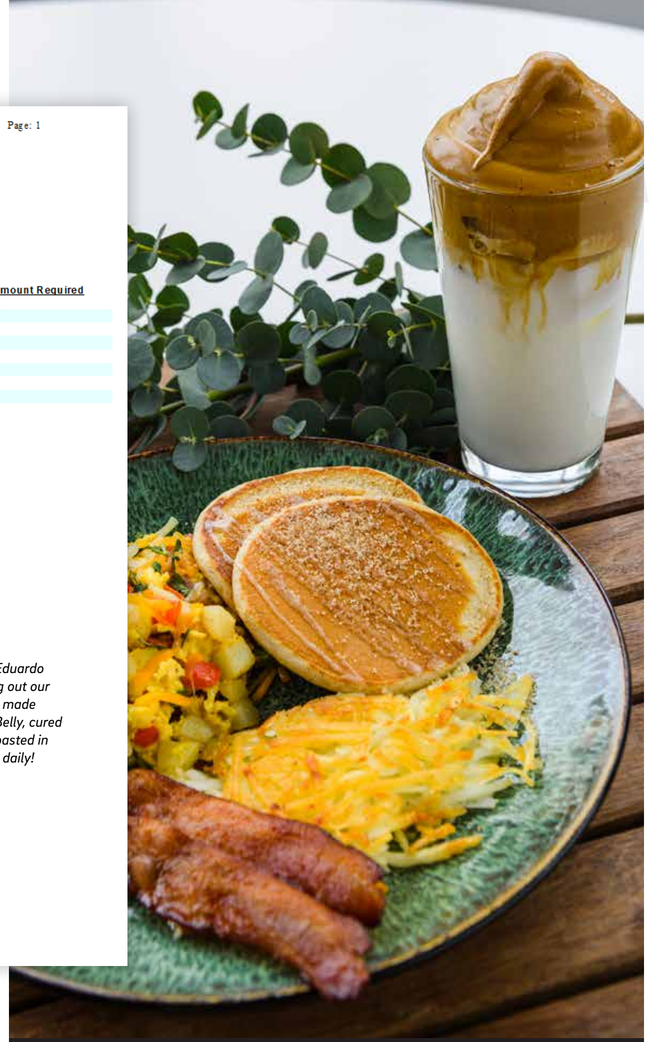
PORTION SIZE USED	2 OZ
PORTION COUNT USED	408
YIELD AMOUNT	816 OZ
REVISED	08/24/21, dholl
ALLERGENS	None

Ingredient Name	A.P. Amount Required	E.P. Amount Required
GR Salt Kosher		2 LB, 11 OZ
GR SUGAR FINE ORGANIC 25#		4 LB
FP GARLIC PEELED		14 1/4 OZ
(MINCED)		
GR Spice Pepper Black Ground 5LB		10 1/2 OZ
FP CILANTRO		1 1/2 OZ
(CHOP COARSE)		
PK Pork Belly Skinless		60 LB

Method of Preparation

1. Mix together salt, sugar, garlic, black pepper, and cilantro in a small bowl.
2. Place pork belly in a hotel pan and season generously with spice mixture making sure to coat all sides.
3. Cover with plastic wrap and let cure for 4 hours in the refrigerator.
4. Preheat oven to 400 degrees with high fan.
5. Rinse off pork and pat dry with paper towels and place in clean hotel pan.
6. Roast at 375 degrees for 30 minutes then turn down oven to 275 degrees.
7. Roast at 275 degrees for another 1 hours or until pork is tender. Rotate and baste pork every 30 minutes.
8. Let pork completely cool before slicing into 1 ounce pieces.

Chef Eduardo pulling out our house made Pork Belly, cured and roasted in house daily!



// RAISING THE BAR FOR BREAKFAST

The traditional, decadent, and wholesome breakfast choices at The Restaurants at Sixth provide a food experience unique only to this location.

Monday, January 17, 2022 9:19 am Page: 1

Recipe
37, The Restaurants at Sixth

Recipe: 374109, Breakfast, Eggs, Hash, Smokehouse

PORTION SIZE USED	1 PORTN
PORTION COUNT USED	24
YIELD AMOUNT	24 PORTN
REVISED	02/18/21, mdsmith
ALLERGENS	Eggs

Ingredient Name	A.P. Amount Required	E.P. Amount Required
EG EGG SHELL LARGE CAGE FREE		24 EACH
FP Potatoes peeled raw diced 1/2"		4 LB, 8 OZ
PK BACON HORMEL LAYFLAT 13/17		12 OZ
FP Onion Yellow		12 OZ
(DICED 1/2")		
FP GARLIC PEELED		6 OZ
(MINCED)		
FP PEPPER JALAPENOS		4 1/2 OZ
(MINCED)		
FP PEPPER BELL GREEN		9 OZ
(DICED 1/2")		
FP Pepper Bell Red		9 OZ
(DICED 1/2")		
GR Tomato Diced In Puree		12 OZ
GR Salt Kosher		3 TBL
GR Spice Pepper Black Ground 5LB		2 TBL
FP THYME		1 TBL
(MINCED)		
FP ROSEMARY		2 3/4 TSP
(MINCED)		
FP CILANTRO	1 - BUNCH, 1 PINCH	3 OZ
(Sprig)		
Beef Brisket, Smoked	24 - 2 OZ PORTIONS 48 OZ	

Method of Preparation

1. Cook eggs sunny side up and hold for later.

2. In a large saute pan, heat up oil, add the bacon and cook low and slow to render fat and until crisp.

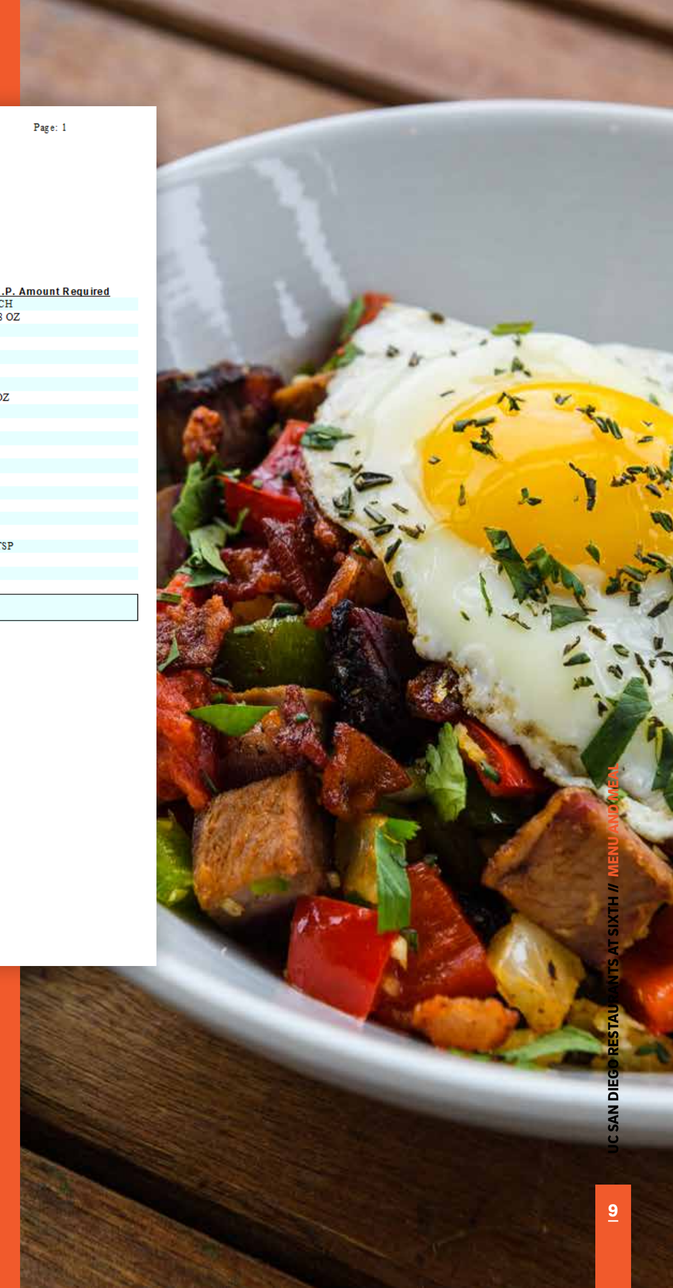
3. Place the cooked bacon on a paper towel lined plate. Tear into pieces.

4. Add the onions to the pan with the bacon fat and cook on medium heat for about 2 minutes. Add garlic, jalapeno, bell peppers and smoked meat.

5. Cook until the vegetables are tender. Add potatoes, herbs, diced tomato, bacon, salt and pepper. Stir slowly to prevent mashing the potatoes.

6. Transfer into 200 half pans. Top with 8 sunny side up eggs. Garnish with cilantro sprigs.

7. Serve 1 egg and all the hash below it per serving.



Each weekend, The Rooftop transforms into the place to be for brunch, bringing more than 500 students out daily to indulge in a savory and hearty menu featuring a rotating pancake menu and an assortment of specials, including our signature smokehouse hash.

Makai

From the Hawaiian word “Ma Kai”, meaning “towards the sea”, Makai highlights a range of fresh fish, toppings, and sauces to enhance flavor and bring new textures to the experience. Guests can let our chefs do the work and choose from one of our Pacific-inspired bowls, or build their own custom meals. Mahalo!

Noodles

One of our most popular platforms, Noodles is a celebration of soups from a variety of cultures. Inspired by the growing popularity of ramen – both national and locally – Noodles delivers authentic flavors and delicious, fresh options to our guests.

crave

Crave is a plant-forward platform that focuses on serving fresh ingredients as composed dishes. Think plenty of grains, greens and vegetables! Crave serves to engage omnivores, and our dishes highlight the breadth of flavor available from plant-based foods. Our handcrafted dishes are designed to be plant-forward, with smaller portions of animal protein as an added option.

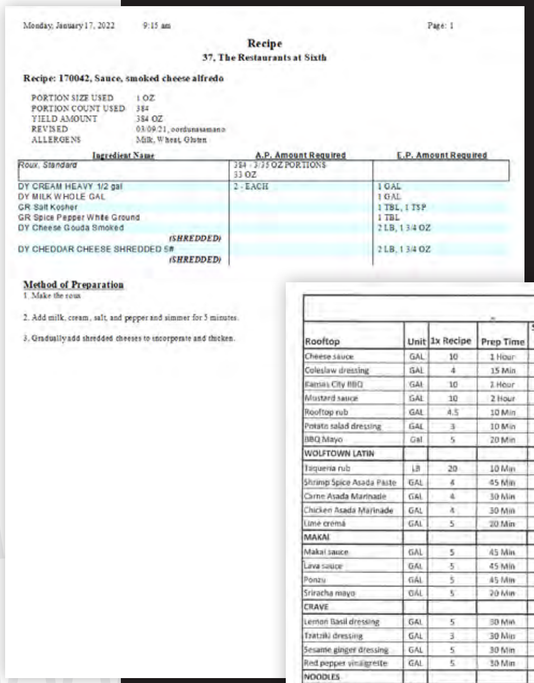
"Delicious food and healthy/ vegetarian options = A+."

– Undergraduate Advisory Council Student Representative

PRODUCTION

"Running five high-volume, unique concepts out of a shared kitchen requires strong systems and organization. The team developed daily production sheets with responsibilities divided across a brigade of chefs (saucier, butcher, garde-manger, etc.), with standards for pars and prep times clearly listed. Although it took some getting used to for the staff, the end result was a consistent system with each team member knowing that the kitchen had their back."

– Heather Lang, Certified Executive Chef



Monday, January 17, 2022 9:15 am Page: 1

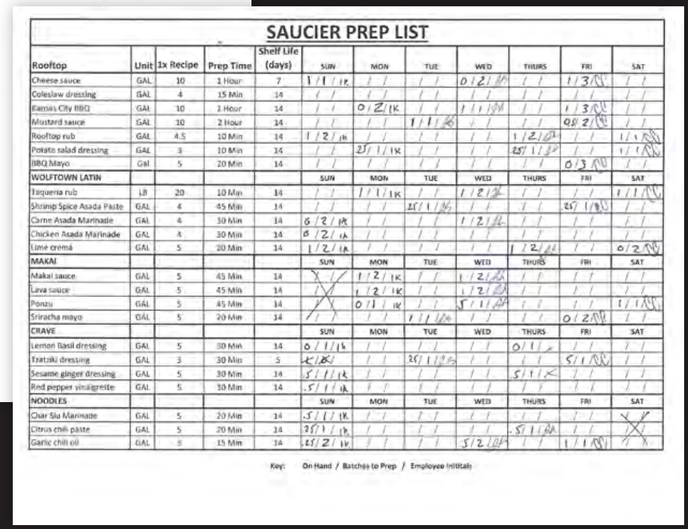
Recipe
37, The Restaurants at Sixth

Recipe: 170042, Sauce, smoked cheese alfredo

PORTION SIZE USED 1 OZ
PORTION COUNT USED 384
YIELD AMOUNT 384 OZ
REVISED 03/09/21, oordunasamano
ALLERGENS Milk, Wheat, Gluten

Ingredient Name	A.P. Amount Required	E.P. Amount Required
Roux, Standard	384 - 3 FL OZ PORTIONS 53 OZ	
DY CREAM HEAVY 1/2 gal	2 - EACH	1 GAL
DY MILK WHOLE GAL		1 GAL
GR Salt Kosher		1 TBL, 1 TSP
GR Spice Pepper White Ground		1 TBL
DY Cheese Gouda Smoked (SHREDDED)		2 LB, 1 3/4 OZ
DY CHEDDAR CHEESE SHREDDED 5# (SHREDDED)		2 LB, 1 3/4 OZ

Method of Preparation
1. Make the roux.
2. Add milk, cream, salt, and pepper and simmer for 5 minutes.
3. Gradually add shredded cheeses to incorporate and thicken.



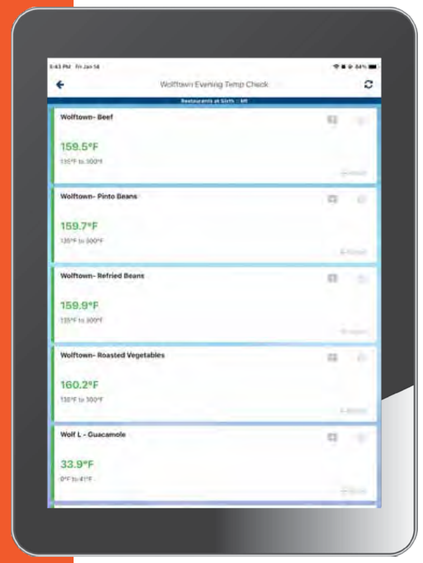
SAUCIER PREP LIST

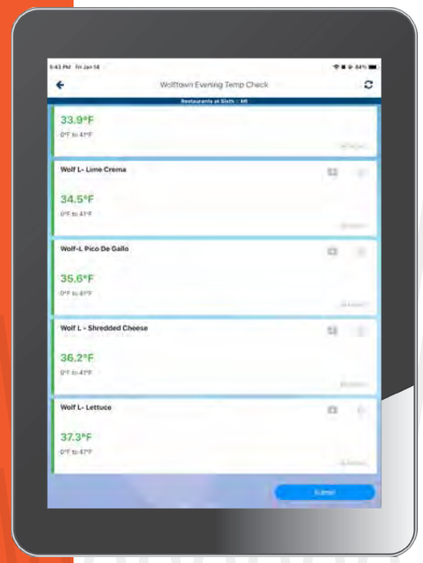
Rooftop	Unit	1x Recipe	Prep Time	Shelf Life (days)	SUN	MON	TUE	WED	THURS	FRI	SAT
Cheese sauce	GAL	10	1 Hour	7	1/1/1K	/ /	/ /	0/2/	/ /	1/3/	/ /
Coleslaw dressing	GAL	4	15 Min	14	/ / /	/ /	/ /	/ /	/ /	/ /	/ /
Kansas City BBQ	GAL	10	1 Hour	14	/ /	0/2/1K	/ /	1/1/1K	/ /	1/3/	/ /
Mustard sauce	GAL	10	2 Hour	14	/ /	/ /	1/1/1K	/ /	/ /	0/2/	/ /
Rooftop rub	GAL	4.5	10 Min	14	1/2/1K	/ /	/ /	/ /	1/2/	/ /	1/1/1K
Potato salad dressing	GAL	3	10 Min	14	/ /	2/1/1K	/ /	/ /	2/1/	/ /	1/1/1K
BBQ Mayo	Gal	5	20 Min	14	/ /	/ /	/ /	/ /	/ /	0/3/	/ /
WOLFTOWN LATIN					SUN	MON	TUE	WED	THURS	FRI	SAT
Taqueria rub	LB	20	10 Min	14	/ /	1/1/1K	/ /	1/2/	/ /	/ /	1/1/1K
Shrimp Spice Asada Paste	GAL	4	45 Min	14	/ /	/ /	2/1/1K	/ /	/ /	2/1/	/ /
Carne Asada Marinade	GAL	4	30 Min	14	6/2/1K	/ /	/ /	1/2/	/ /	/ /	/ /
Chicken Asada Marinade	GAL	4	30 Min	14	6/2/1K	/ /	/ /	/ /	/ /	/ /	/ /
Lime crema	GAL	5	20 Min	14	1/2/1K	/ /	/ /	/ /	1/2/	/ /	0/2/1K
MAKAI					SUN	MON	TUE	WED	THURS	FRI	SAT
Makai sauce	GAL	5	45 Min	14	X /	1/2/1K	/ /	1/2/	/ /	/ /	/ /
Lava sauce	GAL	5	45 Min	14	/ /	1/2/1K	/ /	1/2/	/ /	/ /	/ /
Ponzu	GAL	5	45 Min	14	/ /	0/1/1K	/ /	5/1/	/ /	/ /	1/1/1K
Sriracha mayo	GAL	5	20 Min	14	/ /	/ /	1/1/1K	/ /	/ /	0/2/	/ /
CRAVE					SUN	MON	TUE	WED	THURS	FRI	SAT
Lemon Basil dressing	GAL	5	30 Min	14	0/1/1K	/ /	/ /	/ /	0/1/	/ /	/ /
Tzatziki dressing	GAL	3	30 Min	5	X/BC	/ /	2/1/1K	/ /	/ /	5/1/	/ /
Sesame ginger dressing	GAL	5	30 Min	14	5/1/1K	/ /	/ /	/ /	5/1/	X	/ /
Red pepper vinaigrette	GAL	5	30 Min	14	5/1/1K	/ /	/ /	/ /	/ /	/ /	/ /
NOODLES					SUN	MON	TUE	WED	THURS	FRI	SAT
Char Siu Marinade	GAL	5	20 Min	14	5/1/1K	/ /	/ /	/ /	/ /	/ /	X
Citrus chili paste	GAL	5	20 Min	14	25/1/1K	/ /	/ /	/ /	5/1/	/ /	/ /
Garlic chili oil	GAL	5	15 Min	14	25/2/1K	/ /	/ /	5/2/	/ /	1/1/1K	/ /

Key: On Hand / Batches to Prep / Employee Initials

"Serving our students excellent food safely is our top priority, especially when it comes to our sizeable student population with life-threatening food allergies. Our new program, Smart Sense, allows us to closely monitor all of our on campus locations' strict food safety and sanitation practices. The digital probes and software assist our staff in accurately measuring and tracking our HACCP management plan checkpoints and perform any necessary interventions before issues that could affect our students arise. The convenience and time efficiency compared to paper logs are second to none and allow us to operate our dining concepts at the elevated standard that we at UC San Diego, as well as the community we serve, have come to expect."

– Gloria Davis, Registered Dietitian





		1/2/2022	1/3/2022	1/4/2022	1/5/2022	1/6/2022	1/7/2022	1/8/2022	1/9/2022	1/10/2022	1/11/2022	1/12/2022	1/13/2022
	93.0%	95.5%	90.9%	97.4%	97.2%	92.1%	94.7%	91.7%	64.8%	88.9%	97.4%	97.4%	100.0%
7pm- Sanitation Log	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Closing Cooler/Freezer Temp Check	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Crave- Late Afternoon Temp Check	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%			100.0%	100.0%	100.0%	
Crave- Afternoon Temp Check	100.0%			100.0%	100.0%	100.0%	100.0%				100.0%	100.0%	
Crave- Early Afternoon Temp Check	100.0%		100.0%	100.0%		100.0%	100.0%			100.0%	100.0%	100.0%	
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Crave- Evening Temp Check	100.0%			100.0%	100.0%	100.0%	100.0%			100.0%	100.0%	100.0%	
Makai Afternoon Temp Check	100.0%			100.0%	100.0%	100.0%	100.0%				100.0%	100.0%	
Makai Early Evening Temp Check	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%			100.0%	100.0%	
Makai Evening Temp Check	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%			100.0%	100.0%	
Makai Late Afternoon Temp Check	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	
Makai Opening Temp Check	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%			100.0%	100.0%	100.0%	
Noodles- Afternoon Temp Check	100.0%			100.0%	100.0%	100.0%	100.0%				100.0%	100.0%	
Noodles- Early Afternoon Temp Check	100.0%			100.0%		100.0%	100.0%				100.0%	100.0%	100.0%
Noodles- Early Evening Temp Check	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%			100.0%	100.0%	100.0%	
Noodles- Evening Temp Check	100.0%			100.0%	100.0%	100.0%	100.0%			100.0%	100.0%	100.0%	
Noodles- Late Afternoon Temp Check	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%			100.0%	100.0%	100.0%	
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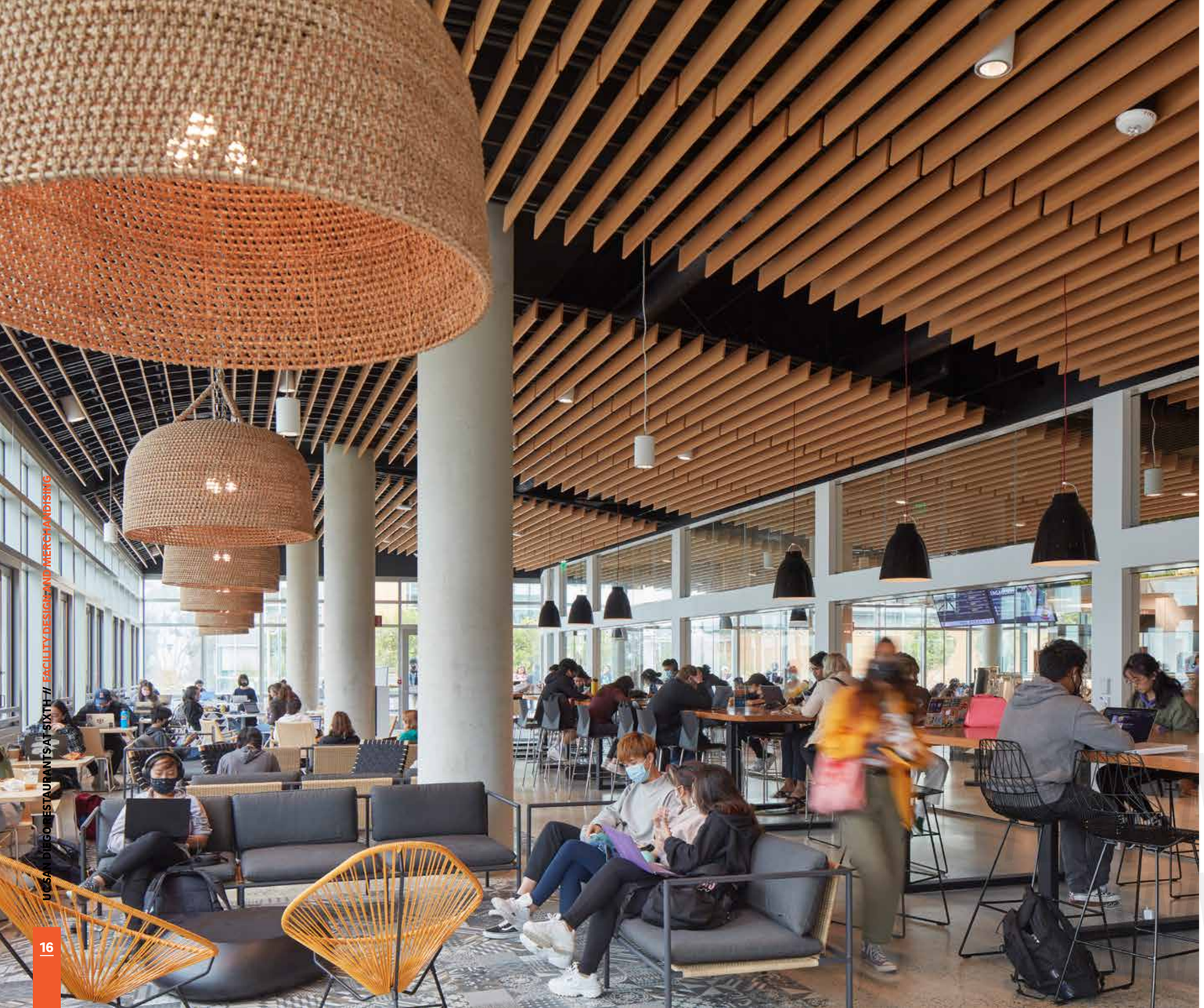
Roof- Early Evening Temp Check	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%	100.0%	
Roof- Evening Temp Check	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%		100.0%	100.0%	
Roof- Opening Temp Check	100.0%	100.0%	100.0%	100.0%		100.0%		100.0%	100.0%		100.0%	100.0%	100.0%
Wolftown Afternoon Temp Check	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Employees complete temperature checklists every two hours and compliance can be viewed in dashboard.

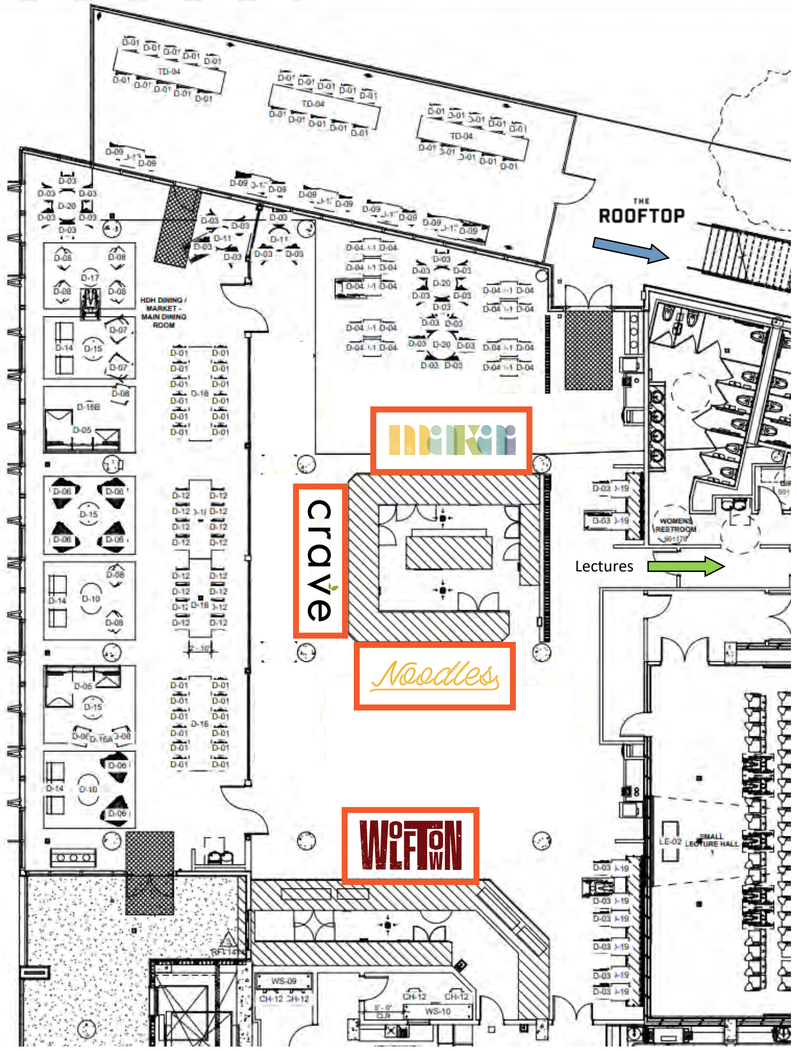
// FOOD SAFETY

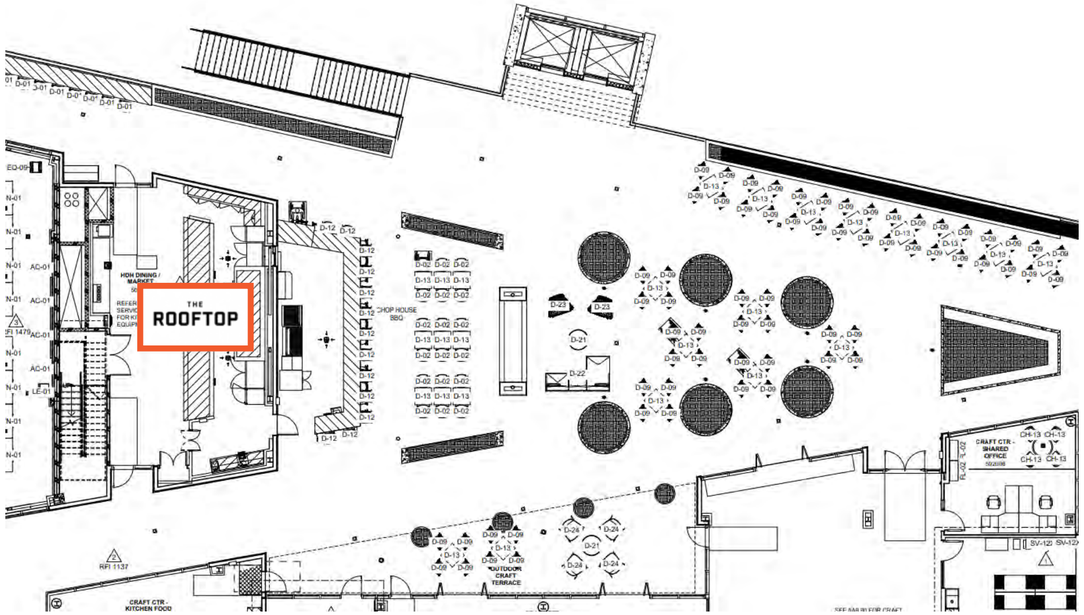
UC San Diego Dining uses integrated HACCP Technology, SmartSense by Digi, to dynamically track our food safety across a number of dimensions. Employees are prompted every two hours to complete sanitation checklists and use a Bluetooth probe thermometer to record temperatures of items held on the line, hot and cold. Rather than using paper temperature logs, our digital cloud server allows us to track each item over days, weeks and months.



FACILITY DESIGN AND MERCHANDISING

The design of the location was focused on creating an experience that could deliver elevated food to guests quickly and offering a space that would draw students in from around campus. With an eye toward branding and creating a memorable experience, The Restaurants at Sixth is located at the center of campus between several of the largest lecture halls on campus. With this in mind, each station is designed to deliver chef-curated flavors as efficiently as possible. The facility as a whole routinely serves more than 600 guests per hour during peak periods, with each item made to order.





// FLOW AND FUNCTION

Combining five restaurant concepts over two levels, with seating for more than 500 guests, The Restaurants at Sixth serve as the hub of Sixth College. Students come together to socialize and study over a delicious meal. The flow of each station was designed with efficiency in mind, with the bulk of the prep taking place ahead of service. The goal was to create fast, efficient platforms capable of delivering delectable, chef-curated dishes in less than 45 seconds.

// DESIGNING AN EXPERIENCE

"Like the kitchen and its aroma of fresh foods and laughter serve as the heart of the home and gathering place for friends and family, the dining spaces at the North Torrey Pines Living and Learning Neighborhood are conceived as the hub of this innovative 11-acre campus community—and then some. With its five distinctly branded food venues, the architecture and finishes capture an aesthetic distinctly rooted in its San Diego setting.

Located in the heart of the Neighborhood, this residential dining facility takes advantage of the site and its adjacent amenities to capitalize on expansive views both to and from the venue. A place for residents to see and be seen, a second-floor outdoor bar-top terrace seating perches out over the neighborhood, while seating around a large outdoor fireplace patio offers a diverse array of places to enjoy the environs and drink in a warm Pacific sunset. "

– Eric Lindebak,
Partner, Safdie Rabines Architects

UC SAN DIEGO RESTAURANTS AT SIXTH // FACILITY DESIGN AND MERCHANDISING

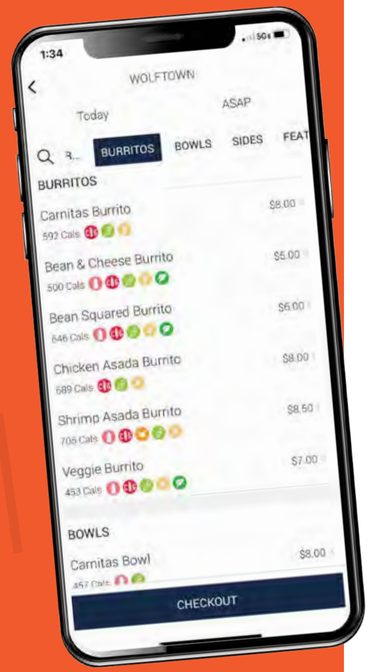
// A COLLABORATION IN ART

The Wolftown mural ties the design of the platform together with the variety of food offered. UC San Diego students worked with Mr. Maxx Moses, a nationally acclaimed artist, to create stunning imagery which adds to the identity of the station, cultivates an interesting and inviting environment, and begs the question.... **What is Wolftown?**

"For the Wolftown mural, my goal was to create a mural with a three dimensional feel that serves as a work of art and signage for the restaurant. Initially, I was lost in term of a concept for the project. But once I had a chance to dialog with the General Manager Jon Biltucci, and see the menu, which displays such elegant food options my vision became clear. Jon kept emphasizing this idea of fusion that resonated with my style. When I visited the site, while under construction I noticed the incorporation of tiles and wood and decided to use those colors and shapes within the Wolftown design. Ultimately fusing that pure energy of Graffiti, that truly represents where I'm from."

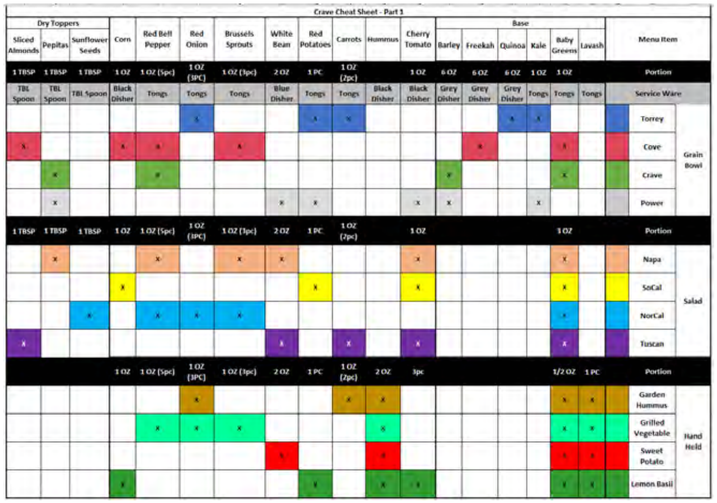
– Mr. Maxx Moses, Wolftown Mural Artist

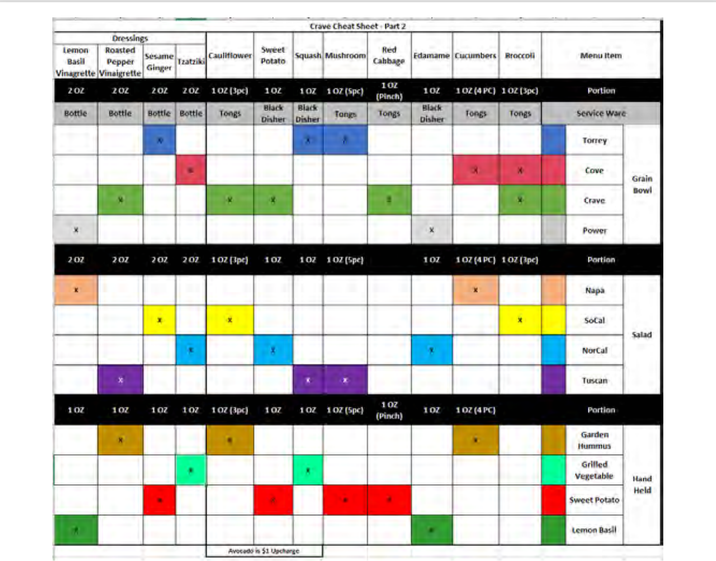
Skip the line and order ahead using Triton2Go!



//TRITON2GO MOBILE ORDERING

The Restaurants at Sixth was the first UC San Diego location designed with the goal of capturing the majority of our business through our mobile ordering app, Triton2Go. Even prior to the pandemic, we set out to build platforms that could effectively handle the volume of orders that we expected through this platform. We are currently serving about 70% of our guests daily through the app.





// PRESENTATION

Training was a critical component to ensuring that a consistent flavor and presentation was delivered to each guest. The menu at The Restaurants at Sixth is almost completely composed: Although customization and upsell are available, build-your-own options were eliminated in favor of thoughtful, chef-driven flavor combinations. In order to ensure a consistent product could be delivered, cheat sheets are posted at each of our stations that allow each individual to quickly reference ingredients for each item. This has allowed us to deliver a highly consistent product with an ever-changing team.

Pulled Pork Sandwich

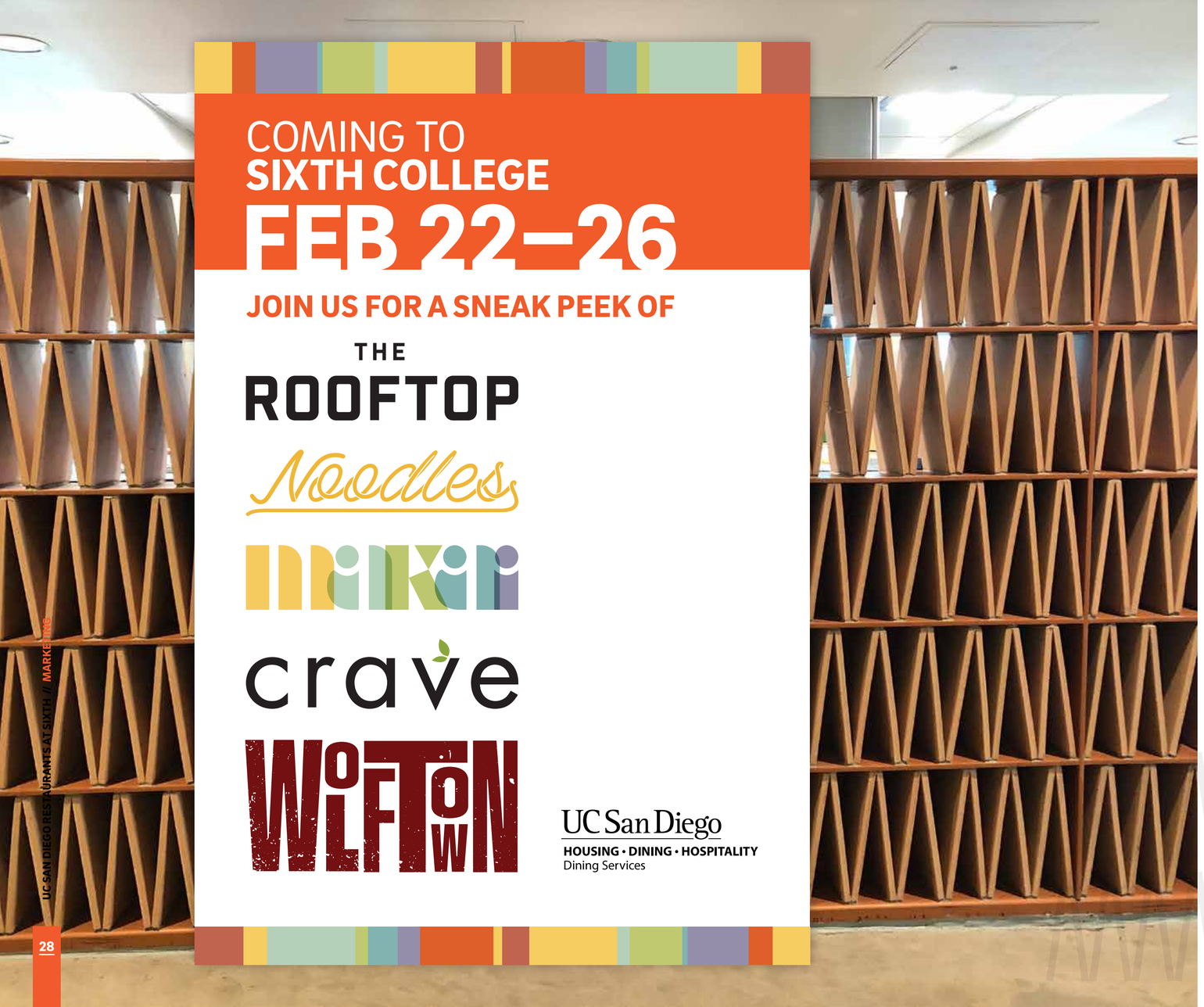
Torrey Bowl

Kalua Pork Lettuce Wraps

// PRESENTATION

A variety of flavors, textures and colors create a vibrant menu at The Restaurants at Sixth. With more than 90 menu items available daily, and a variety of customization options for each, students can eat with us daily with no fear of palate fatigue.

UC SAN DIEGO RESTAURANTS AT SIXTH // FACILITY DESIGN AND MERCHANDISING



MARKETING

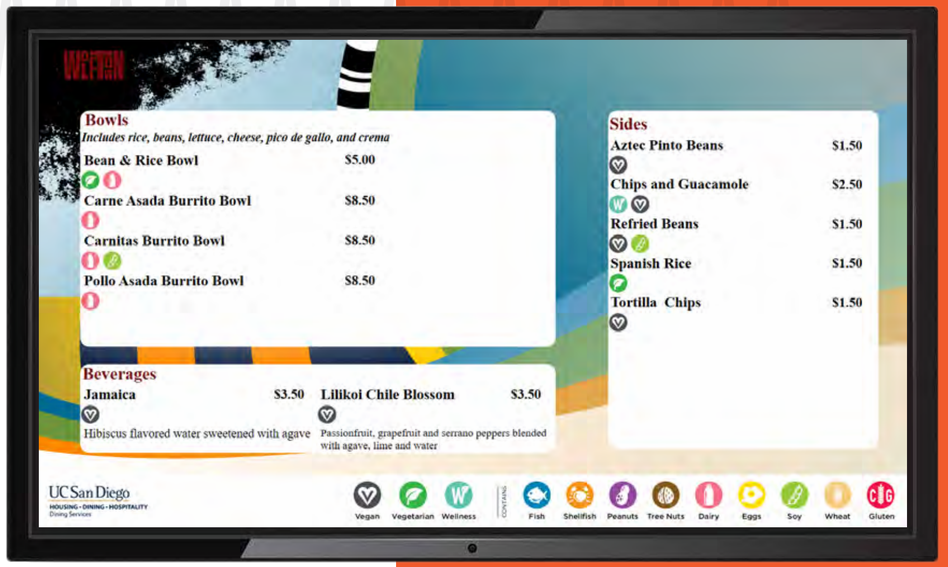
Marketing The Restaurants at Sixth was focused around creating unique and vibrant identities across five distinct brands: Wolftown, The Rooftop, Makai, Noodles and Crave. The design of each platform was tied into the theme of the food, and through creative design tells a story while drawing in guests.

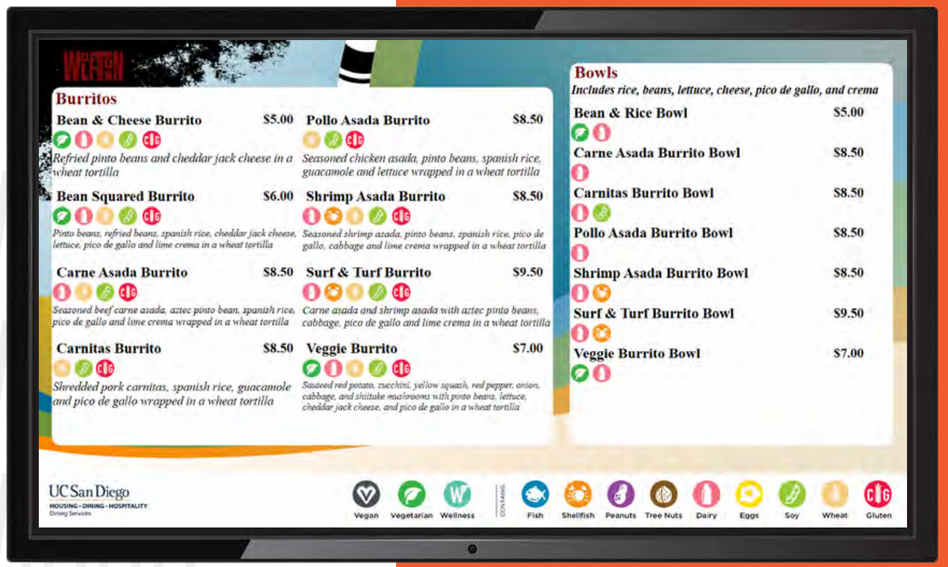
Launching a new facility during the pandemic was a challenge. Our marketing and engagement efforts had to evolve to reach our students in different ways, especially to gather feedback throughout our development. Surveys, "To-Go Tastings" and social media were key for us to keep our students engaged.

// CREATING UNIQUE BRANDS

Our marketing goal was to create a unique identity for each concept. With each platform serving between 800-1,200 guests daily, it was imperative to our team to deliver a unique experience at each concept, from the design, décor and the menu. Guests can eat with us daily with no fear of palate fatigue.

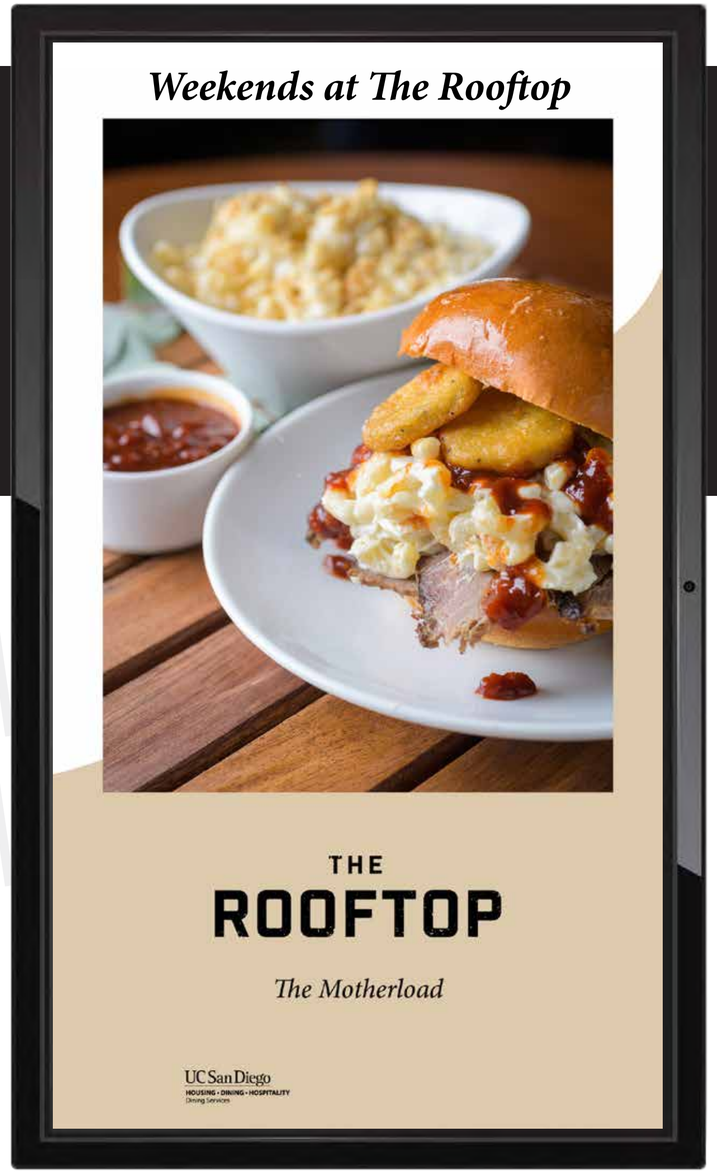
Marketing materials capture the spirit of design while highlighting food at each platform.

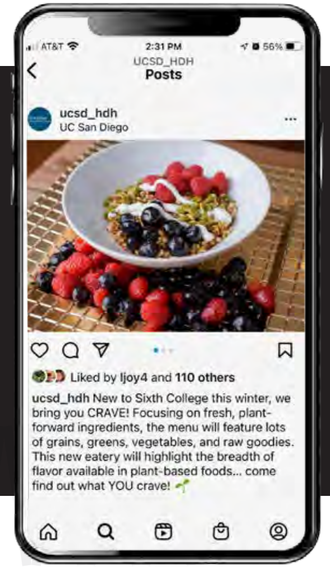




// SPECIALS AND LIMITED TIME OFFERS

Digital signage was used heavily to advertise specials throughout the menu. Our specials, weekend fare and limited time weekly rotations cycle through our digital displays to create interest and keep guests coming back day after day.

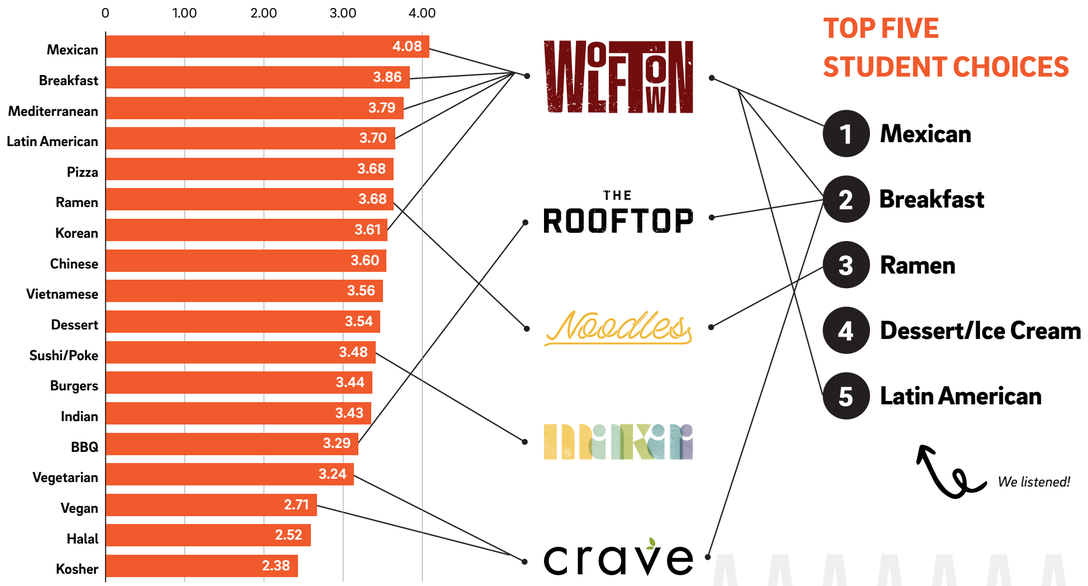




Because of the pandemic, marketing for the launch of these locations was social media driven.

// VOICE OF THE CUSTOMER

We surveyed students, faculty and staff to see how interested they would be in having the following types of restaurant or food available on campus.



TOP FIVE STUDENT CHOICES

1. Mexican
2. Breakfast
3. Ramen
4. Dessert/Ice Cream
5. Latin American

We listened!

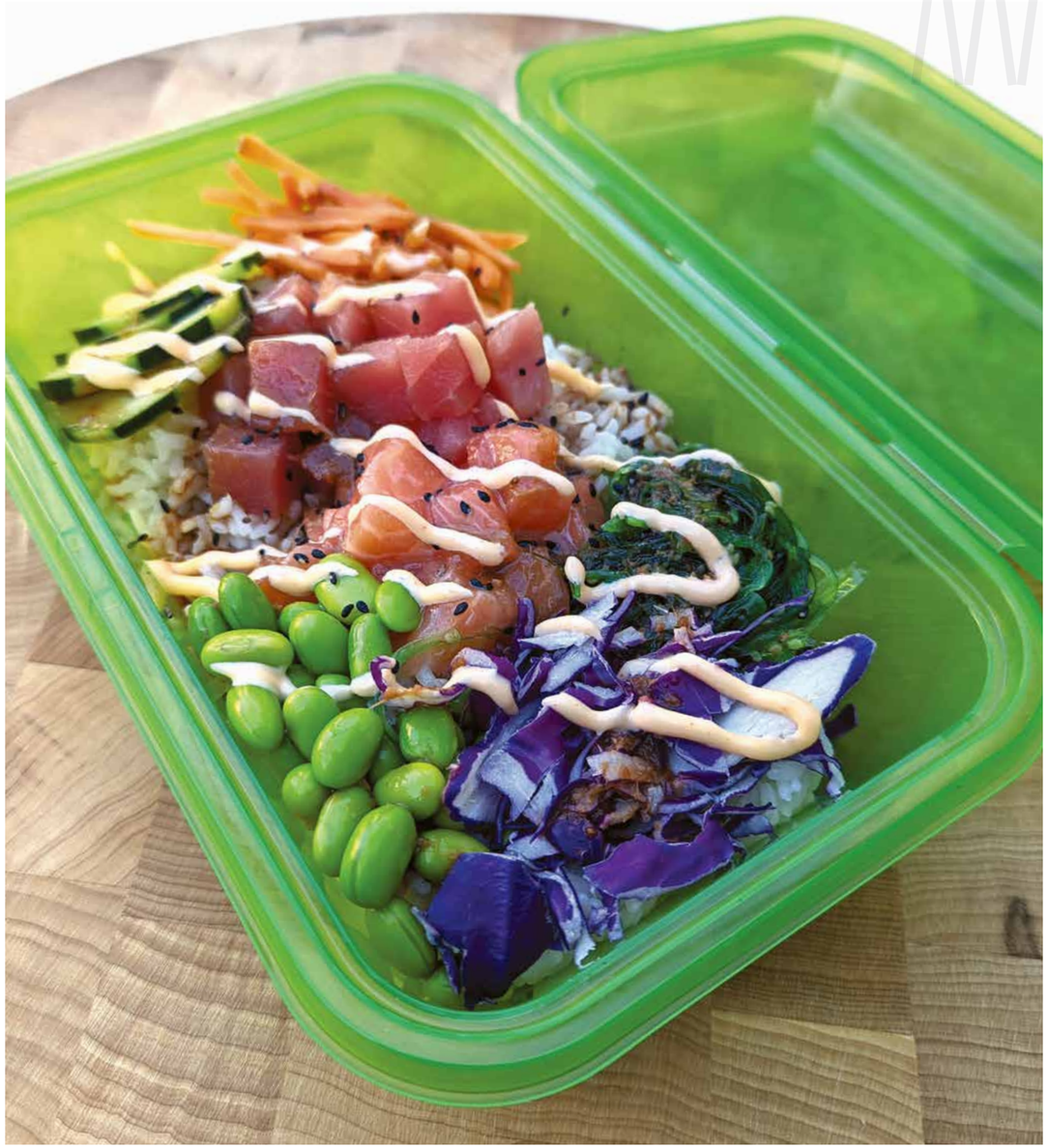
"Listening to students in our restaurants, focus groups and RA meetings they wanted food that represented them. They wanted authentic, fresh, vegetarian, vegan and food that reminded them of home."

– Leo Acosta, Assistant Director of Dining

// ENGAGEMENT AND DIVERSITY

Highlighting the diversity on campus was important to us in our design, and embracing this in our menu development was critical. We worked closely with the UC San Diego Black Resource Center to ensure diverse voices were present in our selections at Wolftown and Rooftop specifically.

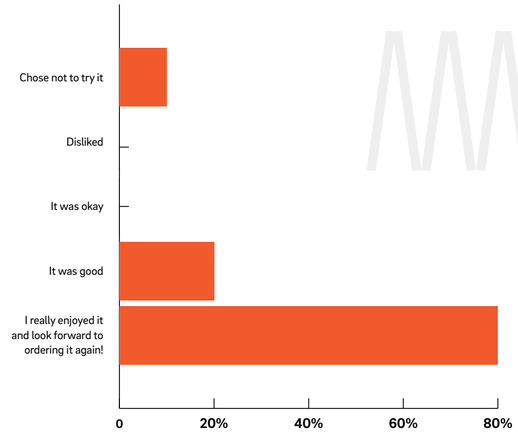
Chef Jill and Chef Alex prepare a sample of the menu for our partners at the Black Resource Center.



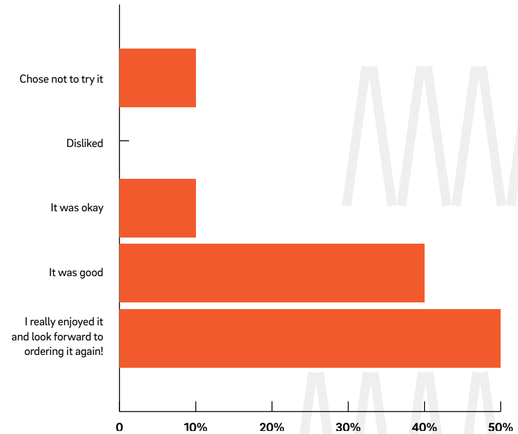
// TASTINGS TO-GO

The pandemic created challenges for our development process. While we recognized that it was critical to involve our guests, doing so in a way that was safe and physically distant required outside-of-the-box thinking. As part of our research and feedback phase, we hosted several "Tastings To-Go" where students could pick up a reusable to-go container filled with menu samples and provide feedback through a QR code.

// How would you rate the "Motherload Sandwich"?
(Tri tip, smoked gouda mac n cheese, fried pickles)



// How would you rate the "Korean Cauliflower Street Tacos"?



"These were AMAZING. I wish I could order these now. Maybe serve with a wedge of lime? They were so delicious!!"

– Survey respondent

NUTRITION AND WELLNESS

Our mission at The Restaurants at Sixth was to bring our community new and exciting options with an eye toward health, sustainability and serving a variety of diets. Each of our five platforms offers multiple vegan and vegetarian items on a daily basis. Our menus were designed to highlight diverse seafood options, healthy fats, fresh produce and whole grains while limiting red meat and sodium. Many dishes were conceived as “convertible options”: complete, composed vegan dishes that give our guests an opportunity to customize with proteins, either plant-based or animal.

// ROOTED IN FLAVOR

Rooted in Flavor is the UC San Diego sustainable and nutritious food initiative. Inspired by the principles of Menus of Change, Rooted in Flavor seeks to drive guests to try a variety of nutritious foods by ensuring that each ingredient is handled with care to bring a depth of flavor. Our goals revolve around reducing red meat, sodium and added sugar while increasing seafood, fresh vegetables and whole grains.

ROOTED in FLAVOR

KEY DINING GOALS

INCREASE SEAFOOD

Increase overall seafood purchases: *Seafood is a staple of all our platforms, especially Makai and Rooftop.*

INCREASE WHOLE GRAINS

Increase Whole Grains: *Whole grains are the default at all platforms, including whole wheat tortillas, brown rice, quinoa, freekeh and barley.*

REDUCE BEEF

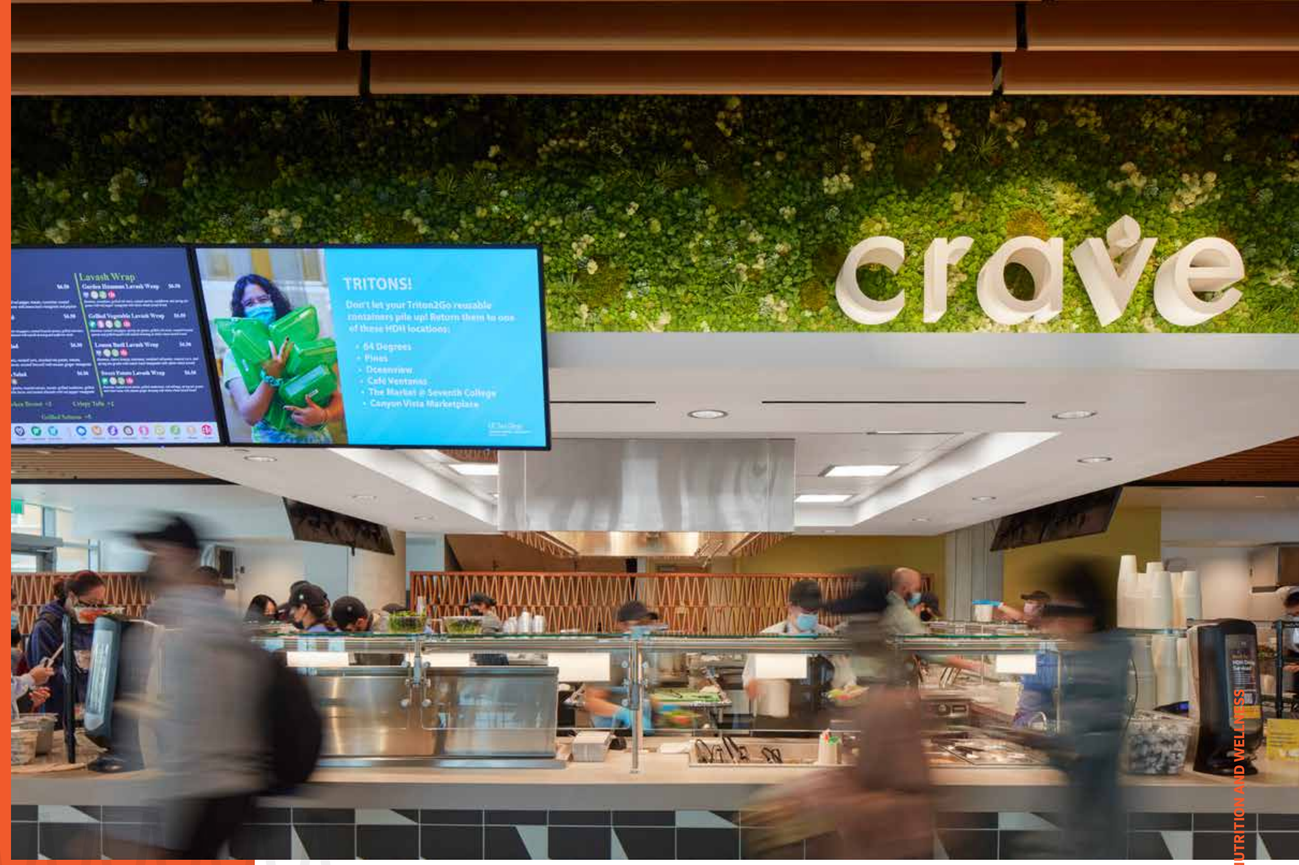
Reduce Beef: *Restaurants at Sixth practices beefless Monday's, and beef is only offered at Wolftown and Rooftop. Beef options make up less than 10% of our menu.*

LOCAL AND SEASONAL ITEMS

Increase Local and Seasonal Items: *Crave highlights local and seasonal produce throughout the year.*

"Our goal with the menu at Sixth was to really embrace our Rooted in Flavor goals. Although The Rooftop heavily features beef and pork, a conscious effort was made to build the other platforms with plant and seafood forward options. Beef is entirely absent from the menu at three of our five outlets, and we actively looked to increase a variety of whole grains, including brown rice, whole wheat tortillas, quinoa, freekeh and barley in a variety of applications. Doing so has allowed us to align our overall menu well with UC San Diego's food sustainability goals."

– Jonathan Biltucci,
General Manager, The Restaurants at Sixth



// SERVING ANY DIET

Platforms at The Restaurants at Sixth such as Makai and Crave truly embody our nutritional values through a commitment to fresh seafood and vegetables, with Crave having a fully vegan base menu. In addition, each platform highlights fresh, nutritious food throughout the menu. The Beyond Sausage or grilled salmon at Rooftop, the sauteed vegetable tacos at Wolftown, and the vegan dumpling soup at Noodles are only a few of the examples of nutritious offerings throughout the menu.

Monday, January 17, 2022 9:04 am Page: 1

Recipe
37, The Restaurants at Sixth

Recipe: 373029, Wrap, Grilled Vegetable, Lavash, WINTER

PORTION SIZE USED	1 EACH
PORTION COUNT USED	1
YIELD AMOUNT	1 EACH
REVISED	05/21/21, mdsmith
ALLERGENS	Milk, Wheat, Soybeans, Gluten

Ingredient Name	A.P. Amount Required	E.P. Amount Required
BB LAVASH WHEAT 16oz		1/2 EACH
RF Hummus Plain Original		2 OZ
FP LETTUCE SPRING MIX		1/2 OZ
FP Pepper Bell Red Peeled Roasted *(JULIENNED)*		1 OZ
Red Onion, Grilled	1 - 1/2 OZ PORTIONS 1/2 OZ	
Brussels Sprouts, Roasted	1 - 1 OZ PORTIONS 1 OZ	
Vegetables, Squash, Grilled	1 - 1 OZ PORTIONS 1 OZ	
Dressing, Tzatziki, House Made	1 - 1 OZ PORTIONS 1 OZ	

Method of Preparation

1. Warm the lavash on the grill.
2. Add hummus along the center of lavash
3. Top with baby greens and other vegetables
4. Drizzle tzatziki sauce over the top.
5. Fold in half, wrap half in paper and serve.

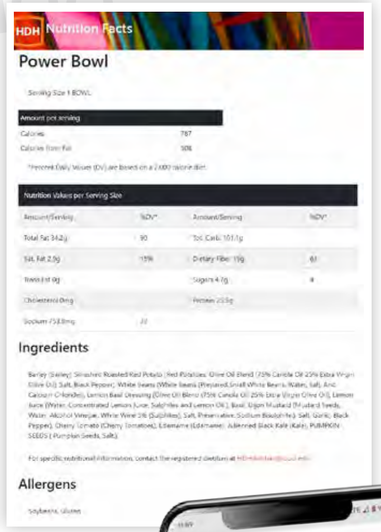
Upcharge for Protein-
Chicken- 3oz
Salmon- 2.5oz
Crispy Tofu- 3oz
Falafel Crumble- 3oz
Hummus- 2oz
Shrimp Skewer- 1 skewer

Lavash wraps are immensely popular, accounting for 60% of Crave Sales!

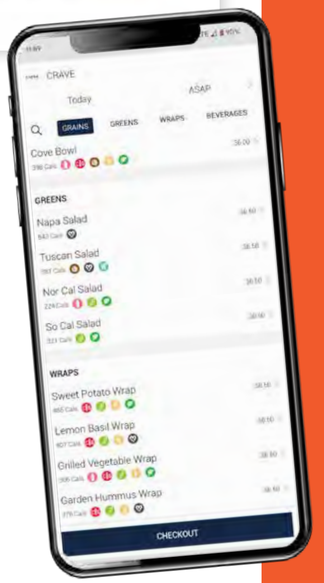
// PLANT-FORWARD

"It's great to work in a kitchen that is helping reshape the way we eat. Most places focus on how to complement meat with great sides. The Restaurants at Sixth has turned it around with the meat available to complement a strong, plant-filled plate. As a vegan, I appreciate being able to enjoy a dish as it is meant to be."

– Enedina Lara, Senior Cook



Allergen and nutritional information is available for the entire menu on the Triton2Go App.



// WELLNESS AT UC SAN DIEGO

"Our department's Wellness Program exists to ensure our students, athletes, staff, faculty, and visitors are offered culinary selections to fuel their bodies and minds as wholesomely as possible in order to achieve peak performance, academic or otherwise. We have developed a set number of defined icons alerting our diners to allergens in the meals we serve, in addition to icons that highlight meals that align with the lifestyles of the vegan, vegetarian, and wellness-seeking students we serve. The strict criteria for our Wellness icon includes meticulously researched calorie, sodium, saturated fat, and added sugar limits for sides, entrees, and whole plates so that students can be confident in the choices wholesome enough to bear that symbol. We strive to continuously improve the nutrition of our meals, and the resulting changes often complement our parallel aims of increased sustainability and decreased food waste. A prime example of these initiatives is Crave. This reversed-concept menu highlights the fresh, nutrient-packed vegan ingredients as the stars of the meal and demonstrates that animal protein, while available, is not always necessary."

– Gloria Davis, Registered Dietitian

ADDITIONAL CONSIDERATIONS

As the North Torrey Pines Living and Learning Neighborhood was being built – a $2 billion-dollar project that took three years to complete – we looked at The Restaurants at Sixth as an opportunity to grow the expectations of our program by bringing a wow factor to each facet of our dining program. Great food and great service are combined with an emphasis on sustainability and creativity to create a memorable experience for each guest. The response to our efforts from our campus community has created a roadmap that we are now using to enhance the experience throughout our dining portfolio.

// SUSTAINABILITY

The Restaurants at Sixth has an on-site anaerobic digester, which at capacity allows for up to 500 pounds of food waste to be diverted from the landfill weekly. Excess food product and scraps from production are fed to the digester daily, which creates biogas (primarily methane) that is used to run our patio fireplace and digestate, a byproduct used as fertilizer by the grounds team at UC San Diego.

// SUSTAINABILITY

Service at The Restaurants at Sixth embraces sustainability. Each of our meals served to-go are packaged in a reusable Triton2Go Container. Guests pay a $5 deposit for their box, take their meal to go, then return their container to our return machine, where their $5 are credited back to their dining plan. This program is helping us save thousands of single-use containers daily.

// FINANCIAL PERFORMANCE

Being located in the center of campus, The Restaurants at Sixth was expected to perform well. However, the demand from the community, both in terms of daily patron count and check average, have grossly exceeded our expectations. We are set to smash our most ambitious first fiscal year projections.

3,276
DAILY PATRON COUNT

$33,916.00
DAILY SALES

Exceeding sales and patron goals.

$10.35
CHECK AVERAGE

27.2%
FOOD COST
(Projected 29.5%)

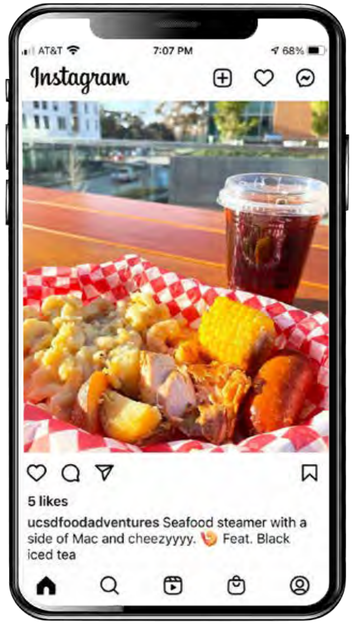
25.3%
LABOR COST
(Projected 31%)

$8,145,365.89
FISCAL YEAR PROJECTIONS

Tracking to hit $8.1 million in sales this year.

// #UCSDHDH

With our grand opening in February 2021, the new food and exciting environment became an event for the campus. Students showed their love on social media.

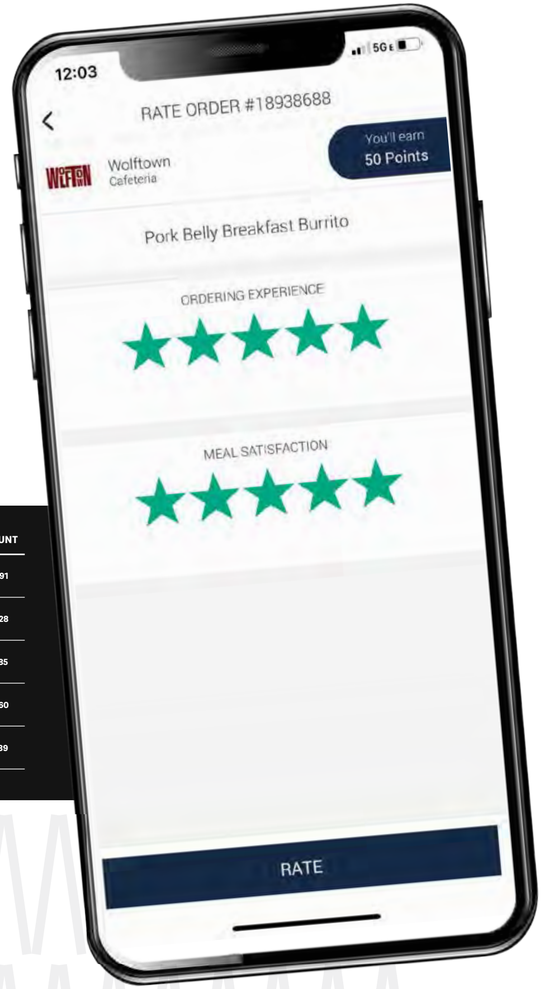


Independent student food bloggers were invited to the sneak peek week to taste, tour, and meet the team. They quickly became our biggest fans and best resource for student feedback.

#ucsdfoodadventures #ucsdfood

// FEEDBACK

Guest satisfaction is critical to everything we do at UC San Diego, including our Triton2Go mobile ordering app, a key component of our program. Guests are prompted to rate our service and food after each transaction and have the opportunity to share comments. This feedback is important to improving our training and ensuring we are delivering the best possible guest experience.

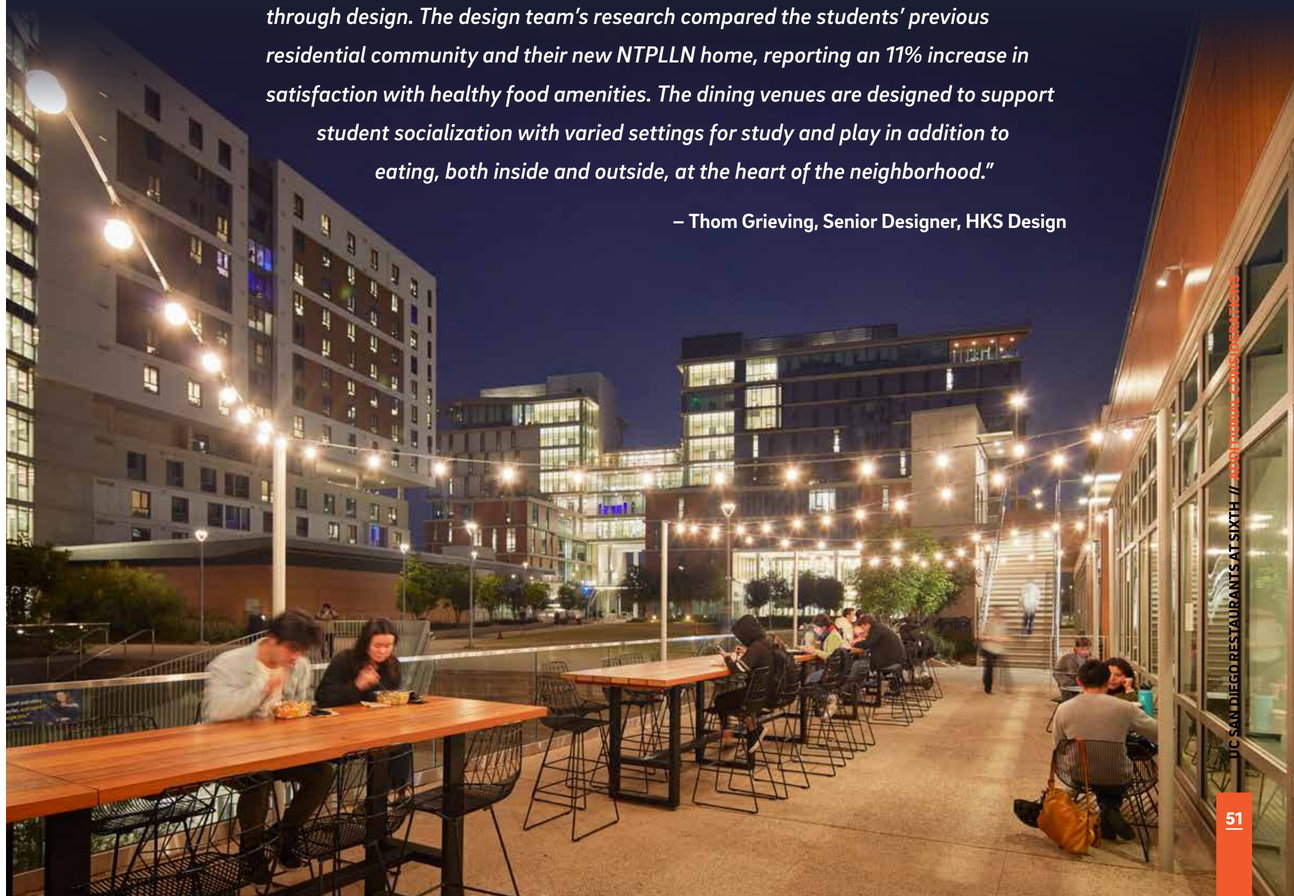


	LOCATION	SERVICE	FOOD	SERVICE	FOOD	COUNT
	Wolftown	4.84	4.51	★★★★★	★★★★★	691
	Rooftop	4.82	4.51	★★★★★	★★★★★	528
	Makai	4.85	4.65	★★★★★	★★★★★	185
	Noodles	4.92	4.54	★★★★★	★★★★★	260
crave	Crave	4.94	4.64	★★★★★	★★★★★	139

// A LIVING AND LEARNING NEIGHBORHOOD

"North Torrey Pines Living and Learning Neighborhood is designed with the understanding that college years are formative for building healthy habits. NTPLLN incorporates holistic, evidence-based strategies to improve physical, mental and social well-being. The design team was pleased to partner with the university to support their agenda of providing enticing, affordable, locally-sourced, sustainable and healthy food options for students by making the healthy choice the easy one through design. The design team's research compared the students' previous residential community and their new NTPLLN home, reporting an 11% increase in satisfaction with healthy food amenities. The dining venues are designed to support student socialization with varied settings for study and play in addition to eating, both inside and outside, at the heart of the neighborhood."

– Thom Grieving, Senior Designer, HKS Design



// THANK YOU!


UC San Diego
HOUSING • DINING • HOSPITALITY
Dining Services