



HOPKINS **DINING**

Good Food. Great Community.

JULY 15, 2024

ANNUAL REPORT

A MESSAGE FROM ASSISTANT VICE PROVOST

With the conclusion of another academic year, Hopkins Dining is proud of our continued service as John Hopkins University's dining program. At Hopkins Dining, we understand the pivotal role that dining plays in the overall campus experience. Each day, we're committed not only to providing nourishment, but also cultivating long-lasting relationships and memorable experiences. Our dedicated team of experts work to create a welcoming environment for our guests while also serving fresh, quality and safe food.

Over the past year, our key focus has been to enhance and diversify dining options available to guests on the Homewood and Peabody campuses. We've made it a priority to understand the dining needs of our guests and have made intentional efforts to accommodate such requests. From increasing Halal-friendly dining options, to creating more flexibility in meal plans, we've been committed to building a program that is truly tailored to enhancing the Hopkins student experience and the greater Hopkins community.

We've continued to practice our commitment to fostering community by placing a large emphasis on student engagement. Outside of our everyday operations, we've gone above & beyond to cultivate relationships with departments on campus to make an even greater impact.

In just our second year, we have continued to make great strides in developing the dining program, but acknowledge that there is still much work to be done. With the addition of the HSC and Agora, 2025 looks to be another exciting year.

Matthew Moss

Assistant Vice Provost of Dining & Auxiliary Services



GOOD FOOD. GREAT COMMUNITY.

It's not just our motto, it's our guiding philosophy as a department, to use dining and food experiences as a platform to nourish and support the greater Blue Jay community.

23-24 ANNUAL REPORT

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2023-2024 HOPKINS **DINING** YEAR AT-A-GLANCE

At Hopkins Dining, our mission is to cultivate innovative experiences that nourish the well-being of students, embrace authenticity, and fulfill our global responsibility. Furthermore, our vision is to use hospitality and innovation to become an integral part of the lives of the Johns Hopkins community.

During the 2023-2024 academic year, Hopkins Dining has:



01

EXPANDED DINING OPTIONS ON CAMPUS

Introduced new concepts including **The Bun Shop**, **Scoopology**, **Mosaic Global Kitchen**, **Tossed Kitchen**, & more!



Introduced **dinner hours** & **meal exchange options** at Levering Kitchens and **Farmer's Fridge** convenience meal machines.

FARMER'S FRIDGE

02

WON SILVER FOR CATERING PROGRAM OF THE YEAR

1876 Distinction Catering was awarded Silver for **Catering Program of the Year** as part of NACUFS' Loyal E. Horton Awards.

This honor is awarded to outstanding catering programs who show value to their campus in everyday ways.



1876 | *DISTINCTION*
a culinary experience

03

EMPHASIZED STUDENT ENGAGEMENT

Hosted over **50** student engagement events and initiatives including:

Blue Jay Bash: Hopkins Dining's annual welcome back event featured an outdoor food festival complete with a BBQ menu, outdoor games, music and more.

Hopkins Cooking Series: This initiative taught students valuable cooking skills with a recipe specially-curated by Hopkins Dining's chefs.

Blue Jay Breaks: This monthly initiative treated the Hopkins community to a surprise snack item courtesy of Hopkins Dining.

Spirit Brunch: This end-of-semester tradition featured an elevated brunch menu, music and Hopkins-themed décor before leaving for break.

Picnic for the Planet: In celebration of Earth Day, this luxury picnic experience featured a plant-forward dinner and activities for guests to enjoy.

Local Flavors: This monthly initiative highlighted local businesses & partnerships while promoting sustainability on campus.

04

INVESTED IN STAFF DEVELOPMENT

Trained bargaining unit staff on kitchen protocols, recipes, production sheets during Thanksgiving and Winter break.

Devised a year-round training program that takes place during non-academic periods to continually invest in the professional and personal development of employees.



A close-up photograph of several ears of yellow corn on the cob, charred with black grill marks. The corn is arranged diagonally across the frame, with the foreground ear in sharp focus and the background ears blurred. The lighting is bright, highlighting the texture of the kernels and the charred spots.

CULINARY

With food at the forefront of what we do, being intentional with the service of fresh, high-quality and safe food has been our top priority. The Hopkins Dining culinary team has worked meticulously to develop recipes, source ingredients and prepare menus with all JHU students in mind. Here's an overview of our culinary systems including nutrition, food service systems, safety & sanitation, and more.



NUTRITION

CULINARY

Our dietitian and culinary team plan menus to ensure that students have access to nutritious foods. Through extensive menu planning, Hopkins Dining creates an inclusive dining experience by offering foods that meet various special dietary needs and preferences. All menus are published online so that students may review menu options, nutrition facts, and ingredient lists. Food allergens and dietary preferences are clearly labeled using digital signage. The labels include the top 9 allergens, alcohol, Halal-certified proteins, pork, vegetarian and vegan. Over the past year, we have:

Nourish the Nest & Health Promotion

- Provided multiple nutrition education presentations to student athletes.
- Developed Nourish, a new station concept that is health-forward and features only items that are made without the top 9 allergens.
- Tagged over 1,200 items in our NetMenu system with the appropriate Nourish tier.

Dietary Preferences

- Vegan
 - Added 47 new vegan recipes into our system.
 - Expanded vegan burger offerings by adding an additional vegan burger to grill stations.
 - Offered daily legumes or lentils at Nolan's on 33rd.
 - Expanded our Build-Your-Own-Bowl (BYOB) station to allow more vegan options for students.
 - Increased variety of vegan proteins served in board operations by rotating between meat substitutes, legumes, lentils, and soy products more frequently.



NUTRITION (CONT'D)

CULINARY

Dietary Preferences

- Halal
 - Worked closely with JHUMA to identify areas that needed improvement for Halal offerings. Students requested a greater variety in Halal certified proteins.
 - Transitioned the following proteins to be Halal certified:
 - All deli turkey meat including a procedure to limit haram ingredients
 - All meats offered on the pizza station
 - Chicken shawarma
 - Successfully negotiated a solution to provide local Halal certified beef, which will be included in our menus starting in Fall 2024.
 - Hosted 12 Ramadan Iftars at Hopkins Café during the Month of Ramadan with support of board operations and catering.
 - Offered Suhoor bags for students during the time of Ramadan (sold 147 bags compared to 33 bags last year).

Allergies

- Developed and operated Nourish, a station that offers meals made without the top 9 allergens, during lunch and dinner.
- Improved signage to identify foods fried in a shared fryer and foods that contain alcohol.
- Hopkins Dining's Dietitian presented at the MenuTrinfo and Food Allergy Research and Education (FARE) conferences about Hopkins Dining's approach to food allergies.
- Trained over 100 BU staff members in AllerTrain programs.
- Successfully served most students with allergens without needing to exempt students from meal plans.



FOOD SERVICE SYSTEMS

- Entered over **400** new recipes into our NetMenu system.
- Received nearly **14,000** mobile orders at retail locations via the Transact Mobile app.
- In partnership with The Center for a Livable Future (CLF), Hopkins Dining hosted a carbon labeling study to determine if adding climate labels to different meals on our digital menu boards would result in changed dining behaviors. A total of **708** recipes were tagged by CLF and we discovered that:
 - **509** recipes were considered Green (foods with the lowest climate impact)
 - **149** recipes were considered Yellow (foods that have a significant climate impact)
 - **50** recipes were considered Red (foods with the highest climate impact)
- In response to the University's request for increase Halal dining options on campus, we have:
 - Added **14** new Halal recipes to our menus since January 2024
 - As of July 2024, we have a total of **185** new Halal recipes in our system
- Nearly all point-of-sale hardware has been upgraded to provide guests with a seamless dining experience at each location. Additionally, all Hopkins Dining partners (i.e. Brody Café, Mudd Café) have transitioned to using the same hardware systems.



SAFETY & SANITATION

- During the 2024-2025 academic year, our safety & sanitation team continued to maintain key relationships with Baltimore City agencies, and other university departments in a collective effort to provide the campus community with safe food and workspaces. In October 2023, our team met with the Health Safety & Environment department to detail the risk of food service staff as it relates to occupational safety incidents compared to other campus departments.
- To improve oversight of food safety, we created the Food Safety Monthly internal audit calendar for our managers to audit Hopkins Dining locations regularly. Approximately 80 internal self-audits have been completed throughout the academic year.
- Minimal occurrence of Hopkins Dining occupational safety incidents recorded in comparison to previous years.
- Through continuous training objectives, staff have received need-based safety & sanitation knowledge, training & assessments for both existing staff and new hires. 98% of staff who participated in the May 2024 re-training were successful in receiving their certifications.
- In Summer 2024, the Hopkins Dining Safety & Sanitation Manager will be joining the International Association for Food Protection.



SUSTAINABILITY

CULINARY

Hopkins Dining is dedicated to reducing waste, supporting local and seasonal menus, and promoting sustainable agriculture. Over the past year, we have:

Events & Partnerships

- NACUFS Awards: Executed our first submission for The National Association of College & University Food Services' (NACUFS) sustainable procurement and waste reduction awards.
- Earth Month 2024: Celebrated Earth Month with events like Picnic for the Planet, a plant-based cooking workshop, and multiple waste reduction campaigns.
- Sustainable Leadership Council: Led by our Sustainability Manager, focused on subjects including packaging, food insecurity, plate waste reduction, and seasonal food awareness.
- MaetaData Partnership: Collaborated with MaetaData to analyze procurement data and accurately track sustainability metrics.
- Carbon Labeling Research: In partnership with The Center for a Livable Future (CLF), Hopkins Dining hosted a carbon labeling study to determine if adding climate labels to different meals on our digital menu boards would result in changed dining behaviors.

Food Waste Reduction and Treatment

- Composting: Completed a full year of composting across all locations, diverting 150 tons of organic waste away from landfills and incineration.
- Weigh Your Waste Campaign: Hosted 15 events, educating students on food waste and analyzing 390 pounds of plate waste for prevention insights and action plans.

Material Waste Reduction and Treatment

- Packaging: Made 98% of to-go containers are compostable, including sushi containers.
- Waste Audits: Conducted audits to minimize waste stream contamination and improve waste management infrastructure.



SUSTAINABILITY (CONT'D)

CULINARY

Carbon Footprint

- Plant-Based Spending: Dedicated 15% of our budget to purchasing plant-based ingredients.
- Carbon Labels: Implemented 1,000+ carbon labels in our digital menu system.
- Ingredient Scorecard: Contributed to the development of an innovative climate and nutrition scorecard with the Menus of Change Research Collaborative and the Bloomberg School of Public Health.

Social Equity

- Community Partnerships: Increased purchases from women, family, BIPOC, LGBTQ+, disability, immigrant, and veteran-owned businesses, including 17 local BIPOC-owned and 20 local women-owned businesses.

Local and Seasonal Menus

- Local Sourcing: Sourced from over 80 local partners, accounting for 20% of our spending, with 10% from hyper-local partners within 50 miles of campus.
- Local Ingredient Highlights: Locally sourced all milk, eggs, hamburger patties, and bread.

Animal Welfare and Sustainable Seafood

- Sustainable Purchases: Made 19% of purchases meet sustainability and/or animal welfare standards, such as USDA Certified Organic and 100% Grass Fed.
- Animal Products: Ensured that 44% of our animal products carry sustainability attributes, with over \$1.5 million spent on antibiotic and hormone-free animal products.



RESIDENTIAL & RETAIL DINING



RESIDENTIAL DINING: HOMEWOOD

RESIDENTIAL & RETAIL DINING

Our board operation dining locations are comprised of Hopkins Café, Nolan's on 33rd and Peabody Dining Hall. Over the past year, we have:

- Served nearly 415,000 board meals.
- Implemented “Hopkins Huddles” at each of our locations on Homewood and Peabody campuses to engage with Bargaining Unit team members and gain more perspective on what challenges they face at work and how we can support change.
- Successfully hired a new Campus Executive Chef and Director of Residential Dining. Also, a Sous Chef was added to each board operations location on the Homewood campus to provide additional culinary oversight to dining halls.
- Hosted a variety of student engagement events including LEED's first annual Boo Jay Bash and the first annual Senior BBQ which featured service by President Daniels and members of JHU's administration.
- Staff from On-Campus Living were invited to the dining halls to serve students lunch during the spring semester.



RESIDENTIAL DINING: PEABODY

RESIDENTIAL & RETAIL DINING

Our dining locations at the Peabody Institute are comprised of Peabody Dining Hall and Maestro's Café. Over the past year, we have:

- Served nearly 85,000 board meals.
- Added Nutrislice digital menu boards to the dining hall.
- Enhanced dining hall menu to feature a variety of rotating action stations (i.e. pasta, ramen etc.)
- Partnered with Peabody Student Affairs on several student engagement initiatives including Late Night Breakfast, Hunger Games and De-Stress Fest events.
- At Maestro's Café, we have served:
 - 2,772 cups of coffee
 - 2,995 specialty coffee drinks
 - 1,080 homemade cookies
 - 1,208 croissants
 - 349 muffins
 - 540 turkey sandwiches



RETAIL DINING

RESIDENTIAL & RETAIL DINING

Our retail dining locations are comprised of Levering Kitchens, Levering Café, Charles Street Market and Maestro's Café. We also maintain partnerships campus locations include the Daily Grind and Niecy's Juice Bar (formerly Good Part & Co.). Over the past year, we have:

- Introduced meal exchange options and dinnertime hours at Levering Kitchens. Guests can now use one meal swipe in exchange for an entrée, beverage and side at each station during dinnertime only.
- In January 2024, introduced two new concepts at Charles Street Market: The Bun Shop and Scoopology (Taharka Ice Cream and Liege Waffles).
- Launched three new stations at Levering Kitchens: Mosaic Global Kitchen, Tossed Kitchen and Red Lantern Kitchen.
- In terms of sales, we have:
 - Served over 82,981 meal exchanges at Levering Kitchens; averaging 2,441 weekly transactions.
 - Processed 85,000 board swipes at Charles Street Market.
 - Sold over 2,000 scoops of Taharka ice cream at Scoopology.
 - Served over 3,000 Thai teas at The Bun Shop.
 - Averaged 75 mobile orders at Levering Kitchens per hour.

$\frac{18}{76}$ | ***DISTINCTION***
a culinary experience



1876 DISTINCTION: A CULINARY EXPERIENCE

CATERING

1876 Distinction is Hopkins Dining's exclusive catering service. Whether ordering lunch for a meeting, planning a reception for 200, or responsible for coordinating a five-course dinner for a visiting VIP, 1876 Distinction Catering offers a complete range of services to ensure any event is a success. Over the past year, we have:

- Won Silver for Catering Program of the Year by the National Association of College & University Food Services (NACUFS).
- Independently relocated equipment and operations from Wolman Hall to Keswick in July 2023.
- Executed 623 events in 258 Days with over 175,000 guests served.
- Hosted events all over the Homewood Campus (indoors and outdoors) and affiliated locations including:
 - Pava Marie LaPere Center for Entrepreneurship
 - Bloomberg School for Public Health
 - Turner Auditorium
 - Several Private Residences
- Served approximately 6,500 Mini Crab Cakes that were handcrafted with love.
- Added 6 additional full-time positions created within the 1876 Distinction team.
- Successfully executed 1876 Distinction's first event at Johns Hopkins School of Advanced International Studies in Washington D.C.
- Expanded scope of business to include receptions, concessions, custom baked good, floral arrangements, custom chalkboard art & more.

Blue Jay
B

**MARKETING &
STUDENT
ENGAGEMENT**

STUDENT ENGAGEMENT

MARKETING

Student Engagement

Executed over 50 student events and initiatives including:

- Blue Jay Bash
- Picnic for the Planet
- Blue Jay Breaks
- Hopkins Cooking Series
- Local Flavors
- Food Holidays (National Pasta Day, National Oreo Day)

Meal Plans

Sold over 3,000 meal plans for the 23-24 academic year, a record number for dining services.

Guest Feedback

Student Advisory Board

Met on a monthly basis to discuss dining updates, provide a platform for feedback, and to encourage students to be actively engaged in the dining program.

Text N' Tell Feedback

This is a digital platform where students can text their feedback (i.e. comments, concerns, questions and requests) to Hopkins Dining to receive real-time responses and action from members of our team. Text N' Tell comments can be viewed on screens in several dining locations around campus.



STUDENT ENGAGEMENT (CONT'D)

MARKETING

Feedback (Cont'd)

NACUFS Customer Satisfaction Survey

Conducted an annual customer satisfaction survey to obtain guest feedback on food, service, cleanliness etc. Majority of participant responses were related to pricing, food quality, menu accuracy and customer service.



Branding

Developed branding and assisted in the launch of new dining concepts including:

- Scoopology
- The Bun Shop
- Mosaic Global Kitchen
- Tossed Kitchen
- Red Lantern Kitchen



RED LANTERN
KITCHEN

Campus Partnerships

Collaborated with various campus departments and student organizations including LEED, Office of Health & Well-Being, Hopkins Athletics, Office of Sustainability, SGA and more. Events and initiatives hosted throughout the year include:

- Boo Jay Bash
- Dinner with the Dean
- Senior BBQ
- Meatless Madness
- Taste of the Diaspora



TOSSED
• KITCHEN •

HOPKINS **DINING**

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