2014 LOYAL E. HORTON DINING AWARDS
RESIDENTIAL DINING SPECIAL EVENT

FOR THE LOVE OF CHOCOLATE

PRESENTED BY
CROSSROADS DINING
UNIVERSITY OF CALIFORNIA, BERKELEY
For the Love of Chocolate was created to host an unconventional idea for Valentine’s Day. By staying neutral to the holiday with a simple but elegant décor and an entire menu focused on chocolate, guests were able to experience a new dining setting that breaks away from the everyday cycle of university life.

Over 1,000 guests came to enjoy the festivities, and, for some, it was the first time for a “fine dining” experience. With a relaxed atmosphere and activities provided for all in attendance, they were given a platform to get to know the staff and, in return, the staff to know the guests they serve every day, making this the most talked-about event of the year for Crossroads Dining, the largest dining commons available to students, staff, affiliates, and the public at UC Berkeley.

At the end of the day, one doesn’t have to be in love to love chocolate.
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For the Love of Chocolate’s menu was created with love and for love. Chocolate is a decadent, intimate food that offers far more than the simple sweets we associate with Valentine’s Day. It crosses cultural lines and is welcomed with open arms around the world. As a true delicacy with limitless applications, chocolate was the ideal ingredient for a tasteful, rich, and sophisticated dinner.
Pictured clockwise from left: Cocoa Rubbed Tri-Tip with Chimichurri, Dark Chocolate BBQ Pork Sandwich, Dark Chocolate & Eggplant Caponata, Sweet Crepe, and Cocoa Blackened Rockfish with Citrus Buerre Blanc.
This dish was designed around the interplay between the sweetness of the caramelization of the roasted beef and the raw bitterness of cocoa. Brightening the chocolate notes and cutting through the richness of the beef, the chimichurri adds a welcome contrast with its acidity and sharpness.
COCOA BLACKENED ROCKFISH

Recipe
61. CROSSROADS

Recipe: 121008, FISH ROCK COCOA BLACKENED WITH CITRUS BB

<table>
<thead>
<tr>
<th>Ingredient Name</th>
<th>A.P. Amount Required</th>
<th>F.P. Amount Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>3205 FISH ROCK COD FISH</td>
<td>300 LB</td>
<td>300 LB</td>
</tr>
<tr>
<td>0190 CORNSTARCH 0F</td>
<td>10 LB</td>
<td>10 LB</td>
</tr>
<tr>
<td>3612 COCOA POWDER UNWITED</td>
<td>2 LB, 4 OZ</td>
<td>2 LB, 4 OZ</td>
</tr>
<tr>
<td>2000 SPICE PEPPER CAYENNE GROUND</td>
<td>3 OZ</td>
<td>3 OZ</td>
</tr>
<tr>
<td>2284 SALT KOSHER 120 LB</td>
<td>12 LB, 18 OZ</td>
<td>12 LB, 18 OZ</td>
</tr>
<tr>
<td>0405 SPICES PEPPER GR BLK MED 3/5#</td>
<td>12 3/4 OZ</td>
<td>12 3/4 OZ</td>
</tr>
<tr>
<td>3772 OIL Canola All Purpose 35#</td>
<td>2-6 GAL, 7 QUARTS</td>
<td>2-6 GAL, 7 QUARTS</td>
</tr>
<tr>
<td>747020 CITRUS BEURRE BLANC</td>
<td>1000 - 100 PORTIONS</td>
<td>1000 oz</td>
</tr>
</tbody>
</table>

Method of Preparation
1. ENSURE ENTIRE DISH IS AT THE BEGINNING PROCESS. REMEMBER TO KEEP FISH COLD AT ALL TIMES OTHER THAN WHEN IT IS IN THE GRIDDLE.
2. DRAIN FISH AND PAT DRY (USE APRONS/SHAKEN OUT TOWELS) LAYED ON SHEET PANS.
3. CHECK EACH FILLET FOR BONES. REMOVE AS NECESSARY. CAREFUL NOT TO TEAR THE FISH.
4. WHEN FISH IS CLEAN AND DRY, LEAVE SHREDDED NEATLY AND ORDERLY AND HOLD COLD.
5. COMBINE DRY INGREDIENTS TOGETHER AND MIX VERY WELL BEFORE NEXT STEP.
6. THIS IS YOUR DREDGE FOR THE FISH. WITH FISH PANS ON ICE SETUP A STATION FOR DREDGING, COOKING, PLATTERING, COVERING AND HOLDING BEFORE YOU BEGIN COOKING.
7. DREDGE EACH PIECE OF FISH WELL AND BE SURE TO SHAKE OFF EXCESS. VERY IMPORTANT TO SHAKE OFF EXCESS. IF YOU END UP WITH A LOT OF DREDGE ON THE FISH IT DOES NOT SHAKE OFF YOUR FISH IS TO WET AND YOU DID NOT FOLLOW INSTRUCTIONS LAYED OUT ABOVE. BE SURE TO FOLLOW INSTRUCTIONS. ONLY DREDGE A BATCH AS LARGE AS YOU ARE ABLE TO COOK AT ONE TIME. DO NOT PREP DREDGE FISH AND LET IT SET, WAITING FOR THE NEXT LOAD YOU CAN COOK. THIS IS IMPORTANT AS WELL.
8. HEAT GRIDDLE/FLAT TOP TO HIGH HEAT ALMOST SMOKING, BUT BE PREPARED FOR COOKING AND DO NOT LET THE METAL STAY SCREAMING HOT FOR MORE THAN A FEW MINUTES BEFORE USING. DO NOT ADD OIL UNTIL THE MOMENT YOU ARE TO BEGIN COOKING FISH.
9. LAY FISH DOWN NEATLY AND ORDERLY ON COOKING SURFACE. LAY FILLETS AWAY FROM YOURSELF TO ELIMINATE POSSIBILTY OF SPLATTERING OIL ON YOURSELF, THE MINDFUL OF OTHERS.
10. DO NOT MOVE FISH ONCE IT HAS BEEN LAYED DOWN. IT SHOULD SMOKE AND START "BLACKENING" THIS IS NORMAL. ROCK COD FILLETS ARE NO THICKER THAN 3/4" MAXIMUM WHICH MEANS IT WILL NEED NO MORE THAN 3-5 MINUTES PER SIDE. USE A CLEAN SPATULA TO FLIP CAREFULLY, AGAIN AWAY FROM YOURSELF AND THE MINDFUL OF OTHERS.

A technique made famous in the American South this blackened fish reflects the cross-cultural nature of New Orlean's history and cuisine. The straightforward and powerful American flavor of blackened cocoa is offset by the delicateness and richness of the French beurre blanc.
Caponata is a richly flavored dish that complements the complexity and depth of dark chocolate. Served over a simple pasta, this dish is a comforting addition to the menu and also satisfies our vegan and vegetarian guests.
Production Sheet

Crossroads cook Johnathon Stanko prepares our Cocoa Blackened Rockfish.

Temperature Log

For the Love of Chocolate

QUALITY & SAFETY
晶莹的珠串和吊灯帮助创造出一种简单而优雅的氛围，以配合每张桌子上的中心装饰。

THEME DEVELOPMENT & EXECUTION
FOR THE LOVE OF CHOCOLATE

10

Before

Our goal in setting For the Love of Chocolate’s theme was to strike a perfect balance between simplicity and sophistication. We transformed our 34,000-plus sq. ft. facility from a minimalist commons into an immersive and intimate fine dining experience.

After

Drapery, table runners, electronic candles, and elegant flower centerpieces created a warm, inviting ambience and a stark contrast to Crossroads’ industrial everyday look.

FROM EVERYDAY TO ONE-OF-A-KIND
After sundown, our normal lighting fixtures were shut off and the entire facility was illuminated by champagne mood lighting and electronic candles, bringing a captivatingly intimate atmosphere complemented by crystal beading and chandeliers hung from the ceiling.
SETTING THE MOOD

A wine, champagne, and chocolate color palette was chosen for all decor and decorations to reflect the richness of our menu.
Our decadent chocolate fountains were the center of attention the entire night. Guests had a blast sampling strawberries, rolled wafers, marshmallows, and other sweet treats for dipping.
To complete the look of our chocolate fine dining theme, our entire service staff from cooks to servers to cashiers were dressed in black and white bistro attire.
We auditioned some of Cal’s most talented students to provide live entertainment for the event. Zhou Shu Ziporyn and Somin Lim were chosen to lend their musical talent to the soothing, relaxing dining environment. They provided hours of classical, contemporary, and alternative music.
To reflect the intimacy of the event and of Valentine's Day, our main marketing goal was to focus on one-on-one interaction with customers, as well as traditional printed and digital materials.

Our marketing team took to UC Berkeley’s iconic Sproul Plaza, the heart of campus, and handed out custom-made invitations adorned with a chocolate rose.

The team also collaborated Cal Dining’s marketing to execute a streamlined campaign on Facebook, Twitter, and Instagram.
Members of our student marketing team handed out hundreds of invitations on Sproul Plaza the week prior to the event.
Facebook, Twitter, and Instagram were used to promote the event, invite guests to our chocolate molding and guessing game contests, and provide live coverage.
UC Berkeley’s student-run online television station, CalTV, covered For the Love of Chocolate for the Cal community, interviewing our Executive Chef, Marcos Hernandez.
An arcade-styled photobooth was set up for students and staff to capture the moment and make memories with friends. Sparkling apple cider kept guests refreshed as they waited their turn.
Edible chocolate play-dough was set up for a molding contest accessible to all students. The student-made sculptures competed for staff votes to win gift cards to local businesses.

Guests were also able to win delicious custom candy in a candy-guessing game.
CUSTOMER FEEDBACK

MARKETING & MAKING IT SPECIAL
FOR THE LOVE OF CHOCOLATE
“Fantastic Valentine’s Day food and ambience! The theme was amazing and the mood, lighting, and music made it. Thank you for your hard work on today’s fantastic meal!”
- MEGAN BARNETT

“The menu, decorations, and live music are absolutely phenomenal. I am completely impressed and commend everyone on their work and dedication. Thank you for showing you care.”
- RYANN

“Today was absolutely breathtaking! From the photo-booth, to the chocolate fountain, to the live music, Crossroads looked a little bit like prom. Thank you so much for making today special for all those who didn’t have a Valentine to take them out to dinner.”
- TERESITE CRUZ

“I want to eat like this all the time. I felt like Batman dressed as Bruce Wayne.”
- ANDREW C. MCDANIELS

For the Love of Chocolate was met with an astounding amount of feedback from customers. Over 250 comment cards were submitted -- 1 out of every 4 attendees.
Crossroads Dining marketing is comprised of an all-student staff. Working alongside the event’s manager, the students brainstormed, planned, and executed the event over the course of two months.

Given a $15,000 marketing and execution budget, the team was able to come in just under $12,000 for the entire event.

For the Love of Chocolate would not have been possible without the hard work, creativity and dedication from students.

The event was captured entirely by student photographers. Some of our student staff took to the stage as well, performing covers and entertaining the guests.
Crossroads and Cal Dining make significant efforts to provide high-quality and sustainable ingredients, including Niman Ranch beef featured in our Cocoa Rubbed Tri-Tip and produce from local vendors in the San Francisco and surrounding Bay Area.

Cal Dining aims to eliminate its carbon footprint. To help us reach our goal of zero waste by 2020, we have a “Chews to Reuse” system available for our guests. Guests pay a one-time fee for reusable to-go containers and beverage cups.
Executive Director of Cal Dining
Shawn LaPean

General Manager
Alicia Edwards

Executive Chef
Marcos Hernandez

Event Manager
Angel Escario

Purchasing Manager
Sunil Chacko

Administrative Assistant
Alex Cheng

STUDENT STAFF

Lead Marketing Assistant
Karla Cruz Godoy

Marketing Team
Gabriela Avila
Jordeen Chang
Mollie Ganser
Estefania Garcia
Bryana Gutierrez
Francisco Romero

Lead Submission Design
Sam Fructuoso

Administrative Team
Sam Fructuoso
Ruddie Rodriguez

Photographers
Mollie Ganser
Demeturie Gogue
Victor Tieu

Special thanks to all staff at Crossroads and Cal Dining who made this event possible.