

The WANDERING EPICUREAN

CASE STUDY



case study.

The Wandering Epicurean

By Gayvin Powers

Client

Sandhills Community College

Multiple year, fundraising event. Exclusive culinary dinner and auction to raise funds for the Culinary department.

ROLE

Art Director
Copywriter

Brand Strategist
Graphic Designer

Target Market

- High end donors (\$20K+/yr.)
- Culinary Lunches Guests
- Grandparent
- Makes \$200K+ year
- Wine drinker
- 60+ yo. foodie
- Male-50%, Female-50%
- College educated
- Invests
- Board Members

overall strategy.

Developed the branding for an event that targeted local foodies of SCC with an invitation only, limited space opportunity of the year.

Target market pain points focused on living in a high end location with limited gourmet restaurants. Increased scarcity due it being secretive -- only people who were invited knew about the event.

Designed marketing around beauty shots of food that gave the feeling of a high end food and travel magazine. It elicited a sensory response to images and text. Sumptuous and savory gourmet food and key words were used to reflect the brand and increase desirability and exclusivity.

Sent direct mail look book (in the style of a mini gourmet food and travel magazine), save-the-date postcard, and personalized letter signed by college President.

Greetings

Welcome to our kitchen.

Indulge with us as you experience a journey of the senses, where food, wine, music, and atmosphere crescendo into an epicurean adventure. Roam through our commercial kitchen and bakery, meet the students, and mingle with fellow foodies as you sample innovative flavors and combinations designed to heighten your culinary experience.

The evening is truly a collaboration, a combined labor of love for our beloved Baking & Pastry, Culinary, and Hospitality programs working in partnership with the Sandhills Community College Foundation. The event is a reflection of the curriculum, and we're ever mindful of our intent to provide students real-world experiences that prepare them for what lies beyond our doors at Sandhills. We are happy you could join us tonight and experience first-hand our passion for what we do.

A special thanks to our Foundation hosts Lin Hilton and Charlie Eichhorn for their support and the many other valuable people who made tonight possible. With all of their insight and love of our department, we are able to offer you a truly memorable evening.

Thank you for being a part of our culinary celebration. Your attendance and support tonight directly enhance and maintain our dynamic programs, ensuring we have the tools and resources to continue supporting our students and producing exceptional graduates.

Thank You for Being Our Guest,

Fiona



Highlights

Wrote a letter in Chef Fiona's voice for the event.

Keywords

Epicurean
Foodies
Culinary
Luxury
Baking & Pastry
Hospitality
Feast for the Senses

Message

Gratitude
Excitement
Culinary Adventure

“Our friends flies all over the country for these kind of events. He said this one was the best. He's coming again next year.

- Charlie Eichhorn,
SCC Board Member

strategy.

All copy on 300+ marketing materials were created by Gayvin, with the exception of the direct mail invitation and thank you letter from the president and event menu. Samples of copy from the invitation look book are below. Copy centers around the senses and having experiences with them.

Content

Developing brand voice and key words to paint a picture that gave guests a one-of-a-kind, adventurous, culinary experience designed to enhance the senses.

Visuals

Selected images to elicit a physical reaction in the body when viewing and worked in conjunction with copy. 10,000+ photos were researched for the entire event and 10 were selected for the pre-campaign look book.



M E N U

Savory

PORT AND ROSEMARY LAMB CHOP on a pea and porcini risotto cake with a lemon and roasted garlic glaze

DUCK CONFIT with homemade mustard on a crisp potato Rosti with a citrus and cranberry chutney

SPINACH AND ROASTED RED PEPPER FRITTER with pesto sauce, spiced remoulade and a shot of sweet potato soup

TEMPRANILLO SEARED BEEF TENDERLOIN with glazed figs and a fennel crème over an almond and manchego bruschetta

WARM PORK BELLY SLIDERS with a peach gastrique, green onion pickled slaw, fingerling fries and a yellow pepper ketchup

SEARED SEA SCALLOP with a micro basil and orange salad, a lime and sea salt cured salmon tartare, topped with saffron aioli



Sweets

CREMA CATALANA - Spanish egg custard with brûléed sugar (GF, VEG)

MARCONA ALMOND ICE CREAM with caramel and fizzy citrus (GF, VEG)

TORTA de SANTIAGO - Almond lemon cake with whipped ganache (VEG)

SANDMAN PORT FIGS with goat cheese and sugar crusted puff (VEG)

TRADITIONAL CHURROS with chocolate shooters (VEG)

ASSORTED NOUGAT & TORRONE (GF, VEG)



HISTORY of TAPAS

Prior to the 19th Century, tapas were created out of necessity for hungry and weary travelers along the desolate Spanish countryside. After journeying along poorly made roads, some dating back to the Roman Empire and Middle Ages, travelers encountered inns with fresh horses, beds, and food. Unfortunately, in those days, many people were unable to read or write, leaving many people unaware of what was available to eat. As a result, many inn keepers offered small plates that sampled the dishes available. These samplings became known as tapas, from the Spanish verb tapar, "to cover."

Tapas are still popular options throughout Spain. Today, the rest of the world has embraced the best of what tapas have to offer. At Sandhills Community College, we have students from all walks of life, and the tapas menus for the event were created by them. Think of yourselves as adventurous travelers, wandering through the culinary world of spices, tastes, and experiences that our team of culinary experts and their students bring to you for one exclusive night only.

results.

The monetary results and engagement from the event exceeded expectations. Brand guidelines were used for pre-, during and post event deliverables. Some result highlights are below:

Direct Mail Conversion Rate

Per Compu-Mail, direct mail conversion rates are 9%. The Wandering Epicurean had a 97% conversion rate.

Average Direct Mail	3%
Wandering Epicurean	97%

source: <https://www.compu-mail.com/statistics/direct-marketing-statistics-for-nonprofit-fundraisers>

100%

Sold Out
2 Weeks
Prior to Event

3

Deliverables:
Lookbook
Letter
Card

1

Marketer
160x ROI

**These can be applied to digital marketing
with strategic and targeted initiatives
directed at pain points.**

follow up.

Thank yous were sent out after the event, along with a sumptuous recipe book with favorites from the event. It lead to increasing the size by 20% the following year.



Thank You!

Wow! What an outstanding evening. Your kindness, generosity, and love for our programs were evident, and we can't thank you enough.

In our wildest dreams, we couldn't have imagined our goal would be met for our new Mize Condo oven -- that will enable us to create a greater variety of baked goods while continuing to make over 10,000 items each year. What an incredible Christmas gift to our college, our department, and, most importantly, our students for years to come!

Of course an event like this seems so effortless, but I can assure you the cogs in the machine were working overtime, including our Golden Whisk sponsors (Charlie and Lulu Eichhorn and Lin and Herb Hilton), the ladies in The Foundation, our talented chefs, volunteers, and dedicated students.

I wish I could have bottled the electricity in the kitchen that night. Our students were so unbelievably excited and ready to bring you the best of what they have to offer. I'm not sure if you know, but each and every class that night was in their practical room. They had been preparing for months.

Evenings like this are few and far between, and they are ones we will remember forever. Thank you, from the bottom of our hearts.

Fiona
Chef Fiona McKenzie

BREAD

Herb Focaccia

Ingredients

Sponge
6 oz. Water
.12 oz. Fresh Yeast
8 oz. Flour

Final Dough

1 lb. 4 oz. Flour
14 oz. Water
.12 oz. Fresh Yeast
.5 oz. Salt
1 oz. Olive Oil
Rosemary and Salt (to taste)

Instructions

- To make the Sponge, combine flour, water and instant yeast, and mix until uniform. Let ferment 4 to 6 hours (or until double in volume) in a warm place.
- Place sponge in a mixing bowl, add rest of ingredients and mix to a smooth but wet dough.

Herb Focaccia (cont')

- Let ferment for 30 minutes at 90 degrees Fahrenheit.
- Spread olive oil on cookie sheet (16x12).
- Roll and stretch the dough into rectangle to fit pan. Proof until it doubles in size.
- Poke with fingers every 2", then top with seasonings (rosemary & salt).
- Bake at 400 degrees Fahrenheit for 30 minutes.



Grissini Bread Sticks

24 Servings

Ingredients
18 oz. (4 1/8th cups) Bread Flour
9 oz. (1 1/8th cup) Water
2 oz. (half stick) Butter
2 tsp. Salt
1 1/2 tsp. Yeast, instant dry

Instructions

- Combine all ingredients into a KitchenAid and mix with dough hook on low speed for three minutes, finishing on medium speed for 4 minutes.
- Cover dough and let ferment for 1 hour. Punch down and divided the dough into 24 even pieces, about 1.3 oz each. Shape into strips, about 12 inches long.
- Place on parchment lined cookie sheet and bake in preheated 380 degree oven until golden brown.
- 20 minutes to bake.

*You may roll the bread sticks in grated cheese or herbs for a greater variety before baking.



Fennel Cured Salmon Tartar - Spooned

For Tartar

1 lb. Fennel Cured Salmon, chopped fine (or ground fine)
1 Tbl. Shallot or Red onion (minced)
2 Tbl. Fresh Chives (thin sliced)
2 Tbl. Fresh Dill or Fennel Fronds (chopped)
1-2 Tbl. Fresh Lemon Juice (as needed)
1 Tbl. Lemon Zest
Black Pepper (to taste)

Instructions

In a bowl, stir together tartar ingredients and pepper -- to taste.

For Mascarpone

1 cup mascarpone
2 tsp Dijon mustard
Dash hot sauce

Instructions

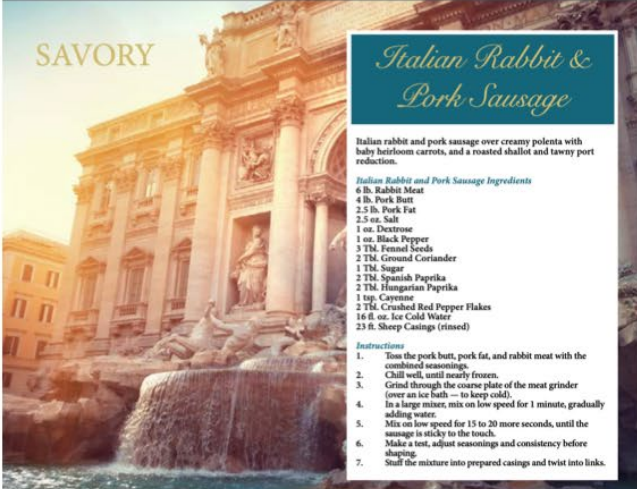
Mix well the above ingredients

For Garnish

Pickled Red Onion
Capers

To Assemble

- Place tartar on spoon.
- Add dollop of mascarpone mixture on top of tartar.
- Garnish with a dash of red onion and capers.



SAVORY

Italian Rabbit & Pork Sausage

Italian rabbit and pork sausage over creamy polenta with baby heirloom carrots, and a roasted shallot and tawny port reduction.

Italian Rabbit & Pork Sausage Ingredients

6 lb. Rabbit Meat
4 lb. Pork Butt
2.5 lb. Pork Fat
2.5 oz. Salt
1 oz. Black Pepper
3 Tbl. Fennel Seeds
2 Tbl. Ground Coriander
1 Tbl. Sugar
2 Tbl. Spanish Paprika
2 Tbl. Hungarian Paprika
1 tsp. Cayenne
2 Tbl. Crushed Red Pepper Flakes
16 fl. oz. Ice Cold Water
23 fl. Sheep Casings (rinsed)

Instructions

- Trim the pork butt, pork fat, and rabbit meat with the combined seasonings.
- Chill well, until nearly frozen.
- Grind through the coarse plate of the meat grinder (over an ice bath -- to keep cold).
- In a large mixer, mix on low speed for 1 minute, gradually adding water.
- Mix on low speed for 15 to 20 more seconds, until the sausage is sticky to the touch.
- Make a test, adjust seasonings and consistency before shaping.
- Stuff the mixture into prepared casings and twist into links.



Pheasant Involtini

Ingredients

4 large Pheasant Breasts (skinned and boned)
1 C. Italian Bread Crumbs
1 C. Chicken Stock
2 tsp. Unsalted Butter
2 Green Onions (2 white and 1 green thinly sliced)
1 tsp. Sage Fresh (or 1/2 t dry)
1 tsp. Italian Parsley

Involtini di Pheasant

Salt and Pepper (to taste)
4 Ham Slices
1 Tbl. Unsalted Butter
1 Tbl. Olive Oil
2 Tbl. All-Purpose Flour
1 C. Chicken Stock
1/2 C. Dry White Wine
Fresh Italian Parsley (for garnish)

Instructions

- Place each pheasant breast half between two sheets of waxed paper. Using a meat mallet or the dull side of a cleaver blade, press down and then push out from the center of each breast half, flattening it out evenly. Do not overpound or the breasts will break apart.
- To make the stuffing: soak the bread in the stock until the ends are soft, two to three minutes.
- Meanwhile, in a skillet melt the butter over medium heat. Add the green onions and sauté, until softened but not browned, about three minutes. Place the green onions in a mixing bowl.
- Squeeze the excess stock from the bread, discard the stock. Mix the sage, parsley, and salt and pepper to taste and mix well. Taste for seasoning.
- Place a slice of ham on each of the flattened pheasant breast halves. Divide the bread stuffing between the two breasts, spreading it over the ham. Roll up each breast from a narrow end; the opposite end should remain uncovered and slightly overlap the roll. Tuck in any stuffing that may have leaked out of the ends; the ham slice will prevent stuffing from leaking out of the center of the pheasant roll.
- Pat seas. Finish roasting in the oven at 375 degrees for 12 - 15 minutes.

DOLCE

Vanilla & Amaretto Panna Cotta

Vanilla Panna Cotta

1/2 cup whole milk
2 teaspoons gelatine
2 1/2 cups heavy cream
1 whole vanilla bean, split and scrape seeds out
pinch of salt
1/4 cup of sugar

Amaretto Panna Cotta

1/2 cup whole milk
2 teaspoons gelatine
2 1/2 cups heavy cream
pinch of salt
1/4 cup of sugar
1 teaspoon cocoa powder, sifted
1/4 cup Amaretto

Instructions to Make Either Panna Cotta

- Put the milk in a medium saucepan and sprinkle the gelatine over the milk. Let it stand for about 5 minutes to soften. Turn heat to medium and stir milk just until the gelatine dissolves. Add the cream, sugar, and salt. For making the vanilla variant, add the scented bean. If making the Amaretto flavor, whisk in the sifted cocoa and Amaretto. Whisk over low heat until the sugar completely dissolves, just a few minutes.
- Remove from the heat, (remove the vanilla pod), and allow to cool slightly, keeping it covered.

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