



THOMPSON HOSPITALITY
CAMPUS DINING



SWISH

DUNKFOOD BASKETS

Managers' Guide



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A close-up photograph of two hands assembling a burger. The hands are placing a piece of pinkish-red meat onto a bun. The burger is on a wooden cutting board, with other ingredients like lettuce and tomato visible. A semi-transparent purple rectangle is overlaid on the center of the image, containing the text 'THE BRAND' in white, bold, sans-serif capital letters.

THE BRAND

Brand Story

Welcome to Swish, where we specialize in Dunkfood Baskets! Swish is a unique culinary concept that combines the artistry of basketball with exceptional grill specialties. As you step into our energetic space, you'll immediately feel the fusion of passion for the game and the love of delicious cuisine.

At Swish, our talented chef brings the thrill of a perfect dunk to every dish. Our menu features an array of mouthwatering options, including expertly crafted meatballs, chicken tenders, succulent ribs, and more. Each item is carefully prepared and swished in our custom dunk sauces, taking the flavors to new heights and creating a culinary experience like no other.

Grilled to perfection, our meatballs boast a smoky char on the outside while maintaining a juicy center that will melt in your mouth. Our chicken tenders are cooked with precision, offering a choice between crispy fried or tender grilled options that will leave you craving more. And our ribs, oh, our ribs are a masterpiece. They are tender and fall-off-the-bone, lovingly coated in a glaze that harmonizes flavors like a perfectly synchronized team on the court.

Step into our vibrant ambiance, adorned with basketball-themed decor, and allow our friendly staff to guide you through a dining experience like no other. Whether you're a basketball enthusiast, a food aficionado, or simply seeking a memorable meal, Swish welcomes you with open arms. This is a place where friends, families, and fans come together to celebrate their shared love for the game and indulge in delectable, swished-to-perfection meals.

Join us at Swish and let the aroma of sizzling grill specialties and the anticipation of a perfect dunk enchant your senses. Discover the joy of Dunkfood Baskets, where culinary artistry and the game of basketball intertwine to create a truly unforgettable experience. Swish: where passion meets flavor, and every bite is a taste of victory.

Brand Overview

Swish is a groundbreaking culinary concept that seamlessly fuses the artistry of basketball with exceptional grill specialties, offering a truly unforgettable dining experience. Nestled within our energetic space, guests are welcomed into a vibrant ambiance adorned with basketball-themed decor, creating a dynamic atmosphere that celebrates the shared love for the game. At the heart of our brand lies a talented chef who skillfully crafts each dish to embody the thrill of a perfect dunk. From smoky-charred meatballs with a juicy center, to precisely cooked chicken tenders and fall-off-the-bone ribs, every item on our menu is swished in custom dunk sauces, elevating the flavors to new heights. Our friendly staff takes great pride in guiding patrons through this unparalleled journey, where culinary artistry and basketball intertwine to deliver a culinary adventure like no other. Swish is more than just a restaurant; it's a destination where passion meets flavor, and every bite becomes a taste of victory. Join us at Swish and discover the joy of Dunkfood Baskets, where a love for the game and delectable meals unite in harmony.

Brand Voice

The brand voice of Swish is energetic, passionate, and playfully enthusiastic. We embrace the fusion of basketball artistry and exceptional grill specialties, bringing you a dining experience where all of our baskets are slam dunks! Step into our vibrant space adorned with basketball-themed decor and get ready to indulge in the joy of Dunkfood Baskets. Our talented chef skillfully crafts each dish to perfection, creating entrees that can be dunked in your favorite custom sauces, elevating the flavors to new heights! We take immense pride in our playful take on the term "Dunk" and "baskets," as it symbolizes the fun and excitement you'll encounter in every aspect of Swish. Join us as we celebrate a culinary adventure like no other, where passion meets flavor, and every bite is a taste of victory. Swish is not just a place to dine; it's a lively experience where friends, families, and fans come together to enjoy the game of basketball and savor delectable meals with a playful slam dunk twist!

Primary Logos



Black Logo



White Logo

Primary Font

RUNNING START BASIC DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Secondary Font

FUTURA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Primary Color



C 0 R 241
M 79 G 93
Y 100 B 34
K 0



C 43 R 155
M 85 G 73
Y 0 B 156
K 0

Secondary Color

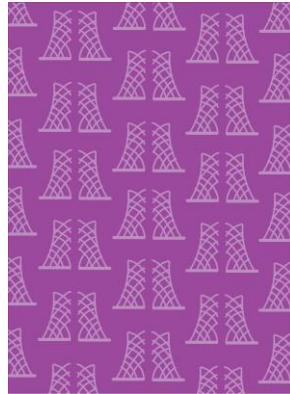


C 0 R 249
M 45 G 158
Y 87 B 58
K 0



C 4 R 247
M 18 G 204
Y 97 B 27
K 0

Custom Patterns



Brand Photos



Menu Board Template



SWISH
DUNKFOOD BASKETS

1. CHOOSE YOUR LINE UP

Slammin' Hoopster (xxx cal.)
Choice of Protein Served in a Delicious Roll with all the Fixings and a Side

Championship Combo (xxx cal.)
Choice of Protein Topped with a Dunk Sauce and

2. CHOOSE YOUR PROTEIN

Slam Dunk Tenders (247 cal.)
Fried or Grilled Chicken Tenders

Swish Meatballs (221.1 cal.)
Grilled Beef Meatball (2 oz each)

Impossible Burger (388.2 cal.)

Hamburger (348.5 cal.)

3. CHOOSE YOUR DUNK SAUCE

New Orleans Jazzmaster (1,639.3 cal.)
Remoulade Sauce

Tennessee Titan (529.1 cal.)
Tennessee Hot honey Sauce

Atlanta Peach Slammer (16.5 cal.)
Peachy BBQ Sauce

D.C. Capital Dunker (911.2 cal.)
Mumbo Sauce

Baltimore Bay-Bae (829.1 cal.)
Baltimore Old Bay Ranch

BUILD YOUR DUNKFOOD BASKET

FIXIN'S

Lettuce
Tomato
Pickle
Mayonnaise
Mustard
Ketchup

SIDES

Alley-Oop Onion Rings (224 cal.)
Thick-Cut Onion Rings Coated in a Crispy Batter, Perfect for Dunking

Slam Dunk Fries (158.8 cal.)
Crispy Seasoned Fries served

2,000 calories a day is used for general nutrition advice, but calorie needs vary

Brand Tagline

**WHERE BASKETBALL MEETS FLAVOR
IT'S ALWAYS A SLAM DUNK**

A close-up photograph of a hand with light-colored nail polish dipping a golden-brown, seasoned potato chip into a clear glass bowl filled with a thick, white dipping sauce. The background is dark and out of focus, showing another chip and a hint of an orange bowl. A semi-transparent purple rectangle is overlaid on the bottom half of the image, containing the text "ORDER GUIDE" in white, bold, sans-serif capital letters.

ORDER GUIDE

DRY INGREDIENTS

2023 Operations Guide

ITEM	VENDOR
BREADCRUMBS, PANKO, JAPANESE	SYSCO
CAPERS	SYSCO
CORNSTARCH	SYSCO
HONEY	SYSCO
JUICE, PINEAPPLE, 100%, CANNED	SYSCO
KETCHUP, CANNED	SYSCO
MAYONNAISE, HEAVY DUTY, KRAFT	SYSCO
MUSTARD, CREOLE	SYSCO
OIL, CANOLA	SYSCO
PICKLES, DILL HAMBURGER SLICES	SYSCO
SALAD DRESSING, RANCH, HOMESTYLE, KENS, BULK	SYSCO
SALT, KOSHER	SYSCO
SAUCE, HOT, ORIGINAL, FRANKS	SYSCO
SAUCE, SOY, KIKKOMAN, BULK	SYSCO
SAUCE, WORCESTERSHIRE	SYSCO
SEASONING, OLD BAY	SYSCO

DRY INGREDIENTS/FROZEN

2023 Operations Guide

ITEM	VENDOR
SPICE, CINNAMON, GROUND	SYSCO
SPICE, CUMIN, GROUND	SYSCO
SPICE, GINGER, GROUND	SYSCO
SPICE, PAPRIKA, GROUND	SYSCO
SPICE, PAPRIKA, SMOKED	SYSCO
SPICE, PEPPER, BLACK, GROUND	SYSCO
SUGAR, BROWN, LIGHT	SYSCO
SUGAR, GRANULATED	SYSCO
TOMATO PASTE, CANNED	SYSCO
VINEGAR, CIDER	SYSCO
VINEGAR, WHITE	SYSCO

ITEM	VENDOR
BURGER, MEATLESS, 4 OZ, BEYOND MEAT	SYSCO
ONION RINGS, BATTERED, 5/8", FROZEN	SYSCO
POTATOES, FRENCH FRIES, 3/8", FROZEN	SYSCO

BAKERY/ REFRIGERATED/ MEAT POULTRY/ PRODUCE

2023 Operations Guide

ITEM	VENDOR
BUN, HAMBURGER, WHITE, 2 OZ, BIMBO	SYSCO
BUN, HAMBURGER, WHITE, 4 IN, 2.3 OZ, BIMBO	SYSCO

ITEM	VENDOR
EGG, FRESH, LARGE, CAGE FREE, HFAC, PASTEURIZED, DEB-EL	SYSCO

ITEM	VENDOR
BEEF PATTY, 20% FAT, RAW, 3.2 OZ, FROZEN	SYSCO
BEEF, GROUND, 80/20, RAW	SYSCO
CHICKEN, TENDER, BREADED, FRITTER, RTC, 2.66 OZ, TYSON	SYSCO
BEEF PATTY, 20% FAT, RAW, 3.2 OZ, FROZEN	SYSCO

ITEM	VENDOR
CILANTRO, FRESH	PRODUCE
GARLIC CLOVES, PEELED, FRESH	PRODUCE
LEMON, FRESH	PRODUCE
ONIONS, GREEN, SCALLION, FRESH	PRODUCE
PEACHES, MEDIUM, FRESH	PRODUCE



SWISH

DUNKFOOD BASKETS

