# FÖRUM

A REVIEW OF SOME OF OUR RECENT PROJECTS COUPLED WITH UNABASHED SELF PROMOTION FROM FOODSERVICE RESOURCES, A FOODSERVICE DESIGN AND CONSULTING FIRM

# DENNY'S RESTAURANT PROTOTYPES

SPARTANBURG, SC

Denny's Restaurants is one of the nation's largest restaurant chains with 1,600 stores nationwide and \$2 billion in annual sales. It embarked on an aggressive new franchising program intended to add hundreds of new restaurants as part of its parent company's

re-engineering and re-branding. The franchisees were offered a new restaurant design that emphasizes the company's positioning as the nation's leading mid-priced family restaurant chain then in 2000, the company moved to a complete repositioning as Denny's Classic Diner. Denny's is following a strategy of permitting franchisees to build the new restaurants from a detailed set of plans and specifications rather than relying on a company-based construction crew. Foodservice Resources was retained to develop the foodservice equipment, millwork, interior material, and furniture and fixture specifications as part of this construction package. Working closely with Denny's architectural, purchasing, and operations groups, we visited several pro-

totype stores based on the new plans and reviewed the existing designs and operations. We then developed complete specification guides that can be easily updated to ensure that the package stays current and construction goes smoothly.







P.O. Box 41099
Fredericksburg, VA
22404
540/786.3663 (VOICE)
540/786.3673 (FAX)
www.foodserviceresources.com

#### CARILLION SENIOR CENTER

**GREENSBORO, NC** 

Foodservice Resources continues to work in assited living centers with the Carillion Senior Center in Greensboro, NC. As one of the new life-care centers becoming more and more prevalent in the long-term care market, the Carillion offers varied levels of

assisted living to meet the evolving needs of its population. At the Carillion, a number of residents prepare some of their own meals, but wholesome foods are always available in the Carillion Cafe. Working for a Charlotte, NC-based development and construction management group, Foodservice Resources was part of the team that included architects, engineers, and other project consultants. The kitchen design is organized to accommodate a growing senior population with modular equipment that can be easily expanded or upgraded and an intimate servery where residents can shop for their meals from a variety of hot and cold food choices.

# METROPOLTAN LIFE INSURANCE

LONG ISLAND CITY, NY

MetLife has long been recognized as one of the most progressive and employee-friendly insurance companies in America. Top rated in terms of diversity in the workplace and in its support for working mothers, MetLife continued this concern with the development



of a striking contemporary employee dining facility at its new Long Island City headquarters. This state-of-the art facility features a variety of food stations where fresh, healthy and appetizing foods are prepared by a staff of chefs and skilled attendants. The sweeping counters create a bright and pleasant ambiance that enhances the dining experience.

# AMERICAN TOBACCO HISTORIC DISTRICT

DURHAM, NC

The American Tobacco Historic District is a mixed use project in downtown Durham, NC on the site of the old American Tobacco Company warehouse. The American Tobacco Historic District is a mixed use project in downtown Durham, NC on the site of the old American

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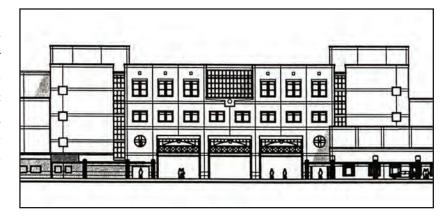
# HILLSBOROUGH COUNTY SCHOOL BOARD

TAMPA, FL

Foodservice Resources was commissioned by the Hillsborough County School Board to perform foodservice design and consulting services for three new schools and four renovations in the Tampa area. Hillsborough County, Florida, including the city of

Tampa, is one of the fastest growing school districts in the country, with over 170 schools and 150,000 students. The school district's innovative foodservice program was awarded the prestigious IFMA Silver Plate Award for excellence in foodservice concept development and execution. Foodservice Resources new school foodservice designs began with the Bryan Pre-School Center, a public pre-school intended for three, four and five year olds, and the first such facility in the state of Florida. Our next engagement was for a new Middle School where we worked with project architects Robbins, Bell and Kreher to develop an innovative plan that bridges the gap between traditional cafeterias and new-style food courts. And the new

magnet high school for the performing arts, designed by Howard and Associates in association with Greiner Associates of Grand Rapids, MI, features Hillsborough County School's first full-fledged scramble-style servery, a smaller self-service express servery and a walk-up snack bar window serving an outdoor dining patio.



# NATIONAL RIFLE ASSOCIATION

FAIRFAX, VA

When the National Rifle Association moved from its original downtown-DC headquarters to new facilities in Fairfax, VA with a state-of-the-art foodservice facility, Foodservice Resources worked with the NRA to develop the complete operational systems necessary to manage

the new foodservice program. With the Fairfax headquarters housing a new gun museum and a public shooting range, it was anticipated that the cafe would experience significant levels of customer traffic. Knowing this fact, the decision was made to operate the cafe in as professional a manner as possible in order to cater to the public as well as NRA employees. Setting aside politics, we undertook the process by creating complete job descriptions, developing comprehensive foodservice operations manuals, writing food item specifications, conceptualizing menus, testing recipes, and organizing plating and portioning guides. We also participated in pre-opening procedures and employee training sessions and established POS system specifications and a set of simplified management systems to ensure fiscal responsibility.

# MASS. DEPT. OF MENTAL RETARDATION

**BOSTON, MA** 

Foodservice Resources worked closely with the Commonwealth of Massachusetts Department of Mental Retardation and their six major residential facilities. We were part of an interdisciplinary task force that created bid specifications for the privatization of five separate

DMR foodservice operations. Since then, we have continued our work with DMR, participating in the monitoring of the foodservice contractor's performance, and assisting DMR in rectifying a number of minor, but unavoidable issues that typically arise throughout the term of an outsourcing contract. Six separate facilities plus a central Cook/Chill commissary all began a new three year contract for foodservice contract management services worth an estimated \$30 million. With all DMR



facilities plus a food production center on the same contract, it was the intention of our bid specifications to institute a centralized Cook/Chill advanced preparation and delivery system for the entire Department of Mental Retardation's institutional foodservice department. The Cook/Chill commissary is a particularly impressive facility with the capability to prepare upwards of 10,000 meals per day. As developers of the Cook/Chill

bid specifications and RFP documents, Foodservice Resources personnel considered a wide range of complex issues for the mentally retarded adults served by DMR, with extra emphasis on dining and meal programs that enhance individual dignity by creating as home-like an environment as possible.

# THE PATE HOUSE

YORKTOWN, VA

Foodservice Resources was part of a project team headed by one of the region's leading firms specializing in historic preservation—Dalgliesh, Eichman, Gilpin & Paxton Architects—that was awarded the commission

for the renovation of the

Pate House, in Yorktown, VA. The Pate House is one of the oldest houses in Yorktown, dating to circa 1700, but a renovation in 1925 left the house as a hybrid. An adaptive reuse of the property planned by the U.S. Park Service included a restaurant and pub component to act as a tourist destination and to complement the other historic sites in downtown Yorktown, Jamestown and Williamsburg. We were truly excited to be a part of such a special project, one that will surely have a legacy for years to come.



Architects, developers, business owners. administrators, and foodservice professionals can all benefit from the foodservice design services and operations expertise provided by Foodservice Resources. Call Principal-In-Charge John DePaola on the **FOOD LINE at** 540/786.FOOD (3663) for more information or to discuss project particulars.