

F O O D S E R V I C E F O R U M

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 prototype 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.



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Creative Foodservice Design and Operations Expertise

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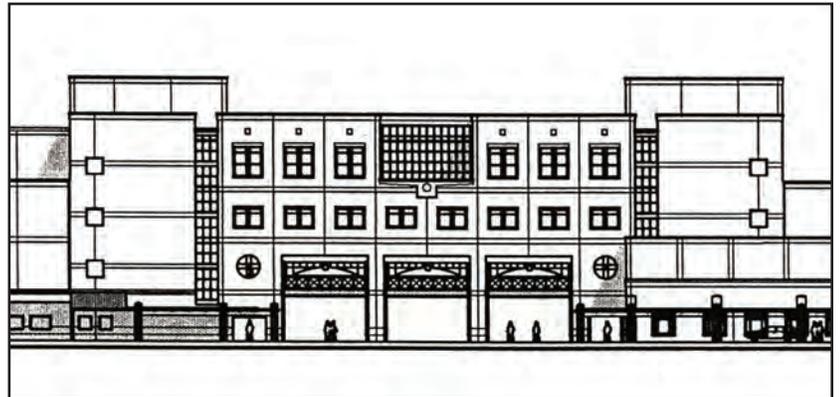
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HILLSBOROUGH COUNTY SCHOOL BOARD

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.

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.

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—Dalglish, 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.

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