

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

FEDEX FIELD

LANDOVER, MD

For four successive seasons, Foodservice Resources was selected to provide foodservice design and project management services for FedEx Field, home of the Washington Redskins. The initial design and construction was accomplished in record time by exchanging drawings electronically with the stadium's architect, HOK Sport, using the internet, and incorporating our foodservice designs into the stadium's construction documents as they were developed. Over the next three seasons, when the Redskins announced upgrading of the Club and Suite Levels, Foodservice Resources was once again chosen to provide foodservice design and consulting services. Two new food courts, ten completely revamped concessions operations, a new cigar bar, a sports bar, a brew-pub and in-seat services for 15,000 Club Level fans were all implemented as part of the stadium's off-season renovations. New stadium amenities are still planned with improvements envisioned for the general admission concourses as well as the addition of dozens of new skyboxes.

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Creative Foodservice Design and Operations Expertise

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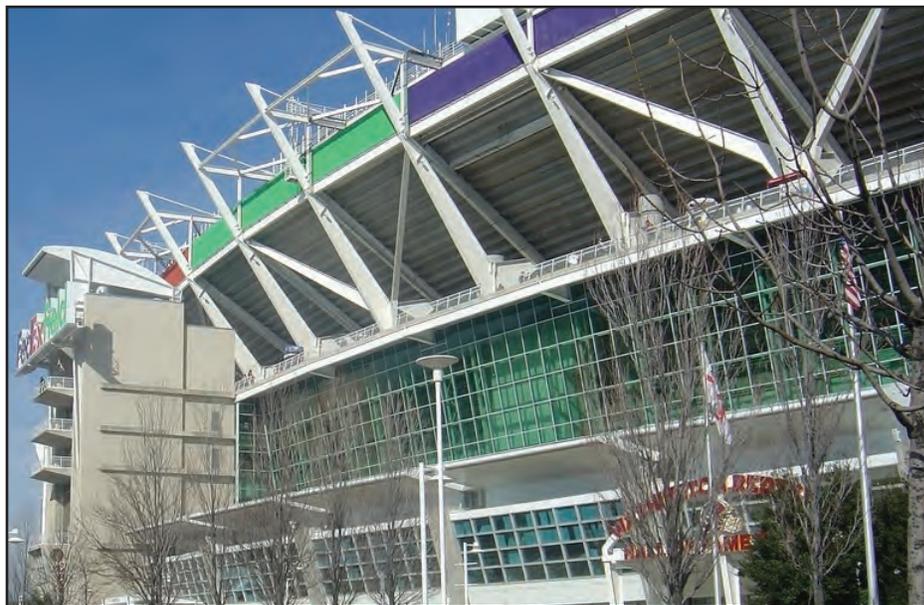
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HEARTLAND FESTIVAL THEME PARK

INDIANAPOLIS, IN

Garfield's Heartland Festival Theme Park is planned to be one of the largest theme parks in the midwest. The 500 acre site consists of eleven (11) separate restaurant operations that run the gamut from quick service fast food to fine dining. Foodservice Resources worked with the project planners and designers to develop menus and themed eateries based upon the characters in the Garfield comic strip. A campus master plan was first developed indicating restaurant locations along primary and secondary circulation paths. Schematic plans for each food and beverage outlet were developed in conjunction with proposed menus. Final restaurant designs were then incorporated into the construction package. Garfield's Heartland Festival Theme Park is one of the most exciting and entertaining projects on which we have worked.

MAIMONEDES MEDICAL CENTER

BROOKLYN, NY

Maimonedes Medical Center, the Brooklyn affiliate of the Mount Siani Medical Center, is one of the few remaining Glatt Kosher hospitals in the New York area. Located in one of New York's most orthodox Jewish neighborhoods, MMC has provided care to the local community for nearly 100 years. Foodservice Resources was asked to evaluate the hospital's aging foodservice facilities and current operations and to study the feasibility of instituting a commissary-type foodservice system relying on Cook/Chill advanced foodservice technologies. In addition, we were asked to evaluate the Kosher food program and make recommendations regarding all aspects of the operation from purchasing to patient meal service. Working closely with the Rabbinical staff, hospital administrators and foodservice personnel, we were able to craft an approach to their foodservice program that not only satisfies religious guidelines, but meets the need for greater efficiencies, improved operations, and enhanced food quality.

ATT PARK

SAN FRANCISCO, CA

Whether it is known by its new corporate name, ATTPark, or by its original title of Pacific Bell Park, the home of the San Francisco Giants is one of Major League Baseball's most impressive stadiums. Located in the China Basin part of the city, the ballpark has been a catalyst for the redevelopment of this historic San Francisco neighborhood. The Giants and their concessionaire turned to Foodservice Resources to help them develop a complete foodservice design package and supporting operational concepts that included basic concessions operations but also Club and Suite Level foodservices. These premium services are operated by one of the Bay Area's most respected foodservice operators whose clients include many of Silicon Valley's most successful high technology companies.



VIRGINIA COMMONWEALTH UNIVERSITY

RICHMOND, VA

Virginia Commonwealth University chose Foodservice Resources to develop the University's foodservice master plan as part of a campus-wide re-engineering program. Our firm's principals first provided a diagnostic review and analysis of each foodservice operation on the University's two campuses and including the Medical College of Virginia Hospital. A top line report was developed and the general concepts developed for each facility as well as a operational plan for the University's foodservices were presented to University officials for approval. Detailed designs were developed for ten separate facilities after campus-wide programming sessions with faculty, students, and staff. The first facility to be renovated was Larrick Student Center shown below in before and after photos. Long overdue for refurbishment, and as seen in the before and after photos shown below, Larrick has been transformed from a drab cafeteria to a stylish campus eatery that serves residential students on the MCV Campus as well as employees at the Biotechnology Research Park.



SHENANDOAH LIFE INSURANCE

ROANOKE, VA

Shenendoah Life Insurance Company, the venerable Virginia-based insurance company, was in the process of renovating their corporate headquarters in Roanoke, VA. Originally designed as a middle school in the 1940s, the building was in the process of being transformed from a post World War II Institutional structure into a comfortable and pleasing work environment. Foodservice Resources performed an employee survey, established foodservice goals and objectives with management personnel, created a foodservice program and eventually developed complete contract documents and project specifications. The traditional hot lunch line was replaced with a soup, salad and sandwich servery with the capability to still serve hot foods such as entrees and pizza. A grab and go display case, self service beverage line, and several snack items were also added in response to employee requests.

BRUGH TAVERN AT EXPLORE PARK

ROANOKE, VA

After nearly 12 years and millions of dollars, Roanoke's Explore Park has finally opened. Explore Park's mission is to help visitors rediscover the land and people of frontier Virginia. An important part of Explore Park, and a convenient dining stop for those travelling the Blue Ridge Parkway, Brugh Tavern is a circa 1790 roadhouse from Botetourt County was lovingly restored under the direction of noted historical architect Henry Brown of Charlottesville. Foodservice Resources designed an ultra-modern kitchen that was tucked unobtrusively into the reconstruction of the Tavern while making it fully accessible to the general public. The Tavern serves modern food inspired by the history of Virginia and it has garnered exceptional reviews for food and ambiance.



THE NATURE CENTER AT MAYMONT

RICHMOND, VA

As part of Richmond's most pleasant diversion, the Nature Center at Maymont is a state-of-the-art educational facility featuring a 20-foot waterfall, a series of tiered aquariums mimicking the fall of the James River, and exhibits illustrating the habitats of the many species indigenous to the area. Designed in collaboration by Bond Comet Westmoreland and Hiner, one of the region's premier educational architects and the Cambridge Seven, best known for their work at the National Aquarium in Baltimore, the Nature Center features a foodservice facility designed by Foodservice Resources.

THE SANDCASTLE

ATLANTIC CITY, NJ

If the restaurants, casinos, hotels, shows and special events are not enough, professional baseball has come to Atlantic City. The Sandcastle is the new home of the Atlantic City Surf. Foodservice Resources worked closely with the architect, The Design Exchange, and the owner, The Atlantic City Development Authority, to develop foodservice facilities for the ballpark that capture a taste of the boardwalk.



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.