

# 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

## **SHEETZ CONVENIENCE STORES**

**ALTOONA, PA**

Founded in 1952, Sheetz has grown from a single corner grocery in Altoona, PA into nearly 300 stores in five states, and is ranked near the top 100 on Forbes 500 List of Top Private Companies in America. Recognized as a leader in the convenience store industry, Sheetz was named C-Store of the Year in 1994, and has led the way in convenience store technology, store design, and high quality foodservice. A strong food and beverage component has always been a part of the Sheetz product mix, and this was recognized with the bestowal of the coveted IFMA Silver Plate Award in 2001, an award given each year to the top concepts in all areas of foodservice. The Sheetz foodservice operation features a proprietary computerized touch screen ordering system and offers made-to-order breakfast sandwiches, subs, salads, sandwiches and snacks. The heart of the Sheetz foodservice program is their MTO (Made to Order) brand, which is available 24 hours a day, seven days a week. Foodservice Resources was retained to assist Sheetz in the design and development of a new 6,000 square foot superstore that will introduce burgers, fries and shakes to the menu for the first time.

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## **INTUIT NATIONAL SERVICE CENTER**

**STAFFORD, VA**

When software and dot-com giant Intuit, maker of Turbo Tax and Quicken software, selected Stafford, VA for their new service and support center, Foodservice Resources was chosen to design a stylish eatery as part of their 24 hour per day operation. Known in the industry for a full-featured employee benefit program that includes sports and recreation facilities, staff lounges, and high quality dining, Intuit was eager to provide their associates with the best in employee food and beverage offerings. By working closely with their dining contractor and their corporate staff, we were able to craft a facility to provide for a wide range of boutique food selections including breakfast, entrees, sandwiches, salads, gourmet pizzas, artisan breads and homemade desserts. Facilities to prepare and serve boxed lunches and take home meals were also included in this latest employee dining facility designed by Foodservice Resources.

## **XCEL ENERGY CENTER**

**ST. PAUL, MN**

In 2000, the National Hockey League came back to Minnesota when the Minnesota Wild become the home team of the new Xcel Energy Center in St. Paul. This was a welcome addition to the Minnesota sports scene as professional hockey had been absent from this bastion of winter sports since the Minnesota Northstars became the Stars and moved to Dallas, Texas. As part of the downtown RiverCentre Convention Center and Roy Wilkins Auditorium Complex, Xcel Energy Center was designed as both an 18,600-seat professional sports arena and concert and special event facility to host over 140 spectacu-

lar entertainment events annually. Events will include: concerts by top artists from around the world, ice shows, circuses, family shows, conventions, high school tournaments, trade shows and high-profile sporting events such as the perennially-popular state high school hockey tournament, basketball, wrestling, tennis and more. The Xcel Energy Center's wide main concourse is at street level, so fans in any one of the 9,000 seats in the lower level walk down to their seats and have an unobstructed view of the ice so not a second of action is missed. On this level are a variety of concession stands, a Nothwoods-themed food court and a sports bar. There are 136 executive suites located on two levels and suite catering is supported from a newly built mezzanine kitchen. The Club Seat Level consists of approximately 3,000 wider, more comfortable seats with unique lounge and dining opportunities, including a cigar bar, an upscale bistro operated by St. Paul's premier hometown restaurant and hotel operator, specialty concession stands and walk-up bars. The fourth level of the Arena consists of approximately 4,500 seats in the upper level with opera style seating at the ends and features a mix of traditional and specialty concession stands.



## **FRESNO AAA BALLPARK**

**FRESNO, CA**

Since 1992, the Fresno Diamond Group had been trying to return professional baseball to the San Joaquin Valley after a four year absence. Their efforts began to bear fruit in 1998 when the Class AAA Phoenix Firebirds of the Pacific Coast League were renamed the Fresno Grizzlies, became affiliated with the San Francisco Giants, and began play at Fresno State University's baseball complex, Pete Beiden Field. In 2000, the Fresno Redevelopment Agency began the process of constructing a new multi-purpose city stadium which will become the new home for the Grizzlies. Besides the Grizzlies, the stadium will host football, soccer and outdoor events like concerts and festivals. The new ballpark has nearly twice the capacity of the Grizzlies' Fresno State home and is loaded with amenities to enhance the fan's game day experience. A variety of branded and standard concession stands, a broad array of specialty food carts, an outdoor picnic pavilion, 32 suites with a dedicated service kitchen and a multi-purpose Stadium Club round out the ballpark's comprehensive foodservice facilities.



## **FREDERICKSBURG AUTO AUCTION**

**FREDERICKSBURG, VA**

Auto auctions may sound a little odd, but they do big business all across the country, and they sell the majority of pre-owned cars in America. When the nation's largest auto auction operator, Manheim Auto Auctions of Lakeland, FL, planned a giant new facility outside of Foodservice Resources' home of Fredericksburg, VA, we were asked to design a new dining facility to feed the staff, dealers and individuals who come each day from all over the mid-Atlantic region to purchase thousands of vehicles each year. The resulting 275-seat cafe frequently serves upwards of 1,200 customers per day and features facilities for private dining as well as a high-volume cafeteria where patrons can take a break from the acres of parking lots where cars are identified, the eighteen fully equipped inspection and auction bays where vehicles are evaluated, and the thirty six finance specialists where final deals are made.



## **BRIDGEPORT ARENA AT HARBOR YARD**

**BRIDGEPORT, CT**

When The Ballpark at Harbor Yard, the home of the Bridgeport Bluefish minor league baseball team originally opened, it became the catalyst for urban redevelopment in downtown Bridgeport, CT. After several years of ballpark success, the city decided to augment the Harbor Yard complex with the addition of the Arena at Harbor Yard, home of the Fairfield University Stags basketball team and the Bridgeport Soundtigers, the newest member of the American Hockey League and an affiliate of the New York Islanders. The arena is perfectly sized for a market like Bridgeport and will not only feature sports and family shows, but will fill a void in the northeast market with specific design features suited for national touring acts in a concert setting. Foodservice Resources designed a series of concession stands, a sports bar, a performer's backstage kitchen, facilities for premium suite services, a Premium Level stadium club, and comprehensive catering facilities.



**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.**

## **GPU ENERGY PARK**

**LAKEWOOD, NJ**

Baseball has come to the Jersey shore with the opening of GPU Energy Park, home to the Lakewood Blueclaws, the Class A affiliate of the Philadelphia Phillies. Designed by HNTB to mimic the coastal architecture of Ocean County, NJ, the stadium seats 6,588 fans with grass seating for up to 3,000. The press box is located on the Luxury Suite level allowing fans entering the stadium a spectacular view of the playing field as they step down into the seating bowl. Foodservice Resources designed multi-themed concession stands, a skybox kitchen and several kiosks serving everything from traditional ballpark fare to specialty items. These top-of-the-line facilities were extended to include three large picnic areas, perfect for private catered functions.

