

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

MUSEUM OF THE SHENANDOAH VALLEY

WINCHESTER, VA

The Museum of the Shenandoah Valley is a new regional museum that will interpret three centuries of Shenandoah Valley History as part of the Glen Burnie Historic House and Gardens in Winchester, VA. The Museum was designed by the acclaimed architect Michael Graves, FAIA, principal of Michael Graves & Associates of Princeton, New Jersey. The supporting foodservice facilities developed by Foodservice Resources have two primary components: a public Tea Room and a Catering Kitchen. The Tea Room was designed to provide tour groups and individuals with opportunities for a self-service breakfast or lunch in calm and quiet surroundings, while the Catering Kitchen was designed to support the hundreds of private functions that occur at Glen Burnie each year. Parties from 50 to 800 will be served from this new kitchen that can function either as a completely self-contained production facility or as a staging and serving kitchen for caterers that utilize off-site production. A large ballroom is augmented by facilities for outdoor functions between April and September. A number of local and regional caterers who work at Glen Burnie were consulted and a “wish list” of the visiting chefs was developed. Foodservice Resources worked with Glen Burnie staff and the rest of the project team to prioritize these requests and to design foodservice facilities that met the exacting requirements of this assignment.

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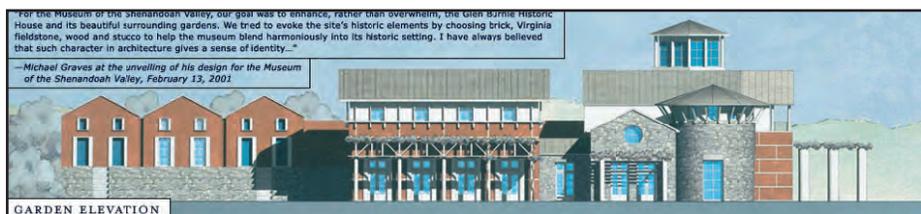
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For the Museum of the Shenandoah Valley, our goal was to enhance, rather than overwhelm, the Glen Burnie Historic House and its beautiful surrounding gardens. We tried to evoke the site's historic elements by choosing brick, Virginia fieldstone, wood and stucco to help the museum blend harmoniously into its historic setting. I have always believed that such character in architecture gives a sense of identity.

—Michael Graves at the unveiling of his design for the Museum of the Shenandoah Valley, February 13, 2001

INOVA FAIR OAKS HOSPITAL

FAIRFAX, VA

At Inova Fair Oaks Hospital, Foodservice Resources worked as part of an interdisciplinary project team of healthcare professionals, designers and engineers to develop a series of design scenarios for patient and public foodservices for the medium-sized, boutique hospital in western Fairfax County, VA. The Inova Hospital system is the largest in Northern Virginia with six full service hospitals and the rapidly growing population in the area has resulted in expansion at each of the system's facilities. Our consulting team examined patient services, reviewed clinical programs and closely examined cafeteria dining options to create a set of foodservice facility plans that gave the hospital an array of design options that ranged from incrementally renovating the existing foodservice facilities all the way up to building a brand new foodservice support building and patron cafe supported by a system-wide central commissary.

EXXONMOBIL ON THE RUN PROTOTYPE

CHARLOTTE, NC

When the planet's largest corporation, ExxonMobil, decided to jump into the highly competitive and relatively new convenience store-fast food market, Foodservice Resources was awarded a contract to assist in the development of ExxonMobil's new On the Run menu concept in the United States and to provide foodservice facility design and contract document and specification services to support the new concepts not only in America but also in Europe, Asia and South America. For the U.S. market, we advised ExxonMobil consumer specialists in constructing research surveys to better define the On the Run target market. Once a profile of the On the Run customer began to emerge, several sessions of product and equipment testing were held at the Duke Power Test Kitchen in Charlotte, NC, home of the On the Run U.S. prototypes. Focus groups were conducted to test not only the menu items, but methods

of presentation including packaging and serving styles. From that point, traditional foodservice equipment plans and item specifications were turned over to Exxon Mobil for system-wide implementation. A full scale mock up of On the Run complete with asphalt, working gas pumps and store inventory was constructed inside a warehouse building to demonstrate the new concept to franchisees. A commitment to ongoing product improvement and continuing customer research promises to keep ExxonMobil's On the Run a player in the quick service food and retail arena for some time to come.



CAMPBELL'S FIELD

CAMDEN, NJ

Perched at the foot of the Ben Franklin Bridge overlooking the skyline of downtown Philadelphia, Campbell's Field is the anchor in a long planned urban redevelopment project along the Delaware River waterfront in Camden, NJ. The master developer of the waterfront, the Cooper's Ferry Development Association, developed the ballpark for Rutgers University to lease to the Atlantic League's Camden Rivershark's Baseball Club. The stadium's 5,500 seat lower deck is served by concourse concession stands and a food court and features a 283 seat picnic area and supervised children's play zone. On the Club Concourse, 200 club seats, 19 sky boxes, a party suite and a bar-restaurant with 215 outdoor seats provide enhanced services to premium seatholders.



LA COLLINE EXPRESS

WASHINGTON, DC

Consistently ranked among Washington DC's best restaurants, Capital Hill's La Colline has been a Federal City institution for many years. Its classic French cuisine has remained inspired in the face of global food trends, increased competition, and growing customer food awareness. La Colline's proximity to the Capital always made it a perennial favorite for political star-gazing and power lunches. When La Colline decided to expand their kitchen and open a street level quick service outlet aptly dubbed La Colline Express, Foodservice Resources worked with the chef and owner to provide kitchen design services and to help layout the public and private restaurant spaces as well as provide millwork and construction details. Our experience in high volume quick service environments coupled with an understanding of La Colline's culinary standards worked together to create an operation that provides remarkably high quality food in a customer-friendly, quick service environment.

SUPER BOWL AT ALLTEL STADIUM

JACKSONVILLE, FL

In 2005 the biggest event in professional sports visited Jacksonville, FL when the city hosted the Super Bowl at ALLTEL Stadium. In order to make this long sought dream a reality, Foodservice Resources was asked by the Jacksonville Jaguars to develop a series of foodservice facility designs as part of the plans to expand ALLTEL Stadium. The expansion was undertaken not only for the Super Bowl, but to also enhance the Jaguar fan's gameday experience. The horseshoe design of the stadium was modified by filling in the South End Zone and creating a completely encircling stadium structure with terrace suites. This will provide space for a new two-level Stadium Club as well as opportunities for additional seats for special events like the Super Bowl and the Florida-Georgia SEC matchup. Facilities to improve services to the suites as well as new press dining facilities were developed along with a new corporate garden and themed outdoor pre-event area. Inside the stadium, a new team training table kitchen was paired with complete catering facilities for the outdoor areas. An expanded player dining room and state of the art cafe-style servery with a fully



equipped display kitchen were developed to feed the Jaguar players and coaching staff since between off-season workouts, mini-camp, training camp, practices, and game days, the team is present at the stadium over 300 days per year.

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.

KOKO HEAD NATURE PRESERVE

HAUNAUMA BAY, HI

The Koko Head Nature Preserve at Haunauma Bay provides one of the world's most extraordinary tropical marine environments. There was an interest to better manage the natural resources, so a major renovation was undertaken by the City of Honolulu. Major improvements were made to accommodate new resource awareness and education programs that will reduce the impact of site visitors. Upgrades to existing facilities and a new dining facility that appears to be created from a rock outcropping were also developed to provide an improved park setting for tourists. The natural architecture of the new facilities is intended to reflect the marine environment and cultural themes, as well as serve as a symbol of sustainability.

