

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

WASHINGTON CONVENTION CENTER

WASHINGTON, DC

package, Foodservice Resources was selected to provide design and development services for all the retail food and beverage operations. A branded multi-concept food court features outlets by Quiznos, Wolfgang Puck Express, and Foggy Bottom Grill, part of DC's venerable Olde Heurich Brewing Company. A full service Starbucks along with a newsstand and sundry shop were designed as part of the convention center's dramatic main lobby. And on the lower level, Executive

Orders features seven self-contained food platforms in a novel marketplace-style food hall arrangement. Concepts specific to this operation were designed in conjunction with some of Washington DC's most celebrated restaurant chefs. The challenge of

At 2.3 million square feet, The Washington Convention Center is one of the nation's largest. This includes over 700,000 square feet of prime exhibit space, 150,000 square feet of meeting space and a 50,000 square foot ballroom. As part of the building's amenity



designing an 18,500 square foot facility that is more than a football field long, was honored by *Foodservice Equipment and Supplies Magazine* along with the Borgata Hotel in Atlantic City and Ah Sin at the Paris Casino in Las Vegas as 2004 Design Projects of the Year.

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POSITIVE VIBE CAFE

RICHMOND, VA

In Richmond, VA, the Positive Vibe Cafe trains individuals with cognitive and physical disabilities for careers in the foodservice industry. The training cafe is open to the public for lunch and dinner and provides the community with a fun and healthy dining alternative while also improving the lives of its disabled clients. In just its first year of operation the Cafe trained over fifty individuals and achieved a nearly 75% job placement rate. Foodservice Resources designed the Cafe as an accessible yet inviting restaurant environment and tapped into its client base to secure donations for much of the foodservice equipment. Project principal John DePaola was an original member of the Cafe's board of directors and helped supervise the development of this project from concept to reality. The menu was created by a number of Richmond's best-known chefs and the Cafe and its mission has received favorable reviews from the local press as well as national coverage from the *Wall Street Journal* and *The CBS Morning News*.

NOODLES AND COMPANY

BOULDER, CO

Noodles and Company is one of the nation's fastest growing fast casual restaurant chains, offering fresh global cuisine prepared with authentic ingredients. Its fresh saute and grill concept is both a *Nation's Restaurant News* Hot Concept! and *Restaurant Business Magazine* Menu Master award winner. In advance of a planned stock offering, the company's new CEO requested that Foodservice Resources evaluate the restaurant chain in terms of operations and facilities design. Working in close cooperation with their foodservice equipment supplier and other design professionals, we visited a number of restaurants in several states and prepared a detailed report that identified opportunities and efficiencies for the next-generation prototype. This information was then incorporated into the restaurant design documents and operations management program for use by Noodles and Company's new franchisees.



SHEETZ CONVENIENCE RESTAURANT

ALTOONA, PA

Continuing our long-standing relationship with Sheetz, Foodservice Resources worked closely with the award-winning retail design firm, Chute Gerdeman of Columbus, OH on the design and development of the Sheetz Convenience Restaurant prototypes in Altoona, PA and Raleigh, NC.

These 10,000 square foot super-stores not only offered the standard Sheetz Made to Order menu, but also introduced panini sandwiches, brick oven pizza, toss-to-order salads, gelato, drive through service, and a premium coffee program. The innovative design was a *Chain Store Age* and *VM+SP/ISP* First Place award winner and was featured in *Foodservice Equipment and Supplies Magazine*. Lessons learned from the project were incorporated into standard Sheetz designs and the two stores function as “laboratories” for new food and beverage concepts.



THE ROEBLING SCHOOL

TRENTON, NJ

In the early 1900s, the Roebling Steelworks was built in Trenton, NJ and had its peak in the 1930s and 1940s one of America’s largest steel fabrication plants. A typical company town was developed on the grounds of the mill where thousands of immigrants made their home. When

the city of Trenton decided to re-develop the site and build a school, Foodservice Resources worked with Clarke Caton and Hintz Architects on the renovation and adaptive re-use of the historic brick structures to create two separate cafeterias for the 1,200 Pre-K to 8th grade students. The new state-of-the-art school will also serve the needs of the local community, as well as spur further re-development in the neighborhood.



NEW JERSEY DEVILS ARENA

NEWARK, NJ

As part of the renaissance underway in downtown Newark New Jersey, the New Jersey Devils, Stanley Cup winners in 1995, 2000, and 2003, decided to relocate to a new urban arena from their home in the Meadowlands. Located within walking distance of Newark's Pennsylvania Rail Station, the arena features a full complement of restaurants, bars, concession stands, commissaries, kitchens, pantries, food and beverage portables and premium seat-holder clubs. Foodservice Resources was selected as the new arena's foodservice consultant and we developed nearly 45,000 square feet of foodservice space within extremely tight time constraints. Open-style concession stand layouts bring the fans face-to-face with traditional stadium fare along with the ethnic foods of the urban northeast. On opposite sides of the arena, the Fire Club and Ice Club provide upscale quick service bistro style fare in unique "fire" and "ice" environments. A premium restaurant highlights the wine collection of the team owners and offers display cooking and a self-service antipasti table where Italian, Spanish and Portuguese favorites are served.



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.

CLIPPER MAGAZINE STADIUM

LANCASTER, PA

After an absence of more than 40 years, professional baseball returned to Pennsylvania Dutch Country when the Atlantic League's Lancaster Barnstormers opened their 2005 season at Clipper Magazine Stadium, a new downtown stadium in the tradition of America's greatest ballparks. The foodservice facilities and concession stands designed by Foodservice Resources break new ground for a minor league ballpark with their deconstructed retail-style arrangement. An open design brings food theater to the ballpark as patrons view a wide array of fresh foods being assembled to order. In addition, all hot dogs are served fresh off the grill as each point of sale has access to its own hot dog grilling station.

