

Do you have an idea or vision for a new concept in your store, but not sure where to begin?

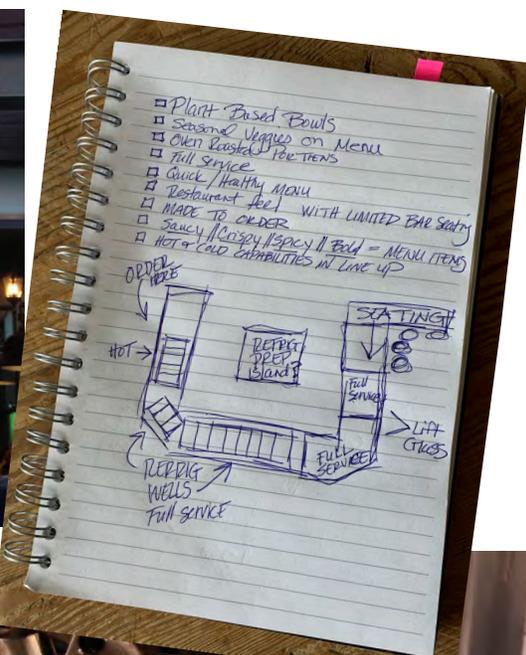


Bring Your Vision to Life

We offer insight and guidance into developing the right application that meets vision, goals and objectives for all food programs.

Finding Inspiration

Create a library of images, thoughts and sketches to help tell the story of your new idea. This is the first step in communicating a vision.



Food & Menu



OAXACA BOWL

Mixed Kale, Basmati Rice, Avocado, Chayote, Tortilla Chips, Cilantro, Oaxaca Cheese, Salsa Roja Sauce



MOROCCAN BOWL

Baby Spinach, Farro, Roasted Vegetables, Smoky Moroccan Sauce



ASIAN BOWL

Basmati Rice, Five Spice Gravy, Asian Slaw (Red Cabbage, Napa Cabbage, Carrots and Bean Sprouts), Edamame, Scallions,



DRAGON BOWL

Spinach, Basmati Rice, Cauliflower, Charred Broccoli, Carrots, Mushrooms, Ginger, Five Spice Seasoning, Spicy

The menus you develop and the foods you focus on will drive just about every other aspect of your new concept, such as decisions about equipment and layout. If including pizza on your menu, for example, might sound like an excellent idea, but consider whether you have the space – and budget – for pizza ovens.

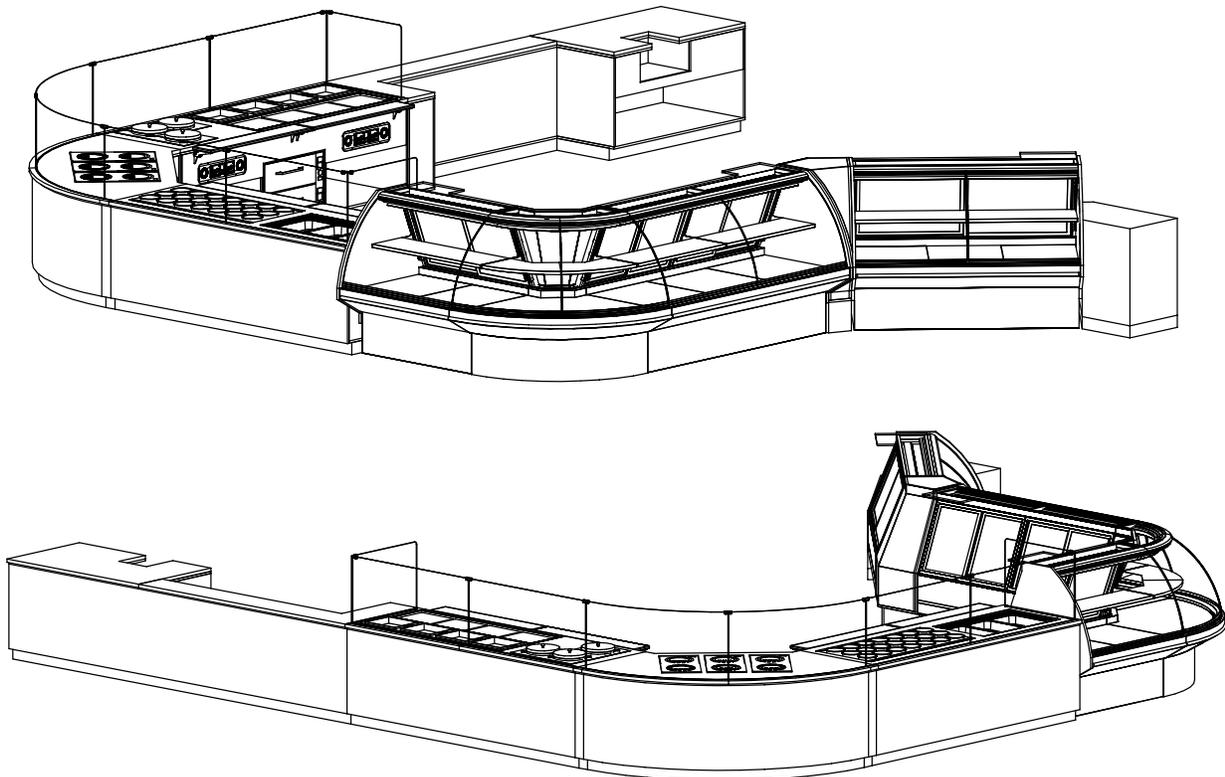
Cater to your community. That includes the people who work in the neighborhood, as well as those who live there. In other words, the lunch crowd you want to attract might be a bit different from the shoppers who turn to you for dinner. It also means sourcing – and touting – local ingredients. This assures customers they're getting the quality and freshness they want and shows your community support. Food is more than “something to eat”, It's become an experience. How is your menu concept unique and does it stand out from your competition? What is your competitive advantage to draw customers in?

Layout & Flow

Form follows function: Think about what you want to achieve. What look and feel are you going for? The design concept is the foundation for developing the layout and flow of the space as well as what fixtures and equipment will be needed. Where will your concept be located in your store and how much square footage will be available?

Two roles, one mission: Most of the staff will be preparing food and interacting with customers. The arrangement of food and equipment needs to let the staff fill both roles comfortably and easily.

Everything in its place: Think about what customers will see up close. Fresh ingredients should be front and center, while items like knife holders, staging areas, and waste areas should be designed into work counters and out of view.





Chefs and other culinary professionals bring authenticity and expertise to menu development, food preparation, and food presentation. To fully benefit from their strengths, don't hide them away in an enclosed work area. Bring them out where shoppers can see them at work and be inspired by live food theater.

Resumes matter, but they're not the only consideration in hiring decisions when going this route. A chef or other pro who prefers to work behind the scenes won't be a good fit. You want culinary professionals who are passionate about sharing what they do paired with the right attitude or disposition. Think part foodie, part people person! What type of staff does your concept require?

Visualization

Visualization helps bring all the steps together to create a visual of the entire space. The HillPhoenix Design Center can help you explore each of these steps and provide guidance for answers to questions you may not have thought of, each step will help to evolve an idea from an initial thought to a well thought-out concept.

A 3D rendering can assist with communicating every stage of the design process from a project's conception to presenting in front of a decision maker. This type of conceptualization brings ideas to life. It helps people visualize how a project may look in an environment, what the proposed finishes may be, the flow and layout of equipment and an excellent savings to a company from costly errors by working out details before making purchases.



Collaborate with the Design Center to deliver a creative, flexible and responsible solution for your next prepared foods program that enable you to sell more products.

Design Center provides:

- *Design Ideas.*
- *Conceptual Drawings.*
- *Departmental Layouts.*
- *Efficiency Flow Analysis.*
- *Food Programs.*
- *Education.*



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