

Engaged by Sodexo Prestige to evaluate the delivery and display of the food, beverage and retail offer at this Canary Wharf client, resulted in our presentation of these 'blue sky' concept visuals. It was identified that Sodexo's efforts to increase sales and customer satisfaction were hindered by the restrictions of the existing food counters and their location, along with the isolation of the retail store, even though this was adjacent to the restaurant. This impacted on the range of offers available to customers, the ease with which this was delivered and the customers awareness and perception of the full extent of the Sodexo offer. No food counters or retail services were visible to the customer upon entering the restaurant as all were concealed by utility rooms or required the customer to take a separate route to the isolated retail shop. The chilled well counters were only suitable for deli style or pre-made sandwich / cake / dessert offers with no warm-hot food available. Limited signage restricted to promotion or cross selling of all aspects of the offer range.



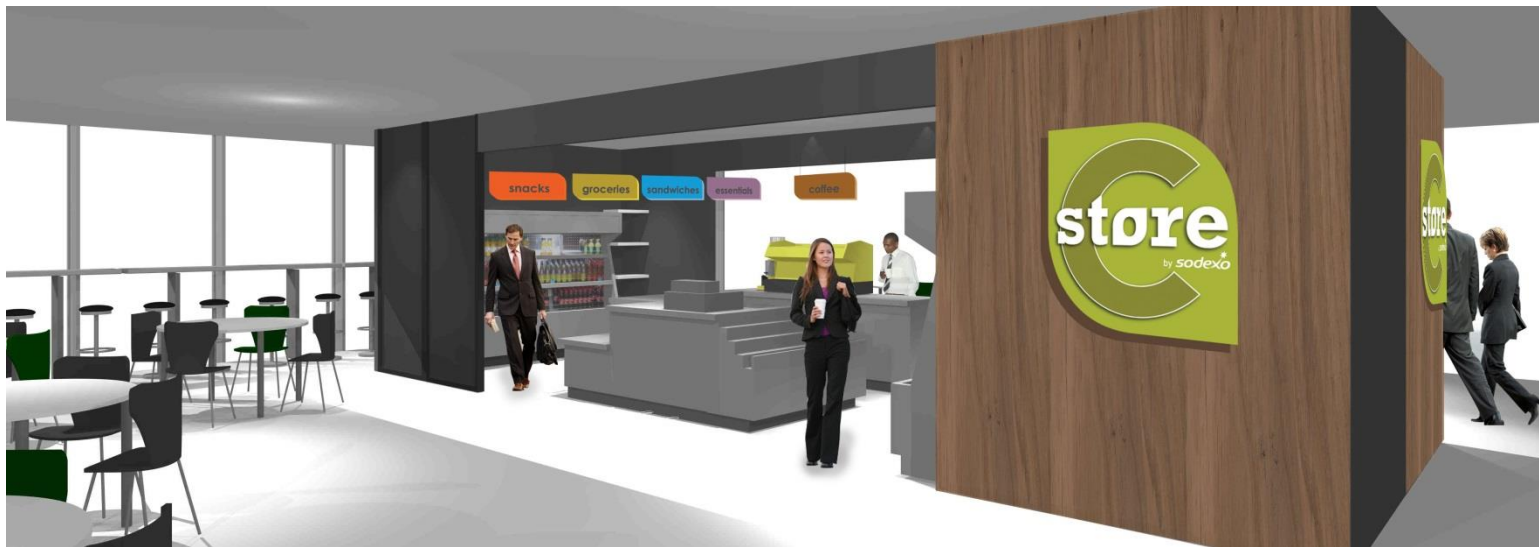
(All visuals by stDES)



SODEXO

Staff Restaurant proposal
Canary Wharf





A new show piece island servery positioned in front of the glazed entrance, and opening up both sides of the retail shop were key to this concept. Both steps would give prominence and visibility to 'all' the offers and through ease of access provide greater customer convenience. The new island counter would also provide an opportunity to introduce new equipment and food offers, giving variety for the customer, greater flexibility and operational saving's. Opening access to the retail shop from the restaurant and relocation the grab'n'go offer from the counters, would give it greater purpose and allow wider cross selling.