Intro Breakout
Market Segmentation: Your Industry Toolbox

FCSI
LIVE FROM NASHVILLE
APRIL 14 -16 2016

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Friday, April 15 – 1:45-3:00 p.m.

Knowledge is knowing that a tomato is a fruit…

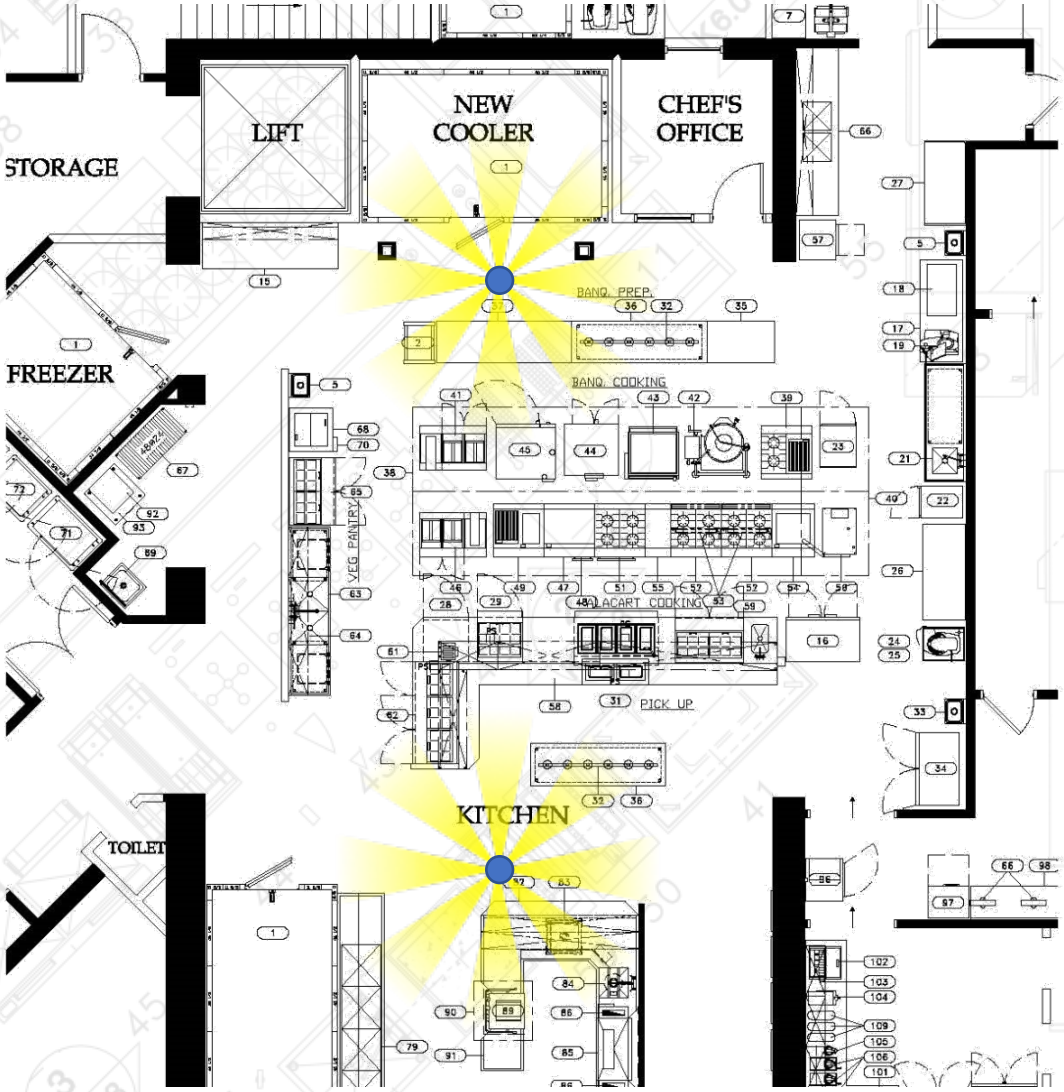
…wisdom is knowing not to put it in fruit salad.

Knowledge

6” floor tiles

2’ x 2’ ceiling tiles

Jobsite Photos: More is Better Than Less



Put Your Selfie Stick to Good Use

Market Segments

K-12

Higher Ed

Corporate

Correctional

Healthcare

Laundry

No matter what market you're designing for, the layout of your kitchen is always based on:

- Menu, Menu, Menu!
- Program / Narrative
- Observing, Listening, Asking Questions

K-12

- **Ed Spec**
- Space Requirements
- Scratch Cooking vs. Heat and Serve
- Offered vs. Served
- Self-Service
- Breakfast Program
- Milk Delivery
- Doorbell
- No Custodians
- School Nutrition Director vs. Principal

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SUGGESTED ALLOCATION OF SPACE BY FUNCTION IN THE KITCHEN												
						FTE						
AREA	525	675	788	900	1050	1175	1313	1450	1575	1850	2100	3000
Refuse/mop	56	56	56	56	56	56	56	56	56	56	56	56
Receiving	60	60	60	60	72	72	72	84	84	84	84	100
Lounge	65	65	65	65	65	80	80	80	96	96	96	112
Office	90	90	90	90	90	90	90	120	120	120	120	120
Prep/cook	800	850	900	925	950	975	1000	1025	1050	1050	1050	1100
Dishroom	168	168	168	168	168	168	192	192	192	192	192	192
Serving line(s)	210	300	400	500	610	700	820	820	820	900	1030	1200
Storage: dry	250	275	300	325	350	375	400	425	450	475	500	600
Storage: walk-in cooler/freezer	350	375	400	425	450	475	500	525	550	575	600	700
REQUIRED KITCHEN SQUARE FEET	1600	2000	2000	2400	2400	3000	3000	3500	3500	4000	4200	4200
# Serving lines	1	2	2	2-3	2-3	3	3-4	4	4-5	5	5-6	6
Hood size	10'-12'	10'-12'	10'-12'	10'-14'	10'-14'	10'-14'	10'-14'	10'-16'	10'-16'	10'-16'	10'-16'	10'-16'
*Although schools may be built with an FTE below 788 it is difficult to have a full-service kitchen under 2000 square feet												
REQUIRED DINING ROOM SQUARE FEET**												
Elementary School (FTE / 3.15 X 10)	1667	2143	2502	2857	3333	3730	4168	4603	5000	5873	6667	9524
Middle/High School (FTE / 3.15 X 12)	2000	2571	3002	3429	4000	4476	5002	5524	6000	7048	8000	11429
** Multi-purpose rooms require FTE X 5 square feet												
03/03/03												
Revised 6/7/2006												

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- **Self Op vs. Management**
- Service Options: Meal Plans and Cash
- It's Not That Easy Being Green
- Traditional Scattered Serving Area or Marché Platforms?
- 24 Hour Service
- Plan for the Population (Demographics, Cultures, etc.)

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Corporate

- **Management Options**
- Company Culture
- P&L vs. Subsidy
- Catering
- Coffee Shops / Micro Marts
- Meals To Go
- Service Style (Scramble, Marché, etc.)

COMPASS GROUP

aramark

sodexo

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Correctional

- **Trays**
- Tray Delivery
- Dining Room or Day Room
- Self Op vs. Management
- Tamper-Proof Equipment
- 30-Day Storage
- Offsite Storage
- Inmate Labor
- Serving Counter Visibility
- Staff Dining

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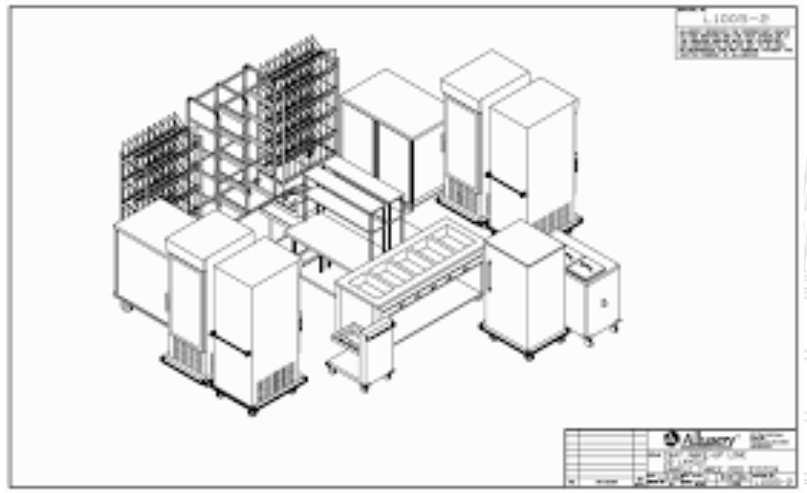
Healthcare

- **Room Service, Tray Makeup Service, or Pod Service**
- Dietary Requirements
- Stakeholder Dining
- Exhaust Hoods
- Coffee / Smoothies
- Off-Hours Service
- Self-Busing vs. Table Service



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Laundry

- **Per Day, Per Hour, Per Cycle**
- Soiled vs. Clean Holding
- Ozone
- Water Recycling
- Lifts / Slings
- Utilities
- Automation

Typical Hotel usage
200 x 14 / 8 x .75 =
lbs per hour production

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Advice

“The menu drives everything.” – Amy Hegarty, FCSI

“Never bite off more than you can chew.” – Ed Norman, FCSI

“Read the industry trade journals, talk to sales reps and visit different venues.”
– Amy Hegarty, FCSI

“Know what you can handle professionally and don’t take on projects that are above your knowledge base. Time in the industry will help you learn and gain comfort with various segments. – Ed Norman, FCSI

“Do your homework and be able to justify your design decisions and recommendations.” – Greg Futch, FCSI

Advice

“When working with chefs, remember their last kitchen was the best design. The next Chef will change everything you just designed.” – Alan Clay

“I start with a couple hundred questions. If you don’t know what questions to ask you may want to subcontract with an MAS consultant.” – Ed Norman, FCSI

“Ask questions then document the responses, in-users have a very short memory!” – Greg Futch, FCSI

“Find out the equipment budget or you will spend twice as much time “value engineering.” – Greg Futch, FCSI

Advice

“Ask questions, keep them generic. If you know the industry jargon great, but make sure you really know it. Don’t use it to be a hot shot. Your customer will know instantly.” – Christine Guyott, FCSI

“Use the internet to research photos and other information for design ideas.” – Kip Serfozo, FCSI

Advice

Hospitality:

"Determine the level of service that will be provided? (1 to 5 stars, fine dining or fast casual)" – Kip Serfozo, FCSI

"The bar menu is important." – Kip Serfozo, FCSI

K-12:

"Talk to the School Nutrition Director and School Principal - who is making the final decisions? – Amy Hegarty, FCSI

"Clients usually can't visualize the finished space so it's up to us to help them. Revit!"
– Amy Hegarty, FCSI

Advice

Healthcare:

"Identify the metrics. How many beds? Average daily census? Meal census? Do not let the architect or programmers give you a "formula" type response."
– Christine Guyott, FCSI

"Type of patient is very important. Every population type has important dietary needs." – Kip Serfozo, FCSI

"Healthcare serves not just patients but staff and visitors." – Christine Guyott, FCSI

Advice

Corporate:

"Consider the immediate local competition." – Kip Serfozo, FCSI

"Plan for the timing and duration of lunch breaks." – Kip Serfozo, FCSI

"Make sure your menu accommodates the employees that will actually use the dining facility." – Kip Serfozo, FCSI

Laundry:

"Make sure there is room to get equipment into the Laundry room (thinking Hotels and getting equipment down a hallway and around corners)." – Anja Kuechenmeister

Puzzle

Knowledge is knowing that a tomato is a fruit…

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