

Innovate  
Integrate  
Motivate

with  
21<sup>st</sup> Century Design:  
Cafeteria Trends



## Little History Lesson...

---

How have cafeterias traditionally been designed?

# Cafeterias of yesteryear – early to mid 1900's

- Institutional
- Monochromatic Colors
- One Type of Seating
- Limited Serving Capability
- Traditional Serving Styles
- Pipes as Queue Lines





# Cafeterias of yesteryear – early to mid 1900's



Look  
Familiar?

# Cafeterias of yesteryear – mid to late 1900's

- Traditional Fold-n-Roll Tables
- Glazed Wall Tile
- BUSY Floor Tiles





# Cafeterias of yesteryear – mid to late 1900's



- Monochromatic Color Schemes
- Minimal and Undersized Wall Art
- Long Rows of Uniform Seating

# PRISON or SCHOOL? (can you even tell?)





# More contemporary designs are emerging



- Updated Architecture
  - Higher ceilings
  - More natural light
- BUT STILL USING
- Uniform Table Shape
  - Bland Paint Scheme



# Integrate 21<sup>st</sup> Century Dining Trends



# Integrate VARIED SEATING

Configuring layouts with multiple seating applications breaks up the space visually and offers different dining experiences for your customers.

- Moveable
- Different Heights
- Multiple Shapes
- Conversation Tables
- Attached
- Freestanding
- Booths
- Lounge

# VARIED SEATING



Different heights, shapes, and styles



# VARIED SEATING



Booths

Mobile Tables

Freestanding  
Tables w/chairs  
(Different Heights)

Half-walls

# VARIED SEATING



Lounge Seating

# Integrate

# BRANDING

Your brand can be delivered through custom artwork and décor, mascot logos, local themes, etc.

The use of branding transforms a traditional cafeteria into a destination students take pride in.

- Wall Art
- Signage
- Mascot
- Oversized Graphics
- Ceiling Décor
- Menus



# BRANDING



Consider how you  
want your  
customers to  
“feel” in the space



# BRANDING

## Mascot Inspired Themes





# BRANDING



Oversized  
Graphics

Ceiling Decor



# BRANDING

Name Your  
Space!



# Integrate TECHNOLOGY

Providing seating and dining environments with integrated power and charging stations meets a critical student need and brings your facility into the 21<sup>st</sup> Century.

- Work Stations
- Charging Stations
- Integrated Power
- Modular – Flex Space

# TECHNOLOGY



Charging  
Tables



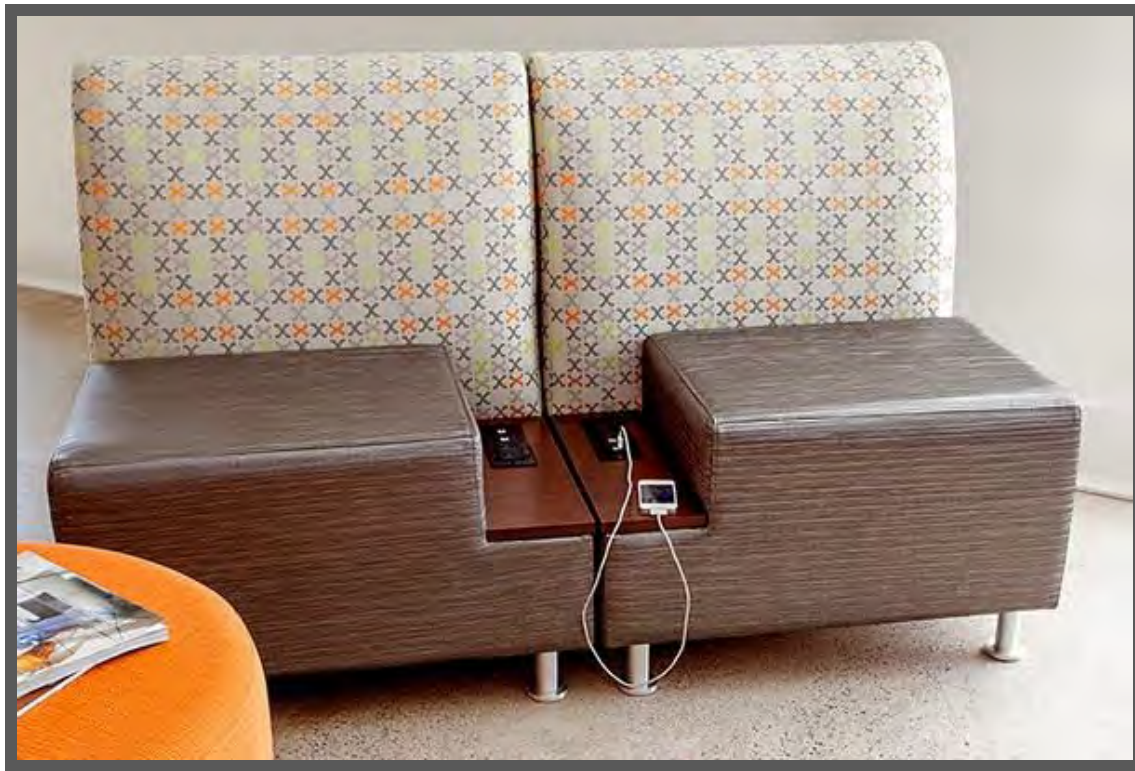


# TECHNOLOGY

Eating Counters w/  
Charging Units



# TECHNOLOGY



Integrated Power

# Integrate

# FLEXIBILITY

Choose modular and mobile elements that store and move easily to maximize use of common areas.

- Ease of Storage
- Ease of Mobility
- Modular – Flex Space



# Flexible and Mobile Elements



Booths – Mobile or Fixed  
Mobility and Versatility



# Choose Elements that Store & Move Easily





# Fully Mobile & Flexible Designs





# Integrate

## ENHANCED SERVING AREAS

You work hard to source and prepare fresh, attractive food – imagine what would happen if you put the same thought and care into how your food is displayed and merchandised.

- Add/enhance lighting
- Wrap existing bars
- Incorporate graphics
- Name serving areas
- **Update merchandising**

# ENHANCED SERVING LINES



Ceiling Décor

Pendant Lights

Planters

Wall Art

Updated Queue  
Lines



# ENHANCED SERVING LINES



Updated  
Sneezeguards  
and Facades

Textures

Bold Colors



# ENHANCED SERVING LINES

Name Serving  
Areas

Think like a  
*retailer* in  
merchandising  
your product



# ENHANCED SERVING LINES



Create an  
Environment

Don't be afraid  
to go with a bold  
theme





# Cold Merchandising Solutions

Strategically located temperature-controlled display cases

- Facilitate quicker service
- Boost participation
- Display your fresh, colorful product





# Replace bulky milk coolers

Merchandise milk and juice in the same unit as cold a la carte to save space and encourage participation



# Hot Merchandising Solutions

Convert hot food service to Grab and Go

- Facilitate quicker service
- Utilize labor more efficiently
- Provide young customers with a more familiar service format



Benefits of Transforming  
Your Space Into A  
21<sup>st</sup> Century Destination





# BENEFITS

---

- Increase student participation. Reduce stigma.
- Increase program revenue.
- Create a warm and enticing environment that appeals to a diverse student body.
- Enhance school pride and cultivate stewardship and community.
- Accommodate more students with increased seating.
- Reduce student congestion & chaos with improved traffic flow.
- Create a flexible space to accommodate multiple needs.
- Create new catering opportunities.

# Benefits

Research has shown that renovating food courts pays off, with initial investment recaptured in about 18 months for a 2,000 student middle or high school. Schools that have transformed their cafeterias increase their revenue on average more than 25%, some up to 74%.

Potential increases in revenue based on the various percentages of increase based on 1,300 total students enrolled and currently serving 500 students:

| Increased Student Participation | 15%       | 25%       | 35%       | 45%       |
|---------------------------------|-----------|-----------|-----------|-----------|
| Number of Students Increased    | 195       | 325       | 455       | 585       |
| Annual Revenue Increases        | \$101,088 | \$168,480 | \$235,872 | \$303,264 |

\*Analysis is based on a 180 day school year and average student spending of \$2.88 per day.

How do we create this  
21<sup>st</sup> Century Dining  
Destination?





# CREATE YOUR ROAD MAP

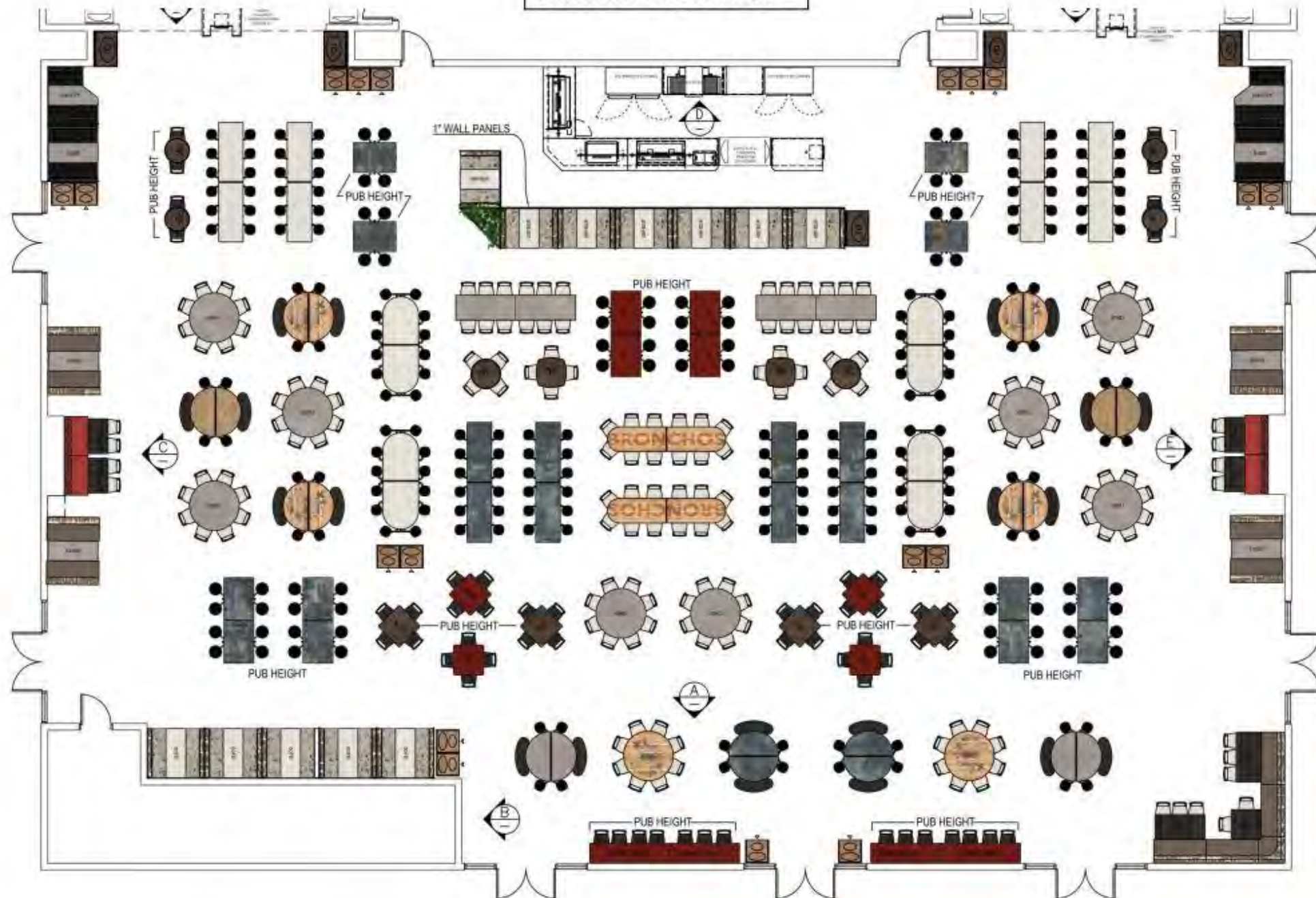
1. Determine Stakeholders
2. Build Your Advocate Team
3. Determine Budget & Identify Funding Sources \*\*
4. Prioritize Critical Issues
5. *Enlist a Designer to Bring Concepts to Life*
6. *Promote Plan & Secure Resources*
7. Select Vendors & Implement the Plan
8. Monitor and Share your Results



# FULL DESIGN

- **ON-SITE** DESIGNER VISIT,  
EVALUATION, AND  
MEETINGS
- COMPLETELY CUSTOMIZED  
DESIGN  
CONCEPTUALIZATION
- FINISH BOARDS
- 3-DIMENSIONAL  
RENDERING

CAPACITY SHOWN: 624







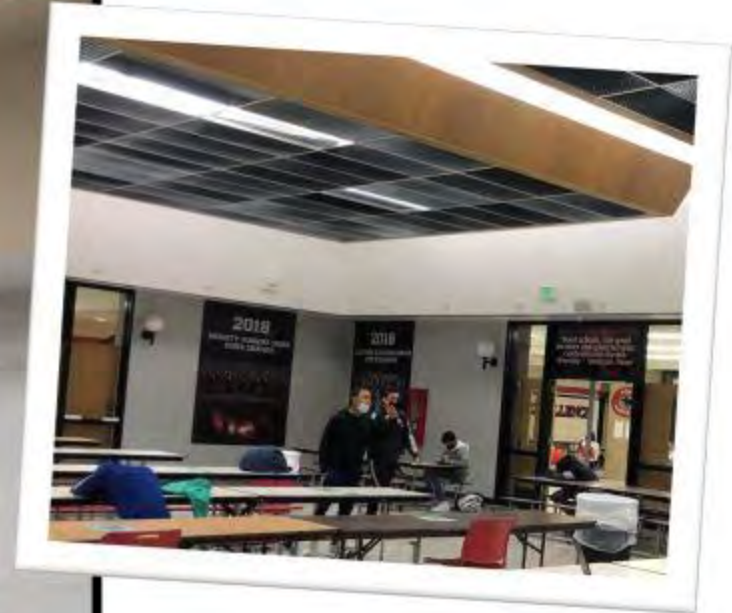
**INTERIOR ELEVATION A**  
Jefferson High School



**INTERIOR ELEVATION B**  
Jefferson High School



**INTERIOR ELEVATION C**  
Jefferson High School











**D** INTERIOR ELEVATION D  
Jefferson High School



**E** INTERIOR ELEVATION E  
Jefferson High School





Note: Back equipment on this wall not shown

INSPIRING

21<sup>st</sup> Century Designs





























Don't forget about outdoor spaces!











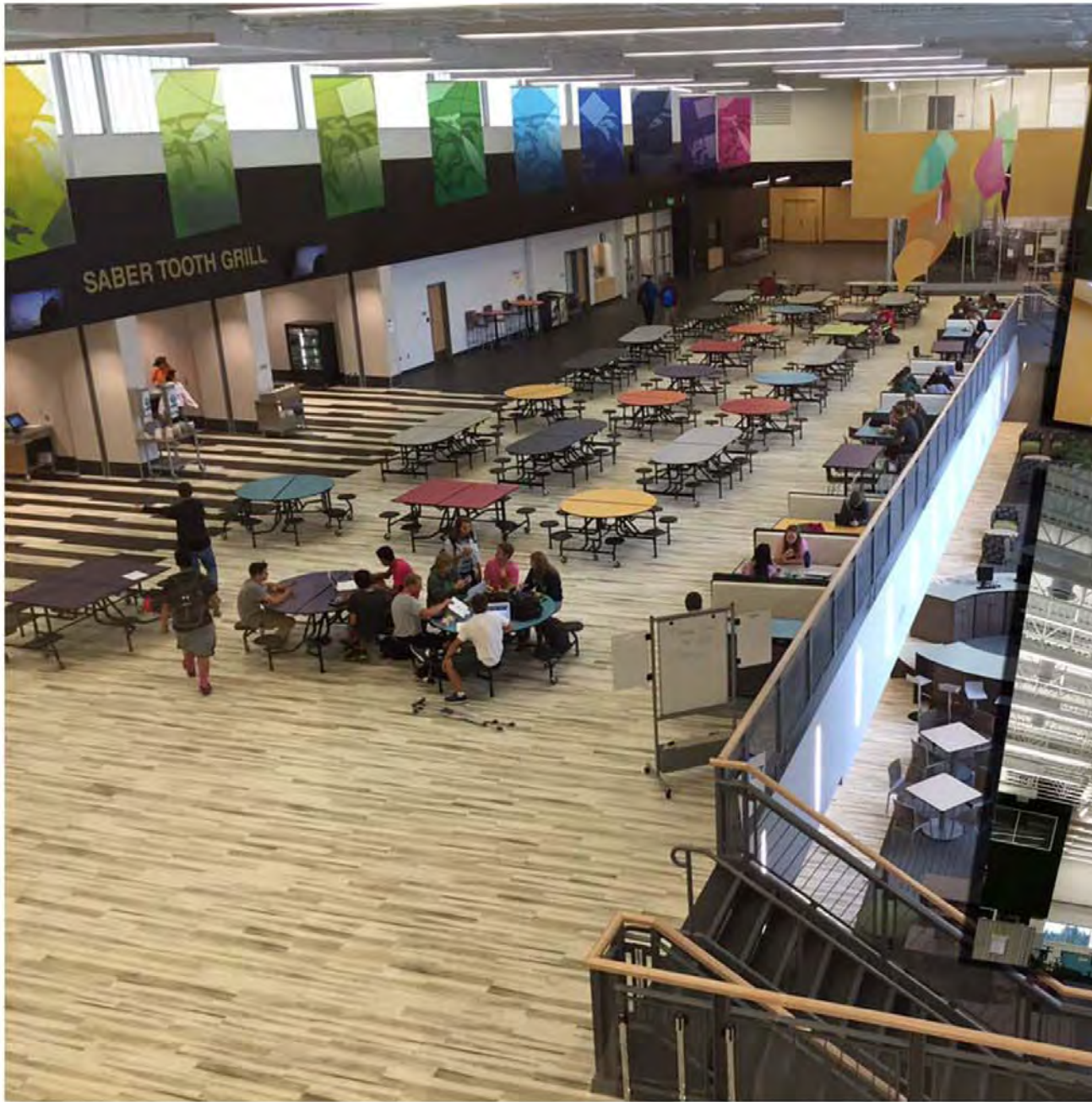




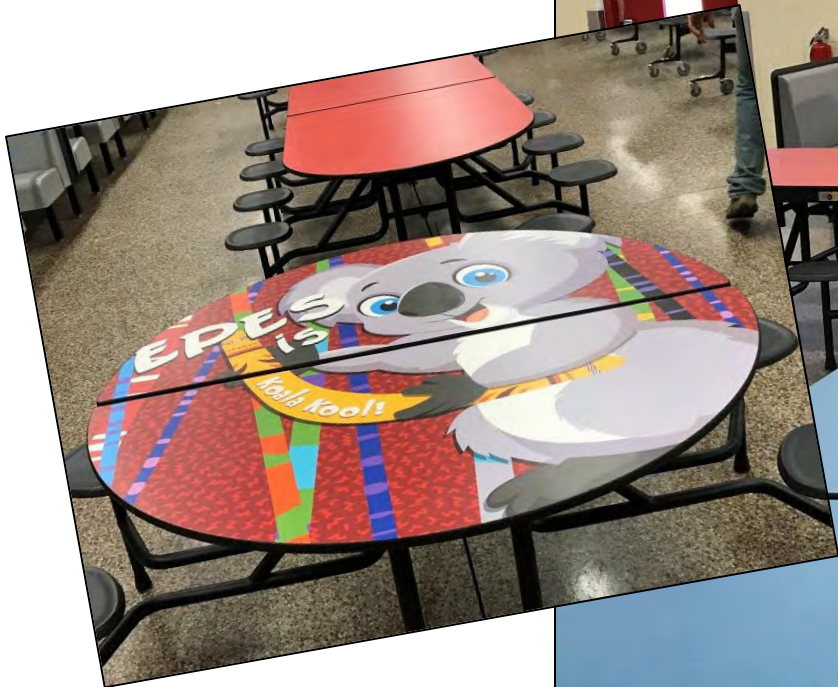










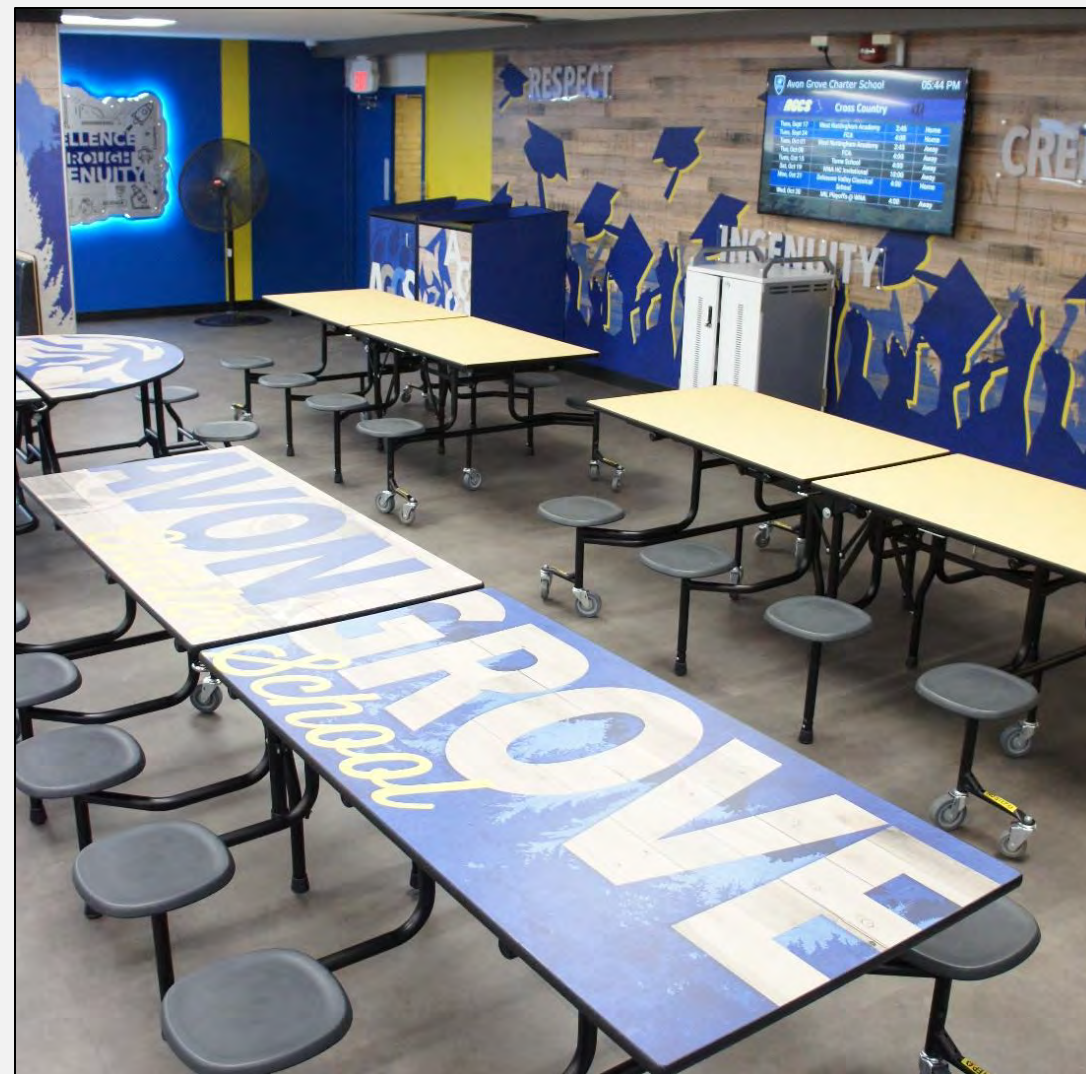








# Upgrading Trash Receptacles Makes a Big Difference









# Motivate

If you build it,  
they will come...



THANK YOU!

Tanya Sieber

K12 Segment Manager

Burlis Lawson Group

