



CCL | HOSPITALITY  
GROUP





## EVERY VENUE TELLS YOUR STORY.

Your dining spaces are not just at the heart of your customer experience, they reflect the essence of your cultural trademark, whether you operate a senior living community, hospital, or workplace. Cafés, dining rooms, coffee bars, convertible spaces, on-site restaurants and pop up venues all offer you the chance to attract visitors and care for your diners in your own unique way. To tell a story that's uniquely yours.

CCL Hospitality Group, is the award-winning industry leader in contract hospitality services. If you need a new story, let our designers, data scientists, culinarians and marketing experts transform your venues, your experience and your business.

*Transformation  
is our specialty!*

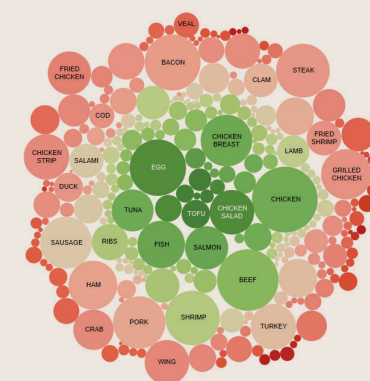






## Improved Guest Experience

## INGREDIENT PREFERENCES



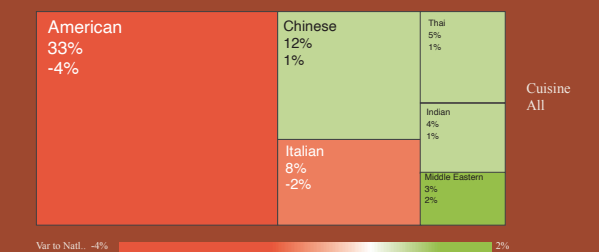
SUBCATEGORY

<input type="checkbox"/> Alcohol Type	<input type="checkbox"/> Nut	<input type="checkbox"/> 200.0
<input type="checkbox"/> Bread	<input checked="" type="checkbox"/> Protein	
<input type="checkbox"/> Cheese	<input type="checkbox"/> Sauce/Flavor	
<input type="checkbox"/> Fruit	<input type="checkbox"/> Spice	
<input type="checkbox"/> Noodle	<input type="checkbox"/> Veggie	

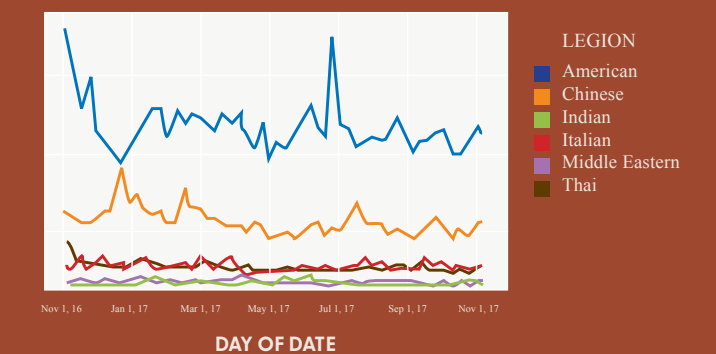


## Direct Investment

## CUISINE SHARE OF MENUS



## SOCIAL MEDIA VOLUME



## Optimize Processes

With process improvement principles, we help streamline workflow to reduce waste and operational defects. This has been a highly effective way to identify specific actions we can take to improve service and reduce cost.



# VENUE DESIGN

## Venues

Spaces are changing from dining rooms to restaurants. From bistros to lounges and cafés. Updating dining or retail spaces invigorates your community. Guests expect venues that delight their senses, align with their finances and promote wellbeing. We've reimagined scores of new dining spaces. From white cloth restaurants to bistros to grab-n-go cafés and flex bars. Each optimizes space, considers guests tastes and long-range plans.

## Branding

Transform your venues into destinations. Our creative, expert designers will guide you through the process to effectively brand venues or, more broadly, your hospitality program.



# BUILD YOUR BRAND

All of our programs are built around leveraging the hospitality experience to build your brand.

Your commercial brand relies on having a positive image in the eyes of your current and prospective guests. On the other hand, your employer brand relies on having a positive profile from the employees' views – both current and prospective. The two facets are highly correlated and both are essential to your long-term success. They need to demonstrate personality, authenticity and consistency.



Smallwares Guide

## Marketing & Communication

What good is a great brand if it is a secret? Every communication channel is an opportunity to share the personality of your brand. Social channels and digital solutions like dining websites and digital signage to an easy-to-share social press kit will modernize the experience, help tell your story, and streamline the process.

## Smallwares

The details make the difference.

Our comprehensive smallwares guide includes everything from hot & cold display options to hydration, induction hot holding and barware. Research shows that smallwares truly drive stronger marketability with an ever-changing demographic.

## Venue Activation

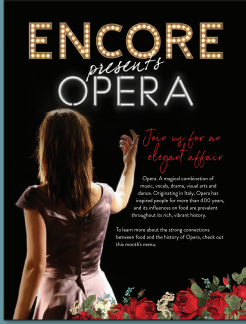
Expand beyond monthly birthday celebrations and weekly happy hours. Exciting culinary events like Celebrity Chefs, Teaching Kitchens and cuisines from around the world, transform these social events into adventures that define the personality of your venue. We'll also take full advantage of your local neighborhood to engage with farmer's markets.



A MEAL IN THE LIFE



ENCORE



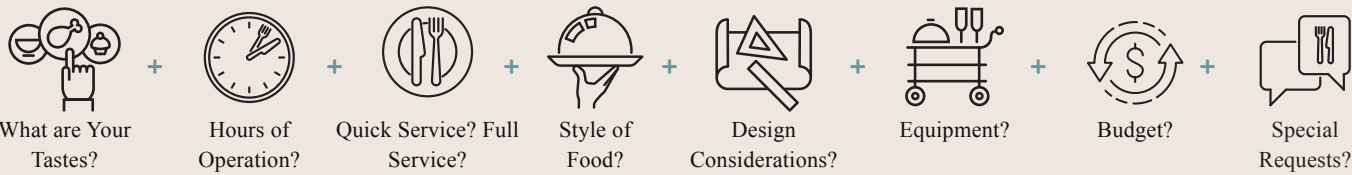
## Kitchen Design





PROCESS & INTEGRATION OF INFORMATION

1. Evaluation & Interview



2. Analyze & Program

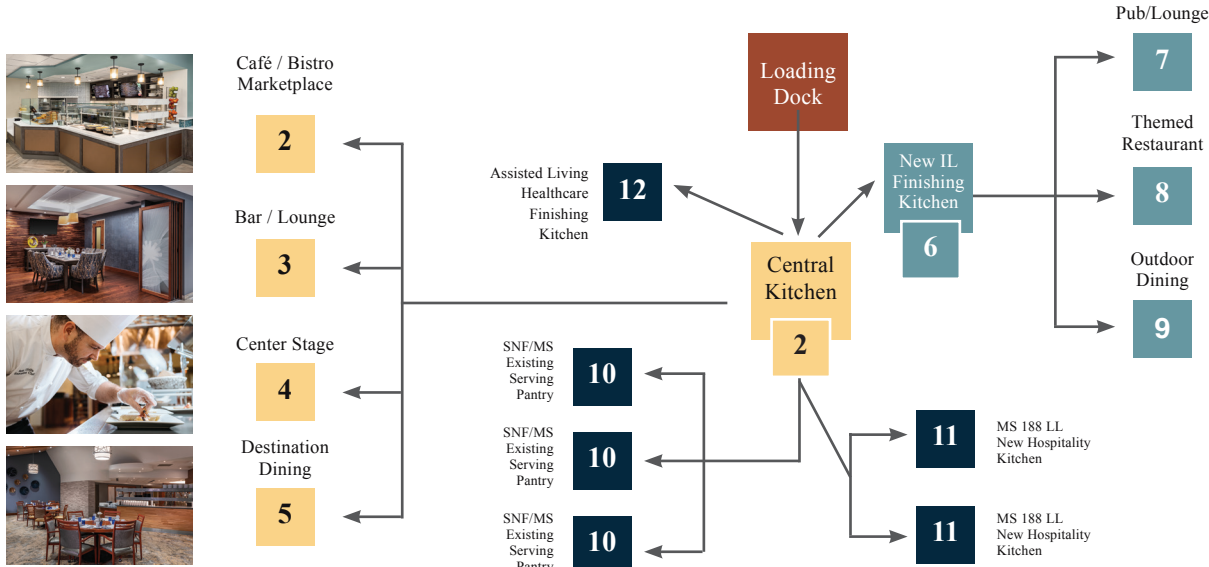
SECTION I: Customer Base Review					
Residents Customer Base	Residents	Occupancy	Occupied Units	Occupancy Factor	Total Customers
Independent Living Units - Exst.	163	100.0%	163	1.25	204
Independent Living Units - New	60	100.0%	60	1.30	90
Assisted Living	15	100.0%	15	1.00	15
TOTAL	238	100.0%	238	1.00	309
Non Resident Customer Base		Total Population	Anticipated Participation	Total Customers	
Staff		50	45%	9	
Visitors (15%)		46	40%	19	
TOTAL		96	37.4%	36	
Total Customer Base		Total Customers		309	
Resident				204	
Non Resident				36	
TOTAL				345	

SECTION II: Daily Meal Requirements					
Anticipated Meal Requirements/ Day					
Group	Meal Program	Equivalency	Transactions	Total Customers	Transactions/ Day
Independent Living Units - Exst.	Continuing Balance	1 Meal/ Day	1,200	204	240
Independent Living Units - New	Continuing Balance	1 Meal/ Day	1,200	90	108
Assisted Living	All Inclusive	3 Meals Per Day	3,000	15	45
Staff			1,000	18	18
Visitors (15%)			1,000	19	19
Total			1.5	345	434
Expected Participation By Day Part					
Group	Breakfast (20%)	Lunch (40%)	Dinner (40%)	Total	
Independent Living Units - Exst.	49	98	98	245	
Independent Living Units - New	22	43	43	108	
Assisted Living	15	15	15	45	
Staff	4	11	4	19	
Visitors (15%)	2	7	9	19	
Total	91	174	169	434	
%	21.0%	40.1%	38.9%	100.0%	

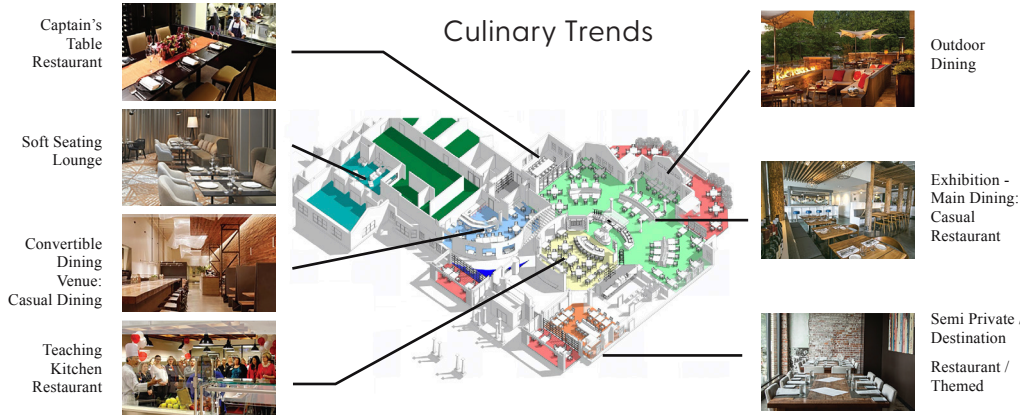
SECTION III: Participation by Venue					
Expected Participation by Day Part in Independent Living					
Venue	Breakfast	Lunch	Dinner	Total	
Bistro/Coffee Shop	73	122	51	245 57.8%	
Formal/Private Dining	Closed	Closed	28	28 6.3%	
Center Stage - Casual Dining	Closed	Closed	49	115 43.9%	
Pub - Piano Bar/Lounge	Closed	Closed	28	28 6.7%	
Total	73	171	180	424 100.0%	

SECTION IV: Seating & Space Requirements					
Independent Living/ Public Venues	Number of Seats Req'd	Square Feet Per Seat	Total SF Req'd for Seating	Service Area Req'd	Total SF Needed
Bistro/Coffee Shop	91	20	1,820	1,800	3,620
Formal/Private Dining	35	22	770	100	870
Center Stage - Casual Dining	53	22	1,163	800	1,963
Pub - Piano Bar/Lounge	21	20	423	800	1,223
Main Kitchen (existing SF)			2,400		2,400
TOTAL	201		4,188	7,100	11,288

3. Network & Flow Integration



4. Implement & Design



Hyper-curated small markets targeted to demographics and day parts with unattended staffing models are the future for retail.









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Phillip Dopson | SVP Consumer Experience, The Hub | [pdopson@ccl-hg.com](mailto:pdopson@ccl-hg.com) | 317.414.8251

Glenn Bradley | Senior Director, The Hub | [gbradley@ccl-hg.com](mailto:gbradley@ccl-hg.com) | 404.665.7675