

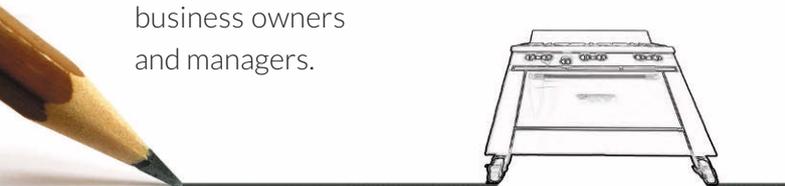
## White Paper

# Commercial Kitchens How to select the best design

## Overview

Commissioning and selecting a design for a new or refurbished commercial kitchen may sound like a simple exercise, but in practice it can be quite complex, with many different questions to consider and conflicts to resolve. There's a lot more to creating an excellent commercial kitchen design than simply space, budget and what looks good!

The long term impact of good design is often underestimated too. A well designed commercial kitchen will have a significant positive impact on the running costs, absenteeism, staff retention and productivity of the catering business. In an economic environment of sharply rising utility costs, understanding the likely lifetime of the new kitchen and the trade-offs between purchase price and running costs is increasingly important for business owners and managers.



An expert commercial kitchen designer will focus initially on building an understanding of your business, your customers and your staff. To achieve a good design, there are some questions that you will need to be able to answer about your vision for the catering business:

1

What food and/or drink offering are you intending to provide?

What types of food and drink?

Which cuisines?

What is the mix of hot, ambient or chilled?

How extensive a menu will you offer?

Will the offering change at different times of day?

What quality level are you aiming for?

What order to serve times are you hoping to achieve?

2

What type and quantity of customers are you hoping to attract?

Families with children, couples, business people, retired people; expected numbers by day of week, time of day etc.

3

What price position are you targeting?

Premium, mainstream or value; example price points; competitive comparisons.

With this understanding of your business and catering goals to guide them, a designer can combine their market knowledge and design expertise to develop the optimum design for your kitchen.

## Impartial Advice

At the design stage of your project, one of the most valuable services a designer can provide is independent and impartial advice. Their expertise could be very valuable in a number of areas, for example:

- Planning regulations & related services that you will need
- Government and regulatory requirements e.g. hygiene and health & safety
- Maximising food and drink output to avoid constraining the business, especially at peak periods
- Advice on sustainability, energy management, waste minimisation
- Brands and models of equipment to purchase



## What should my design include?

A good design goes way beyond a layout and a shopping list. Exactly what your plan should include will depend on your specific situation, but could be any or all of these key points...

- Kitchen & servery layout
- Detailed layout design with recommendations on equipment
- Positioning
- Consideration of all aspects of the kitchen – cookline, equipment, storage, wash up, extraction, prep areas, type of service
- Existing, new and bespoke equipment
- Flows of people, food and crockery to minimise cross-over
- Adequate storage of prepared foods
- Good ventilation
- Construction and finish requirements for Architects
- Mechanical and Electrical services engineering design
- Capital and running costs
- Recommended Maintenance programme





Of course, a good design is only the first step towards your new kitchen. Turning even the best thought out plan into a finished, fully functioning commercial kitchen, on time and on budget can be quite a challenge.

## Turning design into reality

Your designer should ideally be able to offer all the services needed to source equipment (including bespoke manufacturing where needed), install and maintain your commercial kitchen. As creators of the design, they are in the perfect position to ensure the business goals behind the design don't get diluted as the actual kitchen takes shape.



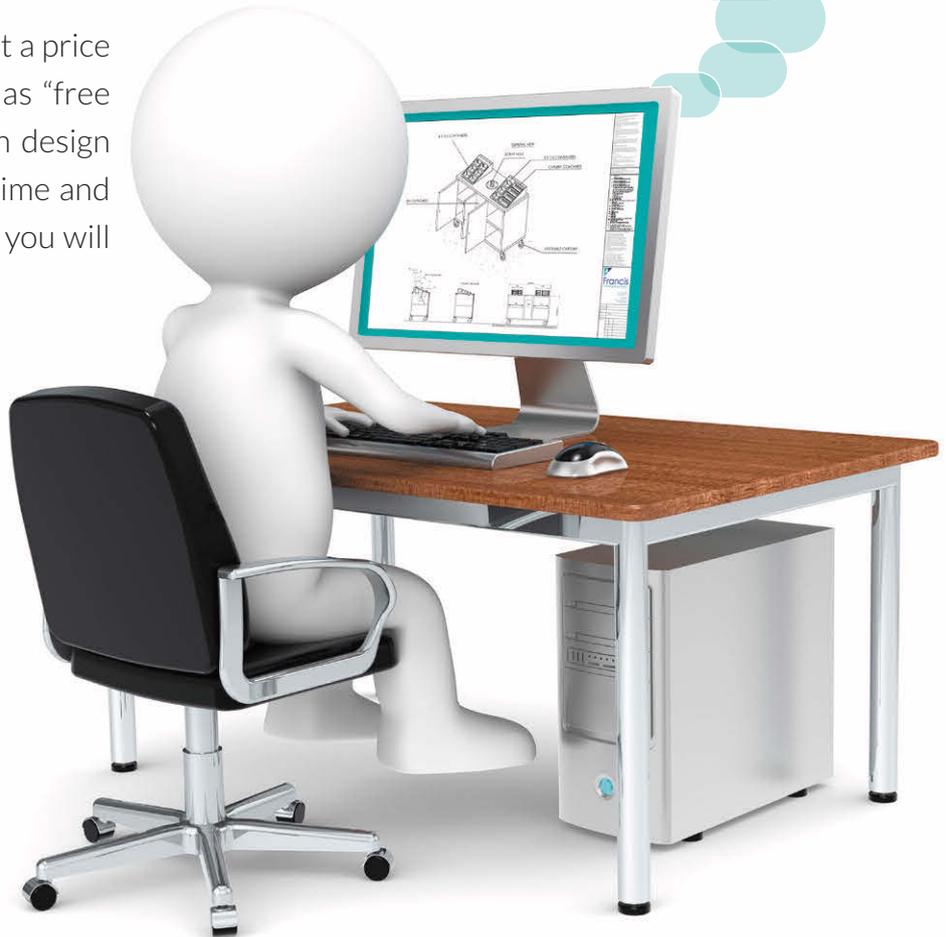


*“there really is no such thing as free design”*

## “Free Design” - where’s the catch?

Of course, all of this work comes at a price and there really is no such thing as “free design”. A good commercial kitchen design requires a significant amount of time and expertise so you can be confident you will pay for it somewhere!

Tempting as it may be to opt for a “free design service”, paying a reasonable price for the design can give you more confidence that you are getting best advice, that there aren’t any hidden mark-ups when it comes to sourcing and installation and ultimately reduce your initial purchase price and long term costs.



**viewpoint** is an impartial and informative occasional publication that will help you to design, install and maintain your commercial kitchens, bars and food service areas.

If you would like to discuss ideas and projects further, or simply need some help and advice please contact our industry specialists on the details below for an unbiased viewpoint.



kitchens  
food service  
retail space  
pubs & bars  
education

Tel: 01384 271166 Fax: 01384 273372

[www.franciscatering.com](http://www.franciscatering.com)

viewpoint