company profile

Hospitality Services, Inc.

FOODSERVICE DESIGN CONSULTANTS

foodservice design solutions one **project** at a time

restaurants

retail

universities

corporate

foodcourts

commercial kitchens

graphic services

Hospitality Services, Inc.
FOODSERVICE DESIGN CONSULTANTS

about the company

Since 1988, Hospitality Services, Inc. (HSI) has set and exceeded the highest standards in foodservice planning and design. Clients benefit from our years of experience working with a diverse array of national and international clients in retail, education, travel and leisure, healthcare and government. By combining our holistic approach to foodservice design and implementation with innovative design, environmental concerns and solid project management, Hospitality Services, Inc. provides a highly flexible and versatile approach to new construction projects, expansion and renovation programs.

our **holistic** approach to **foodservice design** and **implementation**

At Hospitality Services, Inc., we believe that meticulous planning and creativity are the driving factors in the success of any project. Working in a collaborative environment, Hospitality Services, Inc. has a well-rounded team of project managers, engineers, interior designers and graphic designers. Our foodservice department provides foodservice design and equipment layout, construction documentation and project coordination. The interior design department directs the details of space conceptualization and development. Our graphics department then communicates each vision by developing three-dimensional renderings, menu and menu board design, signage and more.

form and function in harmony:

Our interdisciplinary team of project managers, design engineers, interior and graphic design professionals take the time to thoroughly assess the specific needs of each project. We work hard to develop a comprehensive creative plan to address the critical, multi-faceted concerns affecting each business including budget, demographics, menu and other operational aspects. This highly customized approach enables us to generate in-depth design and construction documentation that meets the needs of our clients.

410 296 3795 FAX 410 296 3799 www.hsinet.com
2201 Old Court Rd, Ste. 200, Baltimore, MD 21208

Hospitality Services, Inc.
FOODSERVICE DESIGN CONSULTANTS

our services

We provide a holistic approach to foodservice, interior and graphic design—working in a highly collaborative environment—to create solutions for our clients, one project at a time.

foodservice

- site planning
- existing facilities surveys
- identifying equipment
- customer flow analysis
- spatial relationship diagrams
- concept identity
- menu composition and development
- branded development
- brand management
- equipment specs
- rough-ins
- construction documents

interiors

- site strategy and development
- existing facility survey
- project scheduling
- space schematics and layout
- coordination and review
- design of FF&E
- reflected ceiling plans
- lighting design and fixture selection
- design development drawings
- construction documents
- sourcing materials
- interface with foodservice operation

graphics

- logos
- menus
- brochures
- posters
- banners
- murals
- signage
- menu boards
- stanchion signs
- framed artwork
- renderings
  - 3D perspectives
  - 2D elevations
  - floorplans
- concept identity
- branded development

410 296 3795 FAX 410 296 3799 www.hsinet.com

restaurants

Designing a successful restaurant is largely about establishing a unique personality for the space. By creating a mood, a theme or cultivating an identity, we establish an atmosphere that only that restaurant can provide.

Eat'n Park Restaurants
Formaggio
Harry's Tap Room
Harry & Izzy's
Houlihan's
Ida's Seat
Johnny Rockets
Moe's Grill & Bar
Nónna Bartolotta's
Qdoba Mexican Grill
Raising Canes
Rum Island Bar
Silver Diner
SSP America
The Mirage
The Pub
Tony Roma's

HARRY & IZZY'S

Harry & Izzy's
Indianapolis, Indiana

…recreated the personality of the original location...

If you want a great meal in downtown Indianapolis, you go to Harry & Izzy's. Now you can enjoy the same experience without ever leaving the airport. Working with the iconic founders of this institution, HSI recreated the personality of the original location, implementing similar light fixtures, finishes and graphics. The kitchen was developed to allow the operator to prepare the same great menu in a limited space. Patio seating opened up the restaurant and created some excitement on the concourse. Creative configuration of architectural elements separated the bar area from the seating area (a local building code).

Nónna Bartolotta's

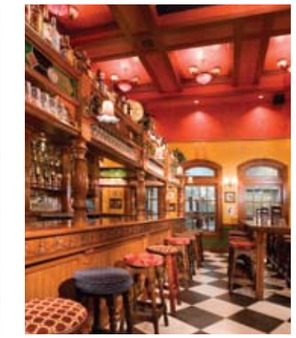
Milwaukee, Wisconsin

…the charming atmosphere of old-world Italy

The name Bartolotta is synonymous in Milwaukee with great food served in a great atmosphere. Venturing into the airport environment for the first time, the Bartolotta group tasked Hospitality Services with creating a new brand to add to their portfolio. "Nónna's" was developed to immerse the airport traveler in the charming atmosphere of old-world Italy. The authentic Italian menu drove the decision to make the Woodstone oven a focal point of the open kitchen. The exhibition cooking adds some pizzazz and excitement. Distressed wood and brick, wrought iron accents, and even lace curtains combine to make Nonna's a true fine dining experience. The "To-Go" area offers travelers quick meal options to take on the plane.

The Pub

Hebron, Kentucky



Paying homage to a traditional British pub...

Paying homage to a traditional British pub, The Pub in the Cincinnati Airport embellishes this concept and adds a spirited flair; note the addition of a large mural of the British flag painted on the ceiling. The complete range of authentic furnishings, finishes, and materials were hand-selected and imported directly from England & Ireland. High-top bar tables and various patterned fabrics covering bar stool seating offset the white and black checkered floor tiles. Vaulted ceilings are made to feel more intimate by utilizing soft-lighting paired with a color scheme like that of fall foliage—burnt oranges, faded yellows, and hints of green. The most significant challenge in the space was to deliver a high-end pub layout with limited square-footage. HSI was able to design a very small kitchen that still allowed the operator to serve a full menu.

TONY ROMA'S
RIBS · SEAFOOD · STEAKS

Tony Roma's
Nashville, Tennessee

Creating a restaurant in a mall setting.

Joining the dining mix at the Opry Mills Mall—a mega shopping mall near the Grand Ole Opry—is Tony Roma's. Famous for their baby back ribs, Tony Roma's implemented their re-branded image in this location. Striving for a more sophisticated, upscale look and feel, the Opry Mills Tony Roma's features a muted palette with creamy beiges, tans and black on the walls and seating upholstery. Sleek light fixtures, updated art and solid wood flooring complete the refreshed interior.

Qdoba MEXICAN GRILL

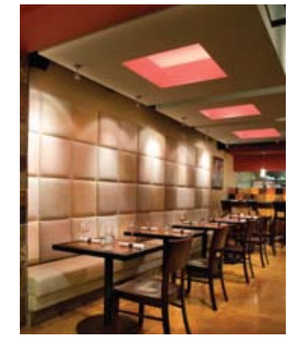
Qdoba Mexican Grill
Hebron, Kentucky

Already a nationally branded Mexican grill, the standards for design were well established...

Already a nationally branded Mexican grill, the standards for design and signage were well-established at the time this chain was slated for placement in the Cincinnati airport. Working with the Qdoba palette of deep reds, bright yellow and lime greens, the design is clean and vibrant yet rustic—traditional of Mexican style. Stainless steel counter and table tops are juxtaposed with wooden chairs and russet floor tiles. Hospitality Services, Inc. focused on a layout and design that adhered to the existing brand standards.

HARRY'S TAP ROOM

Harry's Tap Room
Chantilly, Virginia



Harry's menu... was the inspiration for all aspects of design.

Already celebrated in its Arlington, VA location, Harry's Tap Room was introduced into the dining mix at Dulles International Airport. Harry's menu—organic, natural and locally grown ingredients and uncomplicated dishes—was the inspiration for all aspects of the design, including the architectural planning, interior and graphics package. Stone architectural elements and glass partitions give structure to the space. A neutral paint palette, wood finishes, booths with floor to ceiling padding and a modern bar layout add warmth to achieve a comfortable dining experience.

Raising Cane's
Nationwide

The mission of the design team was to reflect the "One Love" culture.

Raising Cane's, a nationwide chain originally based out of Baton Rouge, LA, wanted to cultivate a comfortable, convenient and cool environment focused on their one love—chicken fingers. When re-branding Raising Cane's, the mission for Hospitality Services, Inc. was to reflect the "One Love" culture for both the interior and graphic identity package. Marketing, merchandising requirements and product flow were determined and customer perceptions and expectations were calculated. With an aggressive expansion plan for growth, this branded model will be located in mall foodcourts and freestanding facilities with drive-thru access. Each of the design options maintains its own distinct character while remaining loyal to the original brand identity. Bright colors, rustic tiles and raised ceilings lend an open feel to the space.

retail

A retail environment needs to be fresh, inviting, and most importantly, convenient. An open layout for ease of customer queue and flow is a must, while displays should be well labeled and well lit for best product showcasing.

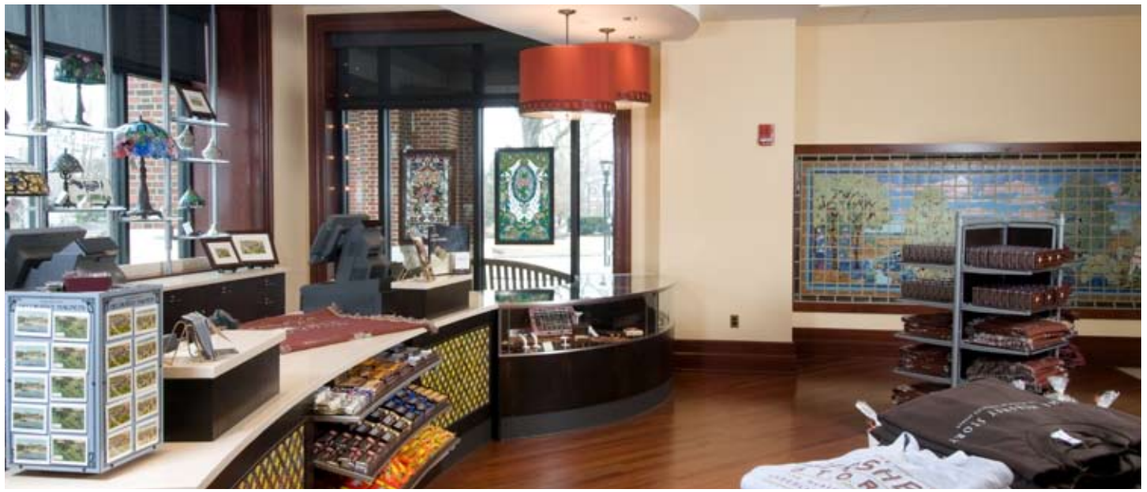
Alterra
Camden Food Co.
Dash-In Food Stores
Flavours
Gas Light Baking Co.
The Hershey Story
Nónna's To Go
SSP America
To Go
Take Five

The Hershey Story

Herhsey, Pennsylvania

Photographs by Tim Schoon Photography, courtesy of LSC Design, Inc.

...a celebration of chocolate.



Commemorating the life of Milton Hershey, founder of Hershey's Chocolates, the Hershey Story is a celebration of chocolate. Visitors to Hershey can learn about the history of Hershey, sample the sweet confection at the Country of Origin Chocolate Tasting Bar, and learn the art of chocolate making at the interactive Chocolate Lab. Café Zooka offers fine food with an emphasis on chocolate, in an attractive setting. HSI designed the entire 1st floor, including the retail area to be warm and inviting. Innovative materials were coupled with nostalgic wood tones and details to create an atmosphere as luxurious as the chocolate itself.

Camden food co.

Indianapolis, Indiana

"You don't have to be good to eat good food!"

Already an established brand, HSI was engaged to adapt this fresh market from the rail stations of Europe to the airport terminals of the United States. Comparable equipment, fixtures and finishes were researched and specified. Graphic designs and menu systems were adjusted to fit the needs of the individual projects. Camden Food Co. is now a successful, engaging, healthy alternative in several U.S. locations.

TAKE FIVE

Take Five
Nationwide

...evoking a sense of tradition inherent in an old-fashioned "gas light district."

Hospitality Services, Inc. met the unique opportunity of bringing high-end convenience food & retail to Class-A office buildings by developing the Take Five brand. Located in the lobby level of high-end buildings, Take Five continues the experience by using fine finishes and display fixtures to offer gourmet food, beverages and snacks. The environment was created to appeal to the modern business person with discriminating taste. HSI was responsible for developing the complete experience, including the signs and graphics.

Gas Light Baking Co.
Hebron, Kentucky

...evoking a sense of tradition inherent in an old-fashioned "gas light district."

Hospitality Services, Inc. based Gas Light Baking Co. on a European concept. The facility offers the finest in specialty sandwiches, salads and baked goods, evoking a sense of tradition inherent in an old-fashioned "gas light district." Warm and inviting finishes create a sense of nostalgia. This concept is reflective of a neighborhood eatery where old friends meet regularly to share a meal. Relying on elements from an earlier era, the resulting design involves intricate detailing and superb craftsmanship that transcends the interior and finds its way into the product offerings via extensive, attractive and well-lit visual displays.

universities

Prior to beginning the design of any educational dining facility, research is gathered to evaluate the demographics, concerns and requests of both the students as well as the school. This enables us to determine which areas require reworking versus the aspects that are already strong points. We can then develop a comprehensive and creative plan.

Bloomsburg University, PA
Chartwells
Clarion University, PA
Cornell University, NY
DeSales University, PA
East Stroudsburg University, PA
Goucher College, MD
Grove City College, PA
Harvard Law School, MA
Johns Hopkins University, MD
Lincoln University, PA
Manchester College, IN
Marywood University, PA
Microsoft High School, PA
Otterbein College, OH
Penn State University, PA
Robert Morris University, PA
Shippensburg University, PA
St. Vincent's College, CT
Temple University, PA
Towson University, MD
UNC Charlotte, NC
University of Baltimore, MD
University of Mary Washington, VA
University of MD, Baltimore County, MD
University of Virginia, VA
Virginia Technology Institute, VA
Wagner College, NY
Washington College, Chestertown, MD
Wor-Wic Community College, MD

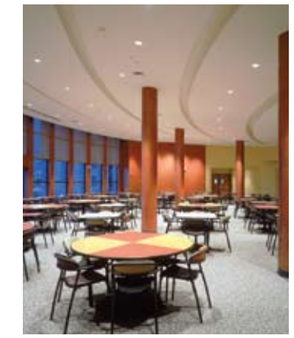
DeSales University

DeSales University
Center Valley, Pennsylvania

The five stations were specifically developed to accentuate their singular offerings.

Catering to the resident and commuter student body as well as the campus staff, the full service dining hall in DeSales University's student center that Hospitality Services, Inc. designed, provides meal options to a high volume of daily customers. Five food stations were created: Bistro, Sauté, Frankie's Deli, Sizzle, and Pizza & Amoré. Each station was specifically developed to accentuate its singular offerings as well as to work in conjunction with the others to portray a retail market feel. A complementary mix of rich colors, wood grains, patterned terrazzo flooring and decorative lighting blend to create an inviting, contemporary atmosphere.

Loyola College of Maryland
Baltimore, Maryland



... a more interactive dining experience, allowing maximum meal customization.

The challenge of accommodating a largely resident student body at Loyola College required a more interactive dining experience, allowing for maximum meal customization. Hospitality Services, Inc.'s solution was to create a retail market with several "restaurants." A bi-level dining room was designed and developed. The upper main room has high ceilings, large glass windows, abundant casual seating and a cyber-café sectioned off to one side while the lower level room is more intimate in setting and features a mix of "Mediterranean" colors, faux finishes, a gallery wall for the display of students' artwork and a coffee lounge area.

ROBERT MORRIS UNIVERSITY

Robert Morris University
Moon Township, Pennsylvania

...a fresh market, coffee shop and a sandwich café.

Hospitality Services, Inc. redesigned a foodservice facility in a busy student corridor at Robert Morris University. A small, overcrowded retail coffee shop was completely gutted, along with the adjacent office space. In its place is an interactive, combination concept with a fresh market, coffee shop and a sandwich café. Infused with natural light, the Marketplace was designed around a central oval focal point where most of the merchandising takes place, while the rest of the space spreads concentrically. The primary purpose of the design is to adequately accommodate the heavy flow of traffic. Open, warm, inviting and culturally current, the Marketplace uses custom acrylics, specialty lighting and bold colors to create an atmosphere that both welcomes and interests the collegiate crowd.

WASHINGTON COLLEGE

Washington College
Chestertown, Maryland

...eye catching display counters.

As the need arose for Washington College to upgrade their dining facilities, they turned to Hospitality Services to help design and program a brand new Student Center and dining facility. Hodson Hall provides students and faculty with several dining options, all located under one roof. The first floor retail area offers coffee at Java George, hot toasted subs at Mondo's Subs and freshly made burgers at Coyote Jack's. Each concept incorporates an open display kitchen with eye catching display counters. The second floor cafeteria is a fine example of integrated design, where the open kitchens complement the interior design. The individual stations all have exhibition style cooking which creates an interactive experience for the guests.

corporate

As the primary dining destination of a corporate office's employees, corporate cafeterias fuse efficiency and variety into a highly dynamic and convenient social hub. Multi-platform stations are often implemented to provide variety and suit the interests of a wide range of tastes.

Bayer Corporation
Bridgestone Firestone
Capital One
Carnegie Museum
Digene Corporation
Fannie Mae
GSA
H.J. Heinz Company
Harley-Davidson
Highstep Community Center
Marconi International
National City Corporation
Northrop Grumman Corporation
Norton Healthcare
Perot Systems Corporation
Prudential Insurance Company
State Street Bank
SunTrust Banks, Inc.
T. Rowe Price

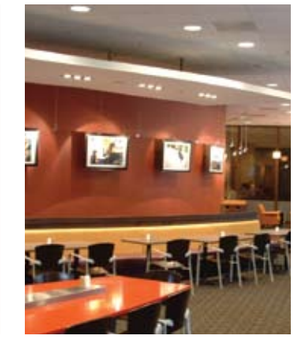
FREDDIES

Bayer Corporation
Pittsburgh, Pennsylvania

Employees at the Bayer Corporation's U.S. headquarters office enjoy lunch at Freddies.

Employees at the Bayer Corporation's U.S. headquarters office enjoy lunch at Freddies. The renovated dining venue, designed and developed by Hospitality Services, Inc., is located on their corporate campus named for the company's founders, Friedrich Bayer and Johann Friedrich Weskott. The design intent was to feel less like a lunch cafeteria and more like a restaurant. The use of an earthy, warm color palette combined with fine woods and mosaic stone create a sense of visual stimulation, while maintaining a professional corporate image. The coffee area is the jewel of the space and features a custom-illuminated steel and glass canopy. The design concept was developed with a "kitchen forward" ideology; that is, to bring the kitchen to the front of the house, thus enabling the diners to watch their meals being prepared and made-to-order.

N.E.O.B. Eatery
Washington, D.C.



Designers replaced the outdated palette with fresh and lively finishes.

Modernizing the cafeteria in the New Executive Office Building meant that designers would replace the outdated palette with fresh and lively finishes. As the eatery would be catering primarily to an audience of White House professionals, the Hospitality Services, Inc. team designed the facility to be inviting—bright and vibrant with clean lines and a moderately subdued color palette. Part bistro and part retail market, the N.E.O.B. Eatery was outfitted with new lighting, LAD light coverings, and LCD monitors. Because the facility is high-security, bullet-proof glass curtains and wall coverings line the interior for employee protection. Partition walls have been minimized to create an open floor plan.

HOGAN & HARTSON, LLP

Hogan & Hartson
Washington, D.C.

The central salad bar is a work of art in itself.

The law firm of Hogan & Hartson wanted to remodel their employees' existing food service program. What developed was "Chez Hogan", a servery and support kitchen located on the 8th floor of their offices in downtown Washington, D.C. At the same time, the 13th floor pantry which supports the conference rooms was also remodeled. The resulting designs are richly infused with warm wood tones, tiles, an attractive floor pattern, and lush materials and fabrics on the furniture. The central salad bar is a work of art in itself. Each station has its own exhibition style open kitchen. Curved bulkheads with effective lighting complement the interesting and attractive counters.

T.RowePrice
INVEST WITH CONFIDENCE

T. Rowe Price
Owings Mills, MD

…a clean,
minimal feeling

For the T. Rowe Price corporate headquarters in Owings Mills, MD, the servery on campus required enough variety and interest to suit a wide range of taste. Many employees have very little time for lunch, therefore, a grill, bakery, deli, entree station, salad bar, and pizza/pasta station were all incorporated into the design. A custom-lit corridor leads the way to the eatery, inviting diners inside. Stainless steel finishes and a muted palette—cobalt blue, suede brown and cherry red tiles, black finishes, and neutral pain—give the space a clean, minimal feeling. All cooking is done in an open-kitchen, with gourmet chefs on site.

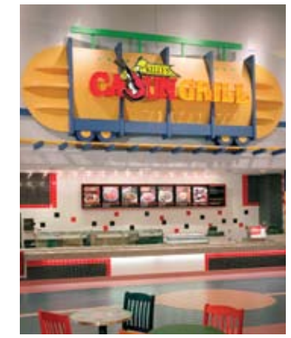
foodcourts

Foodcourts—often found in high volume facilities—must be designed specifically to accommodate large crowds and ultimately, provide the most efficient customer queue and flow.

Arundel Mills, MD
Beckley Travel Plaza, WV
Cincinnati Mills, OH
Colorado Mills, CO
Discover Mills, GA
FoodBrand
Katy Mills, TX
Museum of Science, Boston, MA
St. Louis Mills, MO

Arundel Mills

Arundel Mills Foodcourt
Hanover, Maryland



With over 225 specialty stores in the mall, the foodcourt must be comparable in size.

In this mega-mall with more than 225 specialty stores, the foodcourt needed to be comparable in size to accommodate large crowds. In this space—designed and developed by Hospitality Services, Inc.—an open layout was chosen for ease of customer flow. Many brands are nationally known; therefore, brand standards were used for individual spaces. Tiled counter fronts, acrylic finishes and illuminated signage add energy. Bright colors, angled architectural concepts and expansive ceilings complete the modern spacious foodcourt.

DISCOVER MILLS

Discover Mills Foodcourt
Lawrenceville, Georgia

Discover Mills opened with an 18,000 sf foodcourt.

The Mills Corporation developed, owns and operates major super-regional shopping malls internationally. Discover Mills in Lawrenceville, GA—one such retail facility—opened with an 18,000 sf foodcourt. Hospitality Services, Inc. acted as chief design development manager, as well as directed the interior design construction documentation, brand development, foodservice design, equipment layout and the display of signage.

Museum of Science.

Museum of Science
Boston, Massachusetts

...open-display kitchens and bakeries reflect the growing trend towards interactive dining.

Upon completion of the Galaxy Café in the Museum of Science in Boston, FoodService Director Magazine remarked of the space, “Taking foodservice customers [to a restaurant that is] out of this world.” Adhering to the museum’s pledge to remain on the cutting edge, the 556-seat café was designed to be flexible and adaptable to future evolutions of the servery. A multi-station foodcourt was implemented by Hospitality Services, Inc. to accommodate varying levels of consumer volume, in combination with open-display kitchens and bakeries to reflect the growing trend towards interactive dining.

COLORADO MILLS

Colorado Mills Foodcourt

Lakewood, Colorado

...a foodcourt housing all national brands.

Colorado Mills, one of multiple mega-malls owned by the Simon Property Group, boasts a foodcourt housing all national brands. Collaborating with concessionaire, FoodBrand, HSI renovated the existing food court for a more updated look. All of the brands that teamed with FoodBrand had established standards—finishes, colors and signage—so the identity and integrity of each was maintained during renovations.

commercial kitchens

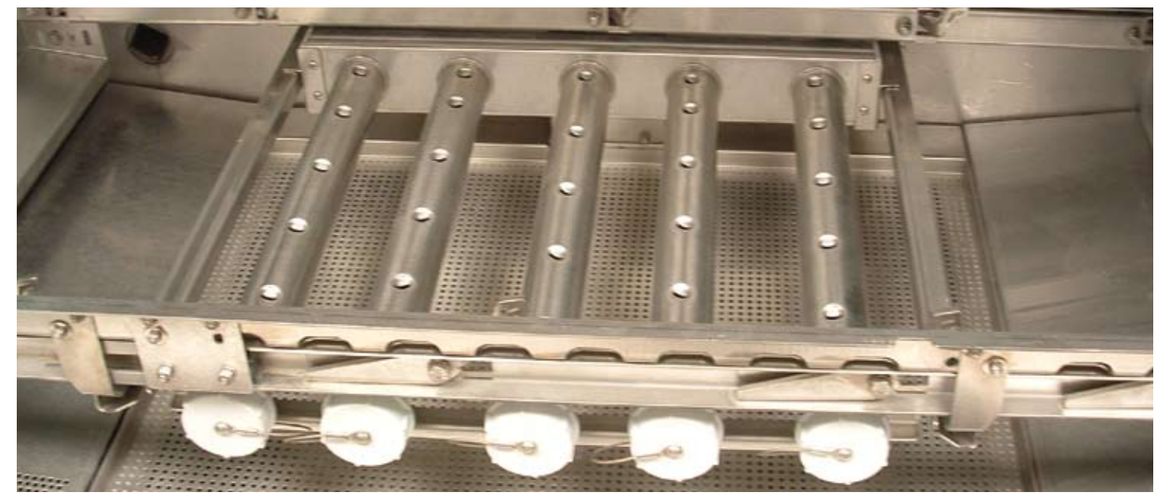
Commercial kitchens are often designed with the flexibility to support multiple stations with various meal options. Outfitted with the most sophisticated and modern equipment, these kitchens must be able to optimize functionality for the staff as well as meet the incredibly high health standards mandated by law.

Carnegie Museum
Children's Hospital
Eat'n Park Restaurants
Formaggio
Gilman School
Harley-Davidson
Harry's Tap Room
Houlihan's
Hershey
Ida's Seat
Johnny Rockets
Moe's Grill & Bar
Raising Canes
Rum Island Bar
Silver Diner
The Pub
Tony Roma's
Wor-Wic Community College

Gilman School

Gilman School
Baltimore, Maryland

The new servery would function like the more modern and sophisticated foodservice facility found in a collegiate environment.



As one of the most esteemed all-boys private schools in the Baltimore, Maryland area, the Gilman School, when renovating their foodservice program, was adamant in establishing the program as a major draw for prospective students. Rather than developing it as a standard school cafeteria, Hospitality Services, Inc. designed a new servery which would function like the more modern and sophisticated foodservice facility found in a collegiate environment. The kitchen was designed with the flexibility to support multiple stations with various meal options while still having the capacity to fulfill all of the requirements of the school's nutritional program.

Children's Hospital
PEDIATRIC SPECIALTY CARE OF RICHMOND, VA

Children's Hospital
Richmond, Virginia

The new kitchen has given Children's Hospital the necessary room to expand without suffering a loss in patient care and service.

Children's Hospital in Richmond, VA—a specialty pediatric hospital—is servicing a growing number of patients with each passing year. To increase their efficiency, Children's Hospital wanted to combine the two existing food facilities in their building into one, dual-function kitchen. This would allow them to share the kitchen space for the patient tray service as well as the visitor and staff servery. To ensure that the renovated servery would meet the incredibly high health standards required, Hospitality Services, Inc., working in conjunction with a local architect, designed the space from a complete gut to remodel. The new kitchen has given Children's Hospital the necessary room to expand without suffering a loss in patient care and service.

graphic services

- logos
- menus
- brochures
- posters
- banners
- murals
- signage
- menu boards
- stanchion signs
- framed artwork
- renderings
  - 3D perspectives
  - 2D elevations
  - floorplans
- concept identity
- branded development

logos

brochures

murals

posters

banners

signage

FORMAGGIO
an italian bar and market-bistro

menu boards

menus

renderings

floorplans

2D elevations

3D perspectives

410 296 3795 FAX 410 296 3799 www.hsinet.com
2201 Old Court Rd, Ste. 200, Baltimore, MD 21208
mail@hsinet.com

HSI
Hospitality Services, Inc.
FOODSERVICE DESIGN CONSULTANTS

© Hospitality Services, Inc. 2009