

Restaurant Reinvented Summit

**6 essential tips to creating a
memorable dining experience.**

Presented by Brandworks

July 2019

YOUR PRESENTERS



Eleena Tan
Strategy, Placemaking, Co-founder

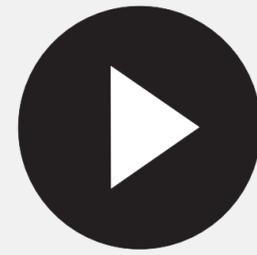


Michael Tan
Creative Director, Co-founder

**BR&ND
WORKS**

NOVACANCY
HOTEL+HOSPITALITY BUSINESS EXPO

BrandWorks - Melbourne | Sydney | Jakarta | Changsha
www.brandworks.co Follow #brandworksau



Introduction

WHAT WE DO

Our purpose is to bring the extraordinary to life,

Empower passionate creatives,

Give people and business to create their own legacy.

We are:

Place Making
Retail strategy
Customer Experience
Data & Insights
Concept
Brand
Interiors

We work with:

Hospitality
Hotels
Property
FMCG
Digital





WHAT WE DO

Tried & Tested

We were born:

From hospitality - specialty coffee, Melbourne cafes and food.

We began in brand, design and interiors from our own need to make our own concepts commercially sustainable successful.

We made:

Our success in Universities, Hospitals, CBD cafes & restaurants.

On the way:

We learnt a lot of things.. what worked and what didn't.

We have:

Tried, tested and refined.

Understood the customer.

Created seamless experiences

Made places that are compelling (and successful).

WHAT WE DO

Today's challenges

We realised:

The challenges we faced in F&B was common with other operators and entrepreneurs.

We used:

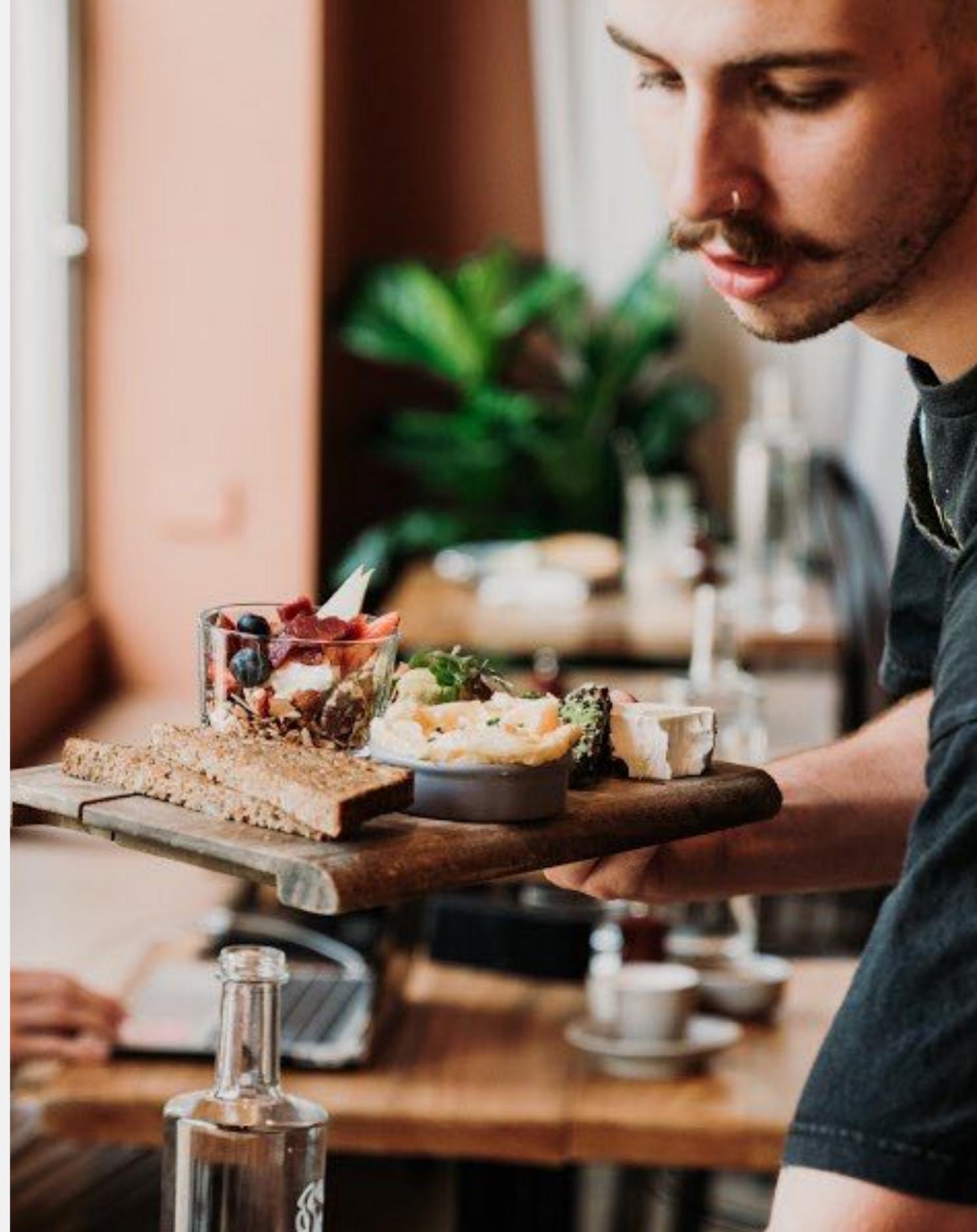
Our insights and learnings to help others in hospitality succeed.

Our first success:

Rolld Vietnamese was our first client.
- concept, brand & market launch, 2012.

So today..

We'd love to share with you what we have learnt on our journey and hopefully can help you on yours.



6 Essential tips to create memorable dining experience.

I know this place..
Let's think of places that we think are memorable.



Alex Hotel, Perth



AU79 cafe, Abbotsford



Marion Bar, Fitzroy



Continental Deli, Newtown

6 Essential tips to create memorable dining experience.

We get asked all the time:

What's your recommendation, a favourite place..

The food

The wine list

Friendly staff

Interior design, the decor, music and ambience..

It may be all of the above..





F&B concept development

#1 The Big idea

What is the one thing they will love you for?

What is your story?

Why come to your place?

How will they remember you?

What is the reason(s) to believe?

Example:

The Grain Store, 517 Flinders Ln Melbourne.

A local neighbourhood cafe

All day brunch in the Melbourne CBD.

Location:

Unloved end of Western corner of the CBD.

Opposite a multi-level car park

Surrounded by mid-tier hotels, backpackers and strip clubs.

Gap & opportunities:

All day cafe

Weekday & Weekend offering

Quintessential Melbourne Brunch experience in the CBD.





THE GRAIN STORE

The Big idea

Bold flavours, Rough Edges.

Name was inspired by the surrounding buildings in the area
Heritage blue stone grain stores and warehouses

'Paddock-to-plate' menu

Rustic European-style cooking, by Chef Ingo Meissner

Coffee by ST. Ali.

Signature:

Table of Plenty, handmade gnocchi, seasonal dishes, 'Milk and Cookies'

Design - brand, illustration & collateral (collaborated with international artist, Nani Puspasari), Ex Hecker Guthrie interior designer, Brandon Hng)

Ambience - Contemporary farm house, featuring booths and private dining.

Result

Top 5 cafes Urbanspoon (Zomato)

Featured in Postcards, City of Melbourne, Tourism Victoria

Broadsheet Kitchen collaborator

A favourite of food bloggers and influencers and foodies.

Up to 1 hour waits on weekends.

#2 The Money Shot

What will make a place be instantly recognisable?
How do we want to be remembered?
What has no one else done?
What is the WOW statement?
What will make them feel excited and dwell longer?

Example:

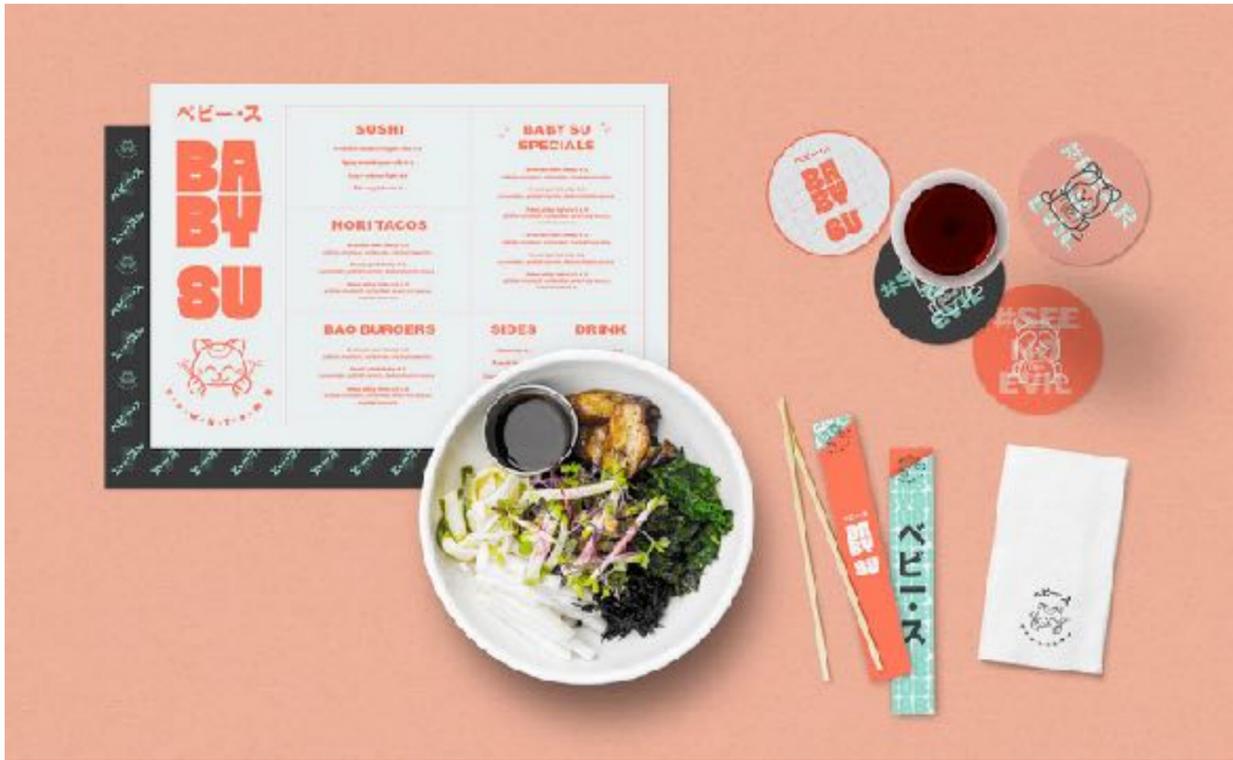
Baby Su, Canberra

Big Idea:

'Good things come in small packages'

Everyday Korean-Japanese fusion eatery, retro-modern inspired.
Name was an extension of the highly successful Asian Bar & Kitchen, Lazy Su.
Ramen, Korean Fried Chicken, Japanese burgers, Donburi bowls and asian salads.
Aligned - brand and interior, food, service experience.





BABY SU

The Money Shot

Brand:

Japanese school exercise book

Pop culture figures

Grid design

Playful tone of voice - Let's Go Downtown

Fun branding icons - Baby cat - See, Hear and Speak no evil.

Interiors:

High concept design aesthetics

Signature tiled interior and exterior

Distinctive neon graphics and signage

Vending machine

LED scrolling way finding

Toilet - Mario Cart design

Food:

New Japanese comforts

Instagrammable

Fun and playful

Vegan, on-trend

Foodie execution

On-brand execution

#3 Let's stay active

How do we make the venue useful?
What can our diners do there? - from day to night?
How can they use the place?
What is their customer journey?

Rationale:

A dining venue is not a sea of tables and chairs.
Ask yourself, would you sit in a venue made up of the same tables and chairs - No!

This is not a destination.

Approach:

We look at the Customer journey
What kinds of activity do we want to offer, at different times?

Morning - Grab 'n go, sit down, check-in social.

Lunch - Chit-chat, booth style, banquette, indoor-outdoor.

Dinner - The Long-play, counter-side, booths, private dining.

Considerations - Individuals, couples, small groups, events and private bookings.





LAZY SU

Let's stay active

Example:

Lazy Su, Braddon, Canberra

Sum of parts:

Unique activations to create an overwhelming experience.

Each zone has a different purpose.

Concept & Brand: modern asian retro, with 80-90's overtones,

High appeal - millennials

Customer Journey:

Exterior - Japanese neon

Entry - wall of waving lucky cats

Counter & Bar - Japanese sake and whisky bar with a modern twist.

Educate, inform and offer signature drinks to seasoned and newbie drinkers with Tetris - stacked light boxes

Booth seating - for small groups, mimicking the Yokochō eateries in Tokyo

Lenticular mirrors - for the insta-generation and selfies.

Disco dining room - mirror ball eclectic

Toilets - inspired by Korean nail bars.. with nail selfies on the wall.

Boys have Japanese 80's drift cars applied from floor to ceiling..



LAZY SU

Let's stay active

Outcomes:

Voted best People's Choice, 2017

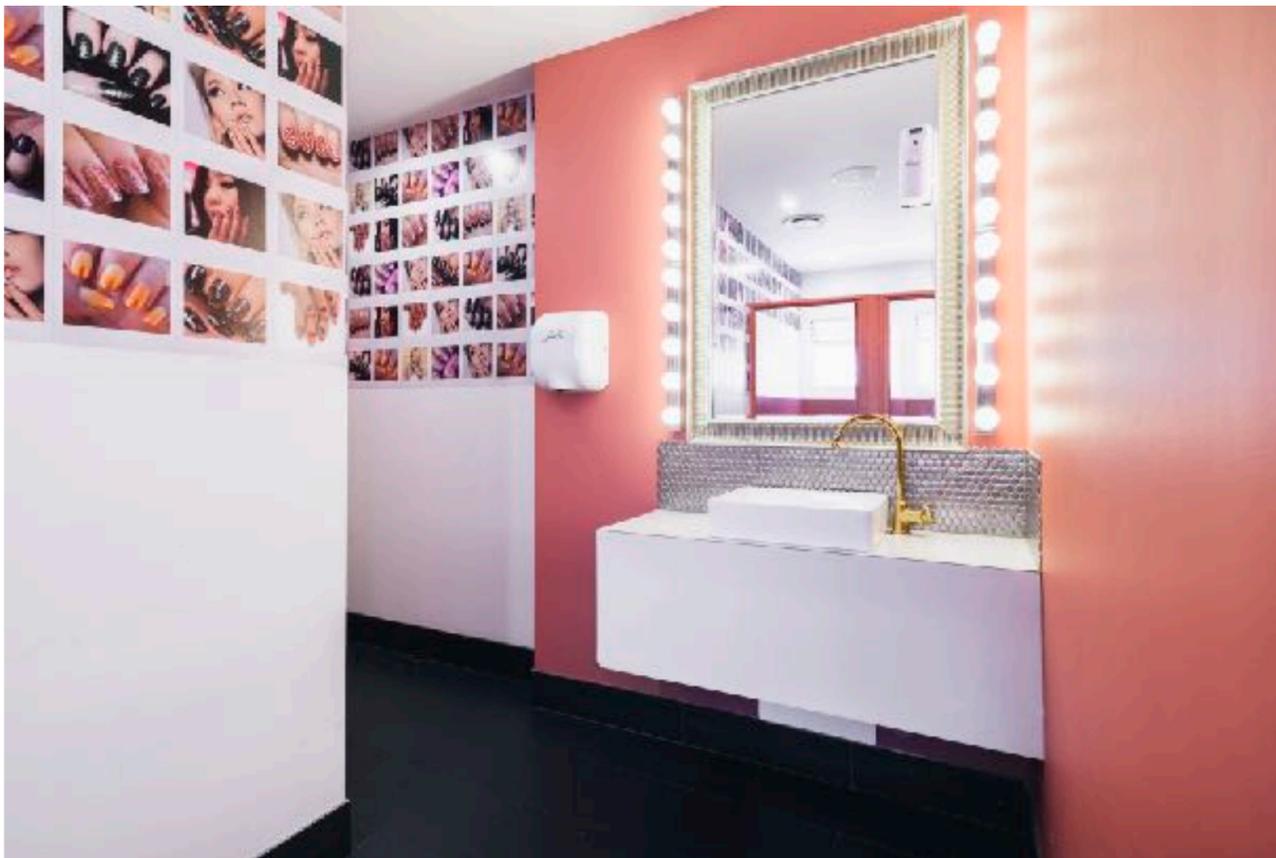
Canberra dining institution - Ranked as one of the highly recommended places to visit - Zomato, Instagram, Tripadvisor

Featured in Good Food The Age, architecture publications, local and International.

Interiors - Photoshoots, advertising for fashion brands etc.

Winner - Design awards and industry accolades.

Bookings essential.



#4 Be 'On-Brand'

How do we make sure the brand (concept) and the physical space, food etc are all aligned?

What do the staff say?

How does the menu read?

What does the plating look like?

What does it look like on Instagram?

Example:

SO9, Waterloo Sydney (Vietnamese)

Who:

Kim Tran (Client)

Fashion background

Migrated to Australia by Boat

Great sense of taste, lifestyle driven

Share Vietnamese heritage, food and culture in a contemporary & modern way.





S09

Be 'On-Brand'

Scandinavian / Northern inspired design and aesthetic

Food is classic, presented modern

Kim's story is reflected from the brand into the interiors.. and the food.

Brand:

Worked with Beth Emily (artist and illustrator)

Hand drawn artefacts and watercolours to reflect Kim's story.

Brand elements are uniquely modern and fresh - not asian inspired.

Modern, contemporary style uniforms and presentation.

Interiors:

Modern colour palette - pastel greens, brown, brass, wood, tile and mirror.

Blond woods, concrete bricks, lenticular glass

Bun Mee pop out window

Exposed kitchen gallery

Unique framing system with brass highlights

Clean sight lines





S09

Be 'On-Brand'

Food:

Comforts elevated

Beautiful plating, ceramic crockery

Food envy

Eat with your eyes

Stacked high and delicious.

Outcomes:

Restaurant & Bar Awards (London) - Winner 2016 (Australia)

Hospitality Design Award (New York) - Winner 2016

Featured in Broadsheet, Good Food guide, Artichoke,

Design and architectural publications and media

UNSW school of architecture - a case study

A local Vietnamese favourite.



#5 The Five Senses

BrandWorks - we design around what we see, hear, taste, touch and smell.

Each sense should compliment and reinforce each other.

Brand is not a logo or name or tagline - It's an experience.

Depending on the concept - we rely on the brand to do the heavy lifting, or sometimes its the interiors and food to get the brand across.

Example:

Mr Good Guy, IBIS Styles Tasmania.

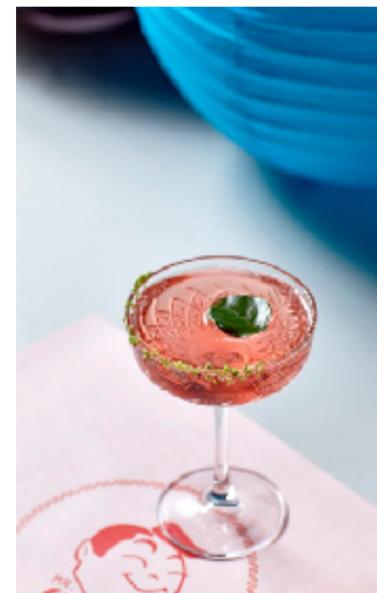
Modern south east asian concept.

Fun street food hawker inspired food.

Featured - Jetstar Magazine recommended, national travel publications, foodie reviews and blogs.

An Accor's best practice hospitality venue.





Mr. Good Guy

The Five Senses

See:

The fast and furious take on eating through Chinatown. Eye popping graphics, way finding and visuals Asian-inspired kaleidoscope.

Hear:

Mr Good Guy is your foodie guide to all things Asian Celebrating flavour and discovery. Somethings you may know, others ready to try.

Taste:

Street food elevated, amping up the flavour, colour and food envy.

Touch:

Plating is fun and interactive Colourful, unique plating Drinks are as fun as the food

Smell:

Open Kitchen design Mimic the Chinatown experience An experience of smell and flavour Make you want to eat and drink more!

#6 Anchor & Twist

Research has shown that patrons like new things, as long as it's the same!

'Same Same but Different'

Customers don't like completely new concepts.
If they don't understand it, too hard to get their head around.
If it takes too long to explain - epic fail!

Make it more accessible

We take something that is anchored, linked to familiar.
The mechanics are tried and tested - the same.
We then make it feel new again - different.

Take something familiar (same) and make it feel new again (accessible).





Goldie

Anchor & Twist

Example:

Goldie, Asian Canteen, Novotel Melbourne

Make daily Chinese street food part of your morning breakfast and lunch.
Inspired by Chinatown, without the dirty laundry.

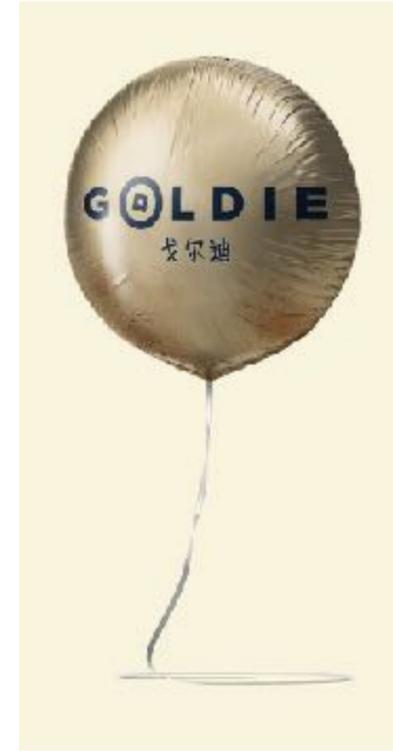
Same, Same:

Yum cha
Dumplings
Bao sliders

Different:

Breakfast signatures popular in China
Jian Bing crepes
Bubble Tea (Alcohol!)
Chinese toasties
Modern branding and plating
Australian tone of voice.





Summary

The Takeaways

Memorable experiences are:

1. Uniquely special
2. Deliver beyond expectation
3. Make you feel like you are the only one that discovered it!
4. Consistently executed, time and time again.
5. Same Same, but different.



Visit

www.brandworks.co/novacancy

To secure your customised concept strategy review
Limited places available.

www.brandworks.co/6tips

To download this presentation.



Eleena Tan

eleena@brandworks.co



Michael Tan

michael@brandworks.co

BrandWorks - Melbourne | Sydney | Jakarta | Changsha

www.brandworks.co Follow #brandworksau

BR&NDWORKS

37 Henry Street
Abbotsford, VIC 3067
+61 3 9013 5333
hello@brandworks.co
www.brandworks.co

Thank you!

All information contained in this document (including but not exclusive to: graphic design elements, interior design concepts, mood boards, typography and written communication) is the property of BrandWorks and unless our express written permission has been granted, you may not: distribute or commercially exploit the content; transmit or share with any external parties outside of the original recipients; edit, modify, re-purpose or extend upon any of elements contained in this document. If for any reason you wish to utilise this document in a way that would breach the above, please contact BrandWorks beforehand and we will try to accommodate your needs.