



**CONTRACT
& DESIGN**

**WE HELP YOU BUILD YOUR CONCEPT
FROM THE GROUND UP**



DESIGN



BUILD



BRAND

The US Foods® Contract & Design program partners with experienced architects and foodservice designers to take your business idea from concept to an operational reality.

From day one, when you begin your journey with a site survey, to the creative process of designing your dream kitchen, US Foods has the solution to support you. Our Architectural Services can help you get started right out of the gate, and our Design and Build program helps bring your concept to life. If you want to create greater reach, our Brand Development solutions can help you develop your brand identity to drive traffic and boost business.

If you fall in the 90% of operators who do not have a full-time staff member to oversee the design of your operation*, we have a solution for you – no matter where you are in the process*.

44% OF RESTAURANT OPERATORS ARE ADDING NEW LOCATIONS TO ACHIEVE
THEIR RESTAURANT GROWTH POTENTIAL*.

*Datassential Store Design & Ambiance, October 2022



**CONTRACT
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DESIGN

Architectural Services by Contract & Design help you create the unique guest experience that will set you apart from your competition.

YOU'LL GET:

- "As-built" drawings by an architect
- Schematic design
- Complete architectural services from design to ribbon cutting, or
 - Architectural design
 - Interior design
 - Project management
 - Construction administration

How it works: US Foods® provides a proposal from a licensed architect for your restaurant retrofit, renovation or new store opening. Architectural drawings are required for plumbing, electrical, hoods and HVAC, demolition and construction projects. With Architectural Services by US Foods Contract & Design, you will receive a complete proposal of architectural fees to manage your project from concept to completion. US Foods Contract & Design ensures cohesive project management to help you make it happen. Using our complete restaurant opening solution simplifies your project, reduces your project team and puts you in control.

OPERATORS ACROSS ALL CHANNELS AGREE ON THE IMPORTANCE OF EFFICIENT DESIGN, WITH ON-SITE LEADERS MUCH MORE LIKELY TO VALUE FLEXIBLE DESIGNS THAT ALLOW FOR DIFFERENT DINING ROOM AND SEATING CONFIGURATIONS...

—Datassential, Store Design & Ambiance, October 2022



BUILD

Our Design and Build program helps you bring your concept to fruition.

YOU'LL GET:

- Restaurant kitchens, bars and dining rooms designed for your flow, function and budget
- Your equipment delivered and installed—equipment procurement, logistics and installation managed by Contract & Design
- Foodservice equipment CAD plan and rough-in schedule
- Project manager to communicate with your architect and general contractor throughout the construction phase

How it works: You have engaged the services of a licensed architect, and have an architectural CAD plan, or are working with US Foods® Contract & Design-preferred architects. Now you are ready to work with our Design and Build team, which acts as foodservice consultant to you, your architect and contractors to bring your culinary vision to life. Receive expert guidance through schematic design and equipment selection to meet the needs of your menu and style of service.

OPERATORS TOP CONSIDERATIONS FOR DESIGNING AND EQUIPPING THE BACK OF THE HOUSE WERE: 68% SANITATION, HEALTH AND SAFETY; 48% OPERATIONAL EFFICIENCY AND SHORTER TICKET TIMES; 47% STORAGE SPACE; 47% MAXIMIZING WORKSPACE/COUNTER SPACE.

— Datassential, Store Design & Ambiance, October 2022

Our design expertise improves all of these things to maximize your output while minimizing kitchen size – resulting in less wasted space and more revenue-generating real estate.



BRAND

Our Brand Development solutions can help you drive traffic and boost business by helping develop your brand identity.

YOU'LL GET:

- **Graphic designers to help you create consistent visual elements to brand your operation**
- **Experienced Menu experts to help you design an on-brand and profitable menu**
- **Exclusive US Foods customer offers on CHECK® Business Tools to dial in your operations**

How it works: Through the US Foods Menu Design program, you'll work with a dedicated design expert who can help you build out your brand's identity, from logos, color palette and fonts to other graphic elements for interior and exterior signage. We then take a team-based approach, surrounding you with expertise provided by our Restaurant Operations Consultants (ROCs), US Foods Sales Representatives and Menu Design Team to bring you a menu that is on-trend, branded to your business and profitably engineered. Plus, our team of Restaurant Operations Consultants (ROCs) will help connect you with other CHECK® Business Tools services, like website and marketing experts, to help ensure your business is set up for profitable growth.

BRANDS THAT HAVE A DEFINED "VOICE" OR TONE ACROSS THEIR BRANDING AND SOCIAL MEDIA PLATFORMS WILL ALSO DRAW MORE ATTENTION AND STAND OUT.

– Datassential, 2024 Food Trends

Menu Design, powered by US Foods, offers you access to a creative team with expertise in branding and menu design to create and deliver affordable logo design, branding kits, signage, menus and more to help activate your brand.

CHECK Business Tools enables you with tools to help you run your restaurant more efficiently with less effort. It's designed to help you drive traffic, simplify staffing and modernize operations – ultimately helping you make more money, and get on the radar of new customers.

US Foods Restaurant Operations Consultants are certified in social and digital media marketing, and available at no cost to operators looking to define their brand messaging; learn how to target the right customers and create their social media strategies.



**SCAN TO LEARN MORE, OR VISIT
USFOODS.COM/CONTRACTANDDSIGN**

REAL RESULTS

Hear from real US Foods® customers who have benefitted from our Contract & Design program. That's operators, such as John Kuza, of 2941 Mediterranean Street Food Commissary, with multiple locations in Michigan. Find out how US Foods has accelerated growth for multi-unit operators such as John, and how we might help grow your business.



“Michael [US Foods Sales Rep] was helping me, making sure we were sourcing the right products and the right price...he was a big help in getting me to the right place to solve a lot of our problems.”

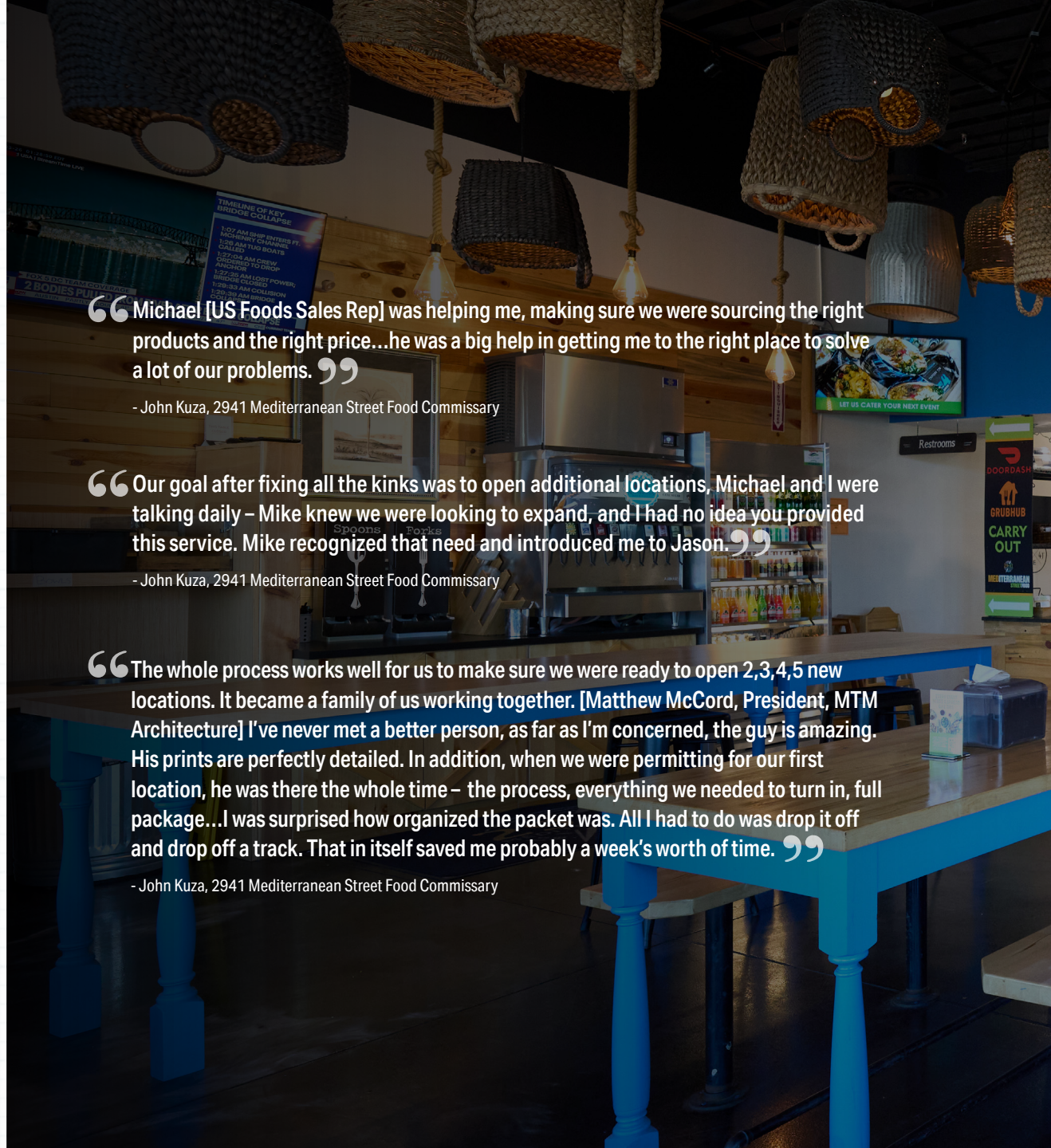
- John Kuza, 2941 Mediterranean Street Food Commissary

“Our goal after fixing all the kinks was to open additional locations. Michael and I were talking daily – Mike knew we were looking to expand, and I had no idea you provided this service. Mike recognized that need and introduced me to Jason.”

- John Kuza, 2941 Mediterranean Street Food Commissary

“The whole process works well for us to make sure we were ready to open 2,3,4,5 new locations. It became a family of us working together. [Matthew McCord, President, MTM Architecture] I've never met a better person, as far as I'm concerned, the guy is amazing. His prints are perfectly detailed. In addition, when we were permitting for our first location, he was there the whole time – the process, everything we needed to turn in, full package...I was surprised how organized the packet was. All I had to do was drop it off and drop off a track. That in itself saved me probably a week's worth of time.”

- John Kuza, 2941 Mediterranean Street Food Commissary







usfoods.com/contractanddesign

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