



Foodservice Planning & Design

Strategic Planning &
Concept Design Overview



Costel Coca, CFSP
Principal

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Anaheim (HQ) | San Diego | Las Vegas | Arizona | Dallas



Our purpose is to be the most collaborative, responsive, and flexible trusted advisor in the industry

As a trusted advisor, we prioritize building strong relationships. Our operational expertise has earned us a reputation as the go-to firm for comprehensive foodservice planning and design.

Our team of experts, with deep industry knowledge and specialized skills, works on national projects of all sizes. Our holistic approach goes beyond kitchen equipment specification and encompasses operational models, market research, design, construction administration and profitability.

Your advisor and advocate

We listen to your needs and aspirations and work seamlessly with all stakeholders to ensure projects are successful. Our projects are designed to be relevant for years to come, combining functionality, sustainability, and exceptional design to create remarkable experiences.



A WBENC-Certified Women's Business Enterprise
& California Small Business Enterprise (SBE) Certified



34

years in business

25

team members



Market Segments

Central Kitchens

Civic

Culinary Arts

Healthcare | Senior Living

Higher Education

Hotels & Resorts | Hospitality

K-12 Schools

Workplace Dining





Services

Your national dining partner

From planning and concept development to ideation and post-project support, we give our clients the confidence that their projects will be more impactful, sustainable, more financially and operationally efficient, and compliant with the health and safety protocols of local health departments.

Trusted advisors for every step of the project

As trusted advisors, we provide end-to-end guidance and objective support, forging strong relationships based on trust. With our extensive industry knowledge and years of experience, we assist clients in making informed decisions by understanding their unique goals and challenges. By fostering open collaboration, we become an integral part of our clients' teams, working together towards their success.

Our commitment as trusted advisors is to deliver exceptional service and strategic insights, ensuring projects achieve their goals in the dynamic foodservice industry.

Planning

Strategic Planning & Master Planning

Detailed Project Programming

Feasibility Studies

Equipment Assessment & Inventory

Menu Engineering & Ideation

Concept Design

Design

Schematic Design

Design Development

Construction Documents

Plan Check & Permitting

Bid Analysis & Cost Management

Construction Administration



Services

Concept Design

Inspired Designs & Operational Excellence

Our team of experienced designers collaborates closely to bring your unique vision to life that reflects the brand and culinary goals & budget.

Crafting a Vision & Building for Success

As a full service agency, we know both the capital and operational cost of kitchens.

Our team has been planning and designing kitchens for 35+ years. So we've seen projects move through all phases making adjustments along the way.

Innovative Concept Design: Where Aesthetics Meet Efficiency

Brand Strategy & Naming

Developing new culinary concepts

Establishing strategic direction and names that resonate with the modern culinary landscape and appeal to diners.

Visual Identity Design

Bringing kitchen concepts to life

Leveraging trends and deeply rooted in the culinary world, helps draw people in using icons, shapes, and colors across signage, menus, and collateral

Interior Design Intent

Innovative & fiscally sound spaces

Both trendy and functional, tailored to a unique culinary offerings and brand identities.

3D Visualizations

Innovative designs show, don't sell

Realistic and engaging visualizations provide foodservice brands with a tangible preview helping them to plan and make informed decisions.



Services

Dining Services RFP Support Show Don't Sell

Built for Speed

Confidently share vision options fully backed by budget constraints.

Our collaborative and holistic approach enables us to move swiftly and boldly without breaking budgets or timelines.

Our designs are not just visually appealing, but deeply informed by operational concerns like staffing and cost, ensuring seamless functionality and optimal cost efficiency.

Client Ready in as Little as Four Weeks

On-site Visit

Week One

Planning meeting and reviewing branding and operational strategy

Planning

Week Two

Conceptual planning
Concept mood and ideation collage
Materials and finishes

Design

Week Three

3D Floor Renderings
Static Renderings
Panoramic Tours (Pano-Tours)
3D Virtual Reality
Animations/
Walkthroughs

Finalize

Week Four

Reviews and revisions for final file export.

Team

Webb Foodservice Design takes pride in our team of experts, who collectively possess over 200+ years of experience in the field. Our specialists continue to deliver successful foodservice design solutions for national projects, demonstrating their deep knowledge and exceptional skills.

Drawing upon their expertise, we provide innovative and customized designs that optimize operational efficiency, functionality, and aesthetics, ensuring outstanding outcomes for our clients.



Daniel Roberts
Associate Principal /
Concept Design

With over 20 years of design experience, Daniel provides expertise in dining facility design trends, programming, and planning for campus life. Daniel is responsible for leading, managing, and fostering a culture of innovative design and providing oversight of complex project types including master planning, conceptual design and programming for various market segments.



Robin Hungerford
Associate Principal



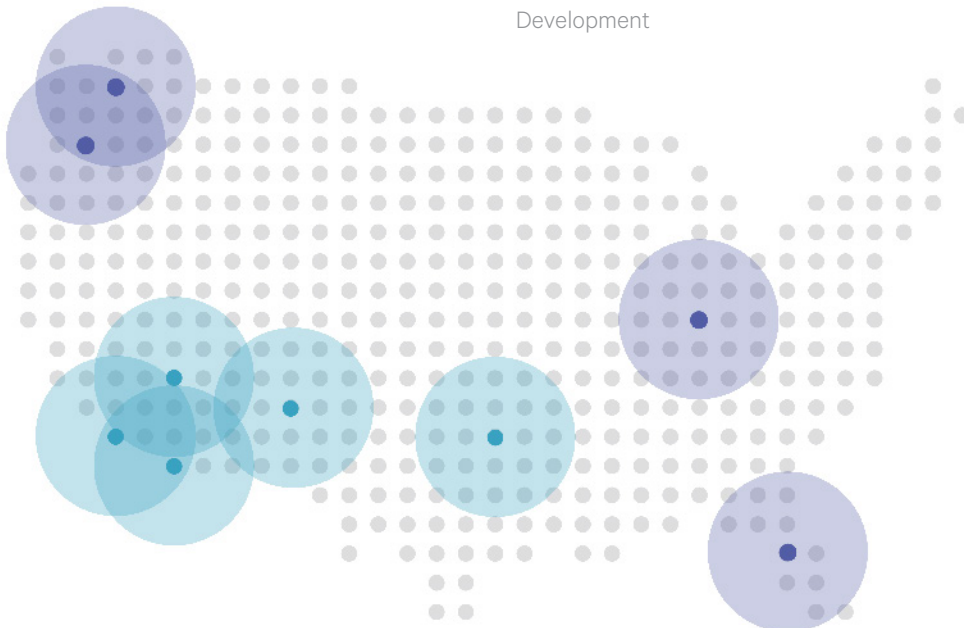
Marion Edwards
VP Concept Ideation &
Development



Costel Coca
Principal



Leslie Gerretse
Planning Manager



Webb Offices: Strategic Partners:

Anaheim (HQ)

Seattle

San Diego

Portland

Las Vegas

Indiana

Arizona

Florida

Dallas

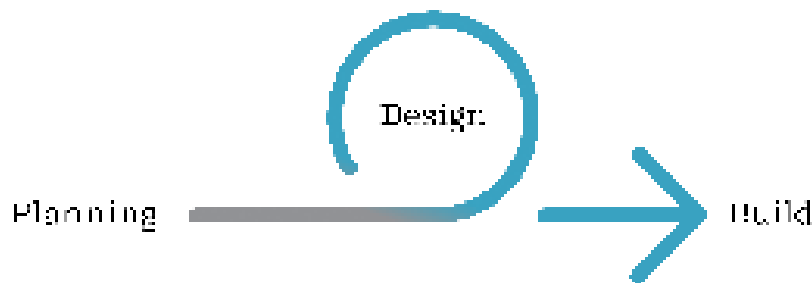




Process

Crafting unique & effective operations

Drawing from our extensive experience, we understand that going beyond mere equipment selection is essential. Our integrated planning and design process takes into account a multitude of factors, including operational models, profitability, sustainability, context, culture, and flexibility.

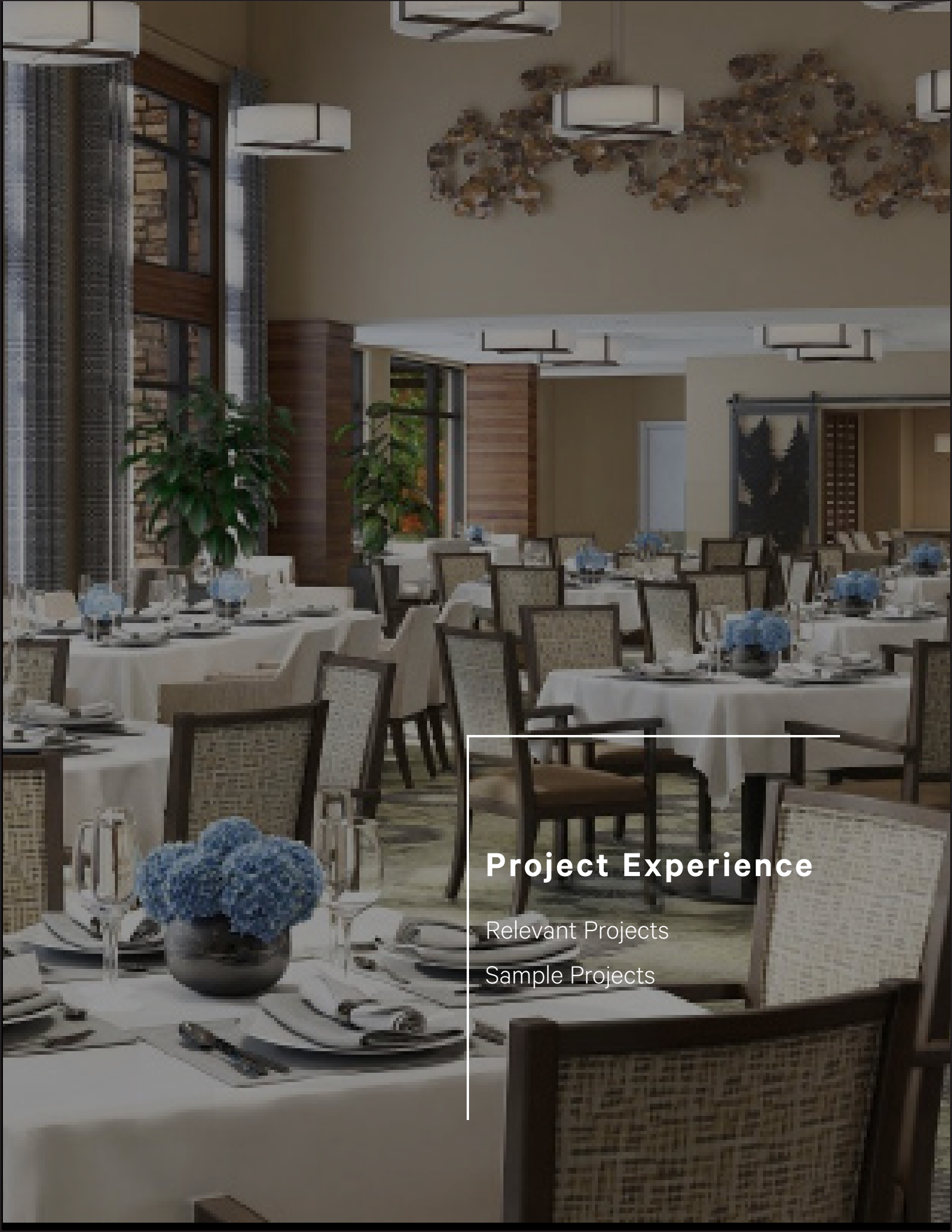


Staying on track with a holistic process

We embrace the non-linear iterative nature of projects so we can keep projects moving forward. While we strive for perfect step-by-step execution, we know that unexpected challenges will arise. That's why we are ready to adapt and work collaboratively to ensure that each partner has what they need, even if it's technically out of sequence.

Never losing sight of the big picture

Our process ensures that the project aligns precisely with your business objectives, caters to the needs of your staff, and creates dining environments that remain relevant and impactful for years to come. This focus on operational efficiency, customer satisfaction, and an unforgettable dining experience ensures that your kitchen becomes a true asset to your building and community.



Project Experience

Relevant Projects

Sample Projects



Relevant Projects

**University of Alabama Medical Center Foodservice
Master Plan**
Birmingham, AL

Scripps Memorial Hospital Encinitas
Encinitas, CA
185,000 sf · 119 seats · \$297m

Firm Information

Insurance

Please review the following coverage and or coverage remedy:

- Workman's Compensation - 1,000,000.00
- Commercial General Liability – 2,000,000.00 per occurrence, 4,000,000.00 annual aggregate, 3,000,000.00 umbrella.
- Commercial Automobile Liability – 2,000,000.00
- Professional Liability Insurance – 2,000,000.00

Registrations

Date Established: Feb 19, 1989

Corporation: S-Corp

Federal ID: 33-0503956

DUNS: 838060655

CAGE Code: 5HA82

Certifications: SBE/ WBENC/ WOSB170869

NAICS Codes: 541310/ 541340/ 541410

SIC Codes: 5087/ 7389/ 8712

Certifications

