



Foodservice Planning & Design

Strategic Planning &
Concept Design Overview



Costel Coca, CFSP
Principal

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Anaheim (HQ) | Las Vegas | Arizona | Dallas | East Coast



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



36

years in business

29

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



Strategic Planning

Intentional Goals Drive Success

As the foodservice world continues to change its easy to be reactive. While the job still gets done, it might be at a high cost to people and budget.

Strategy brings teams together so guests are happy, people are engaged, and operations are efficient.

Strategy is collaborative, addressing both organizational mission and individual needs. Goals generate feedback, measure progress, and celebrate success together.

Integrated And Stand Alone Strategic Planning And Design Services Backed By Operational Experience

Operations Consulting

Operations Action Plan

Financial Analysis

Operational Optimization

Benchmarking & Trends

RFP Management

Strategic Planning

Bridge Plans

Strategic Plans

Proforma Development

Master Planning /
Capital Project Planning

Business Plan Development

Market Research: Customer Surveys/
Customer Focus – Groups/Analysis

Integrated services

Program Development

Concept Development
& Design

Operational Planning



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	Planning	Design	Finalize
Week One	Week Two	Week Three	Week Four
Planning meeting and reviewing branding and operational strategy	Conceptual planning Concept mood and ideation collage Materials and finishes	3D Floor Renderings Static Renderings Panoramic Tours (Pano-Tours) 3D Virtual Reality Animations/ Walkthroughs	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.



Costel Coca
Executive Principal



Robin Hungerford
Principal



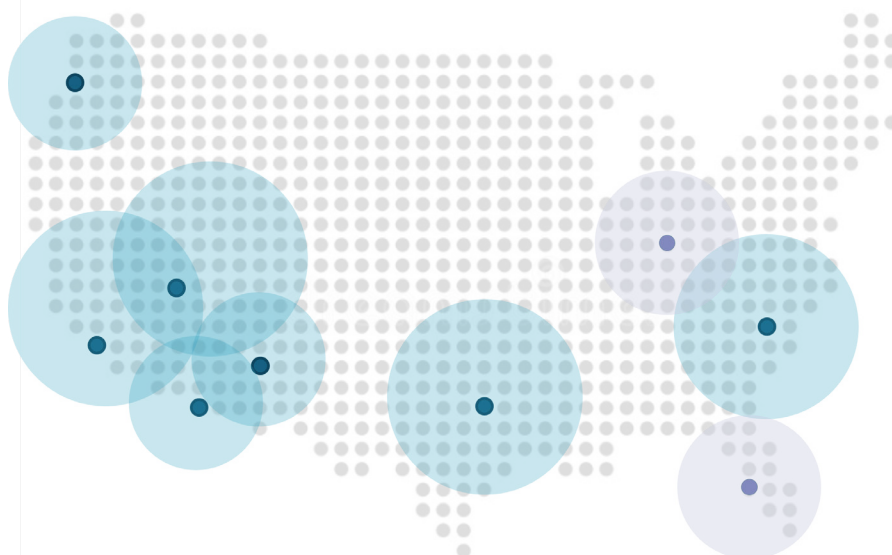
David Henry
VP of Operational &
Technology Solutions



Daniel Roberts
Associate Principal /
Concept Design



Leslie Gerretse
Planning Manager



Webb Offices:

Anaheim (HQ)

Las Vegas

Arizona

Dallas

East Coast

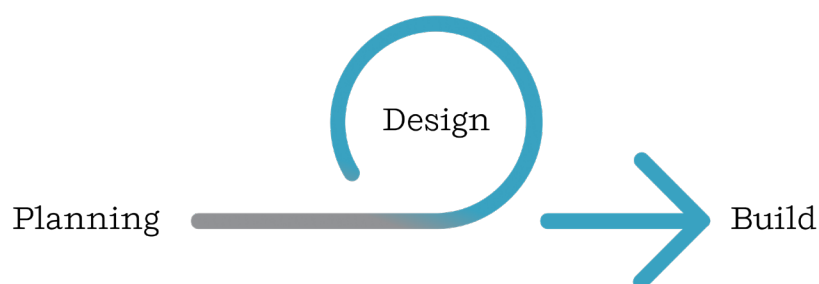




Process

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.

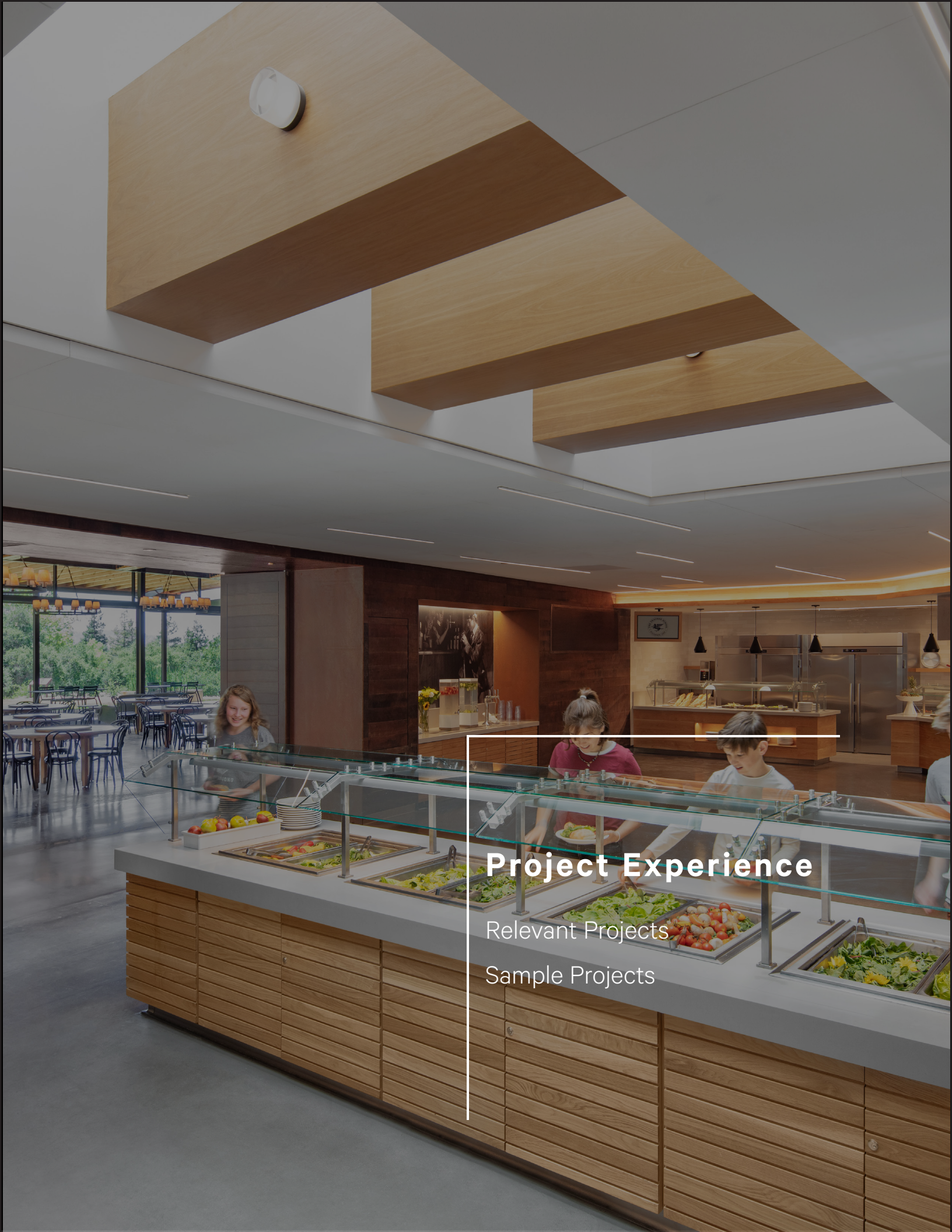


Staying on track with a holistic process

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

University of Georgia Dining Services Strategic
Plan
Athens, GA

Long Beach City College Foodservice Operator
RFP Management
Long Beach, CA

Intuit Mountain View Dining and Catering
Strategic Plan
Mountain View, CA

Scripps College Dining Assessment
Claremont, CA

Azusa Pacific University Dining Operational
Assessment
Azusa, CA

Layola Marymount University Dining RFP
Management
Los Angeles, CA

UC Merced Dining Bridge Plan
Merced, CA

Moreno Valley College Operational Study
Moreno Valley, CA

South Dakota Board of Regents Dining
Concept Design
Various Locations, SD

Boise State University Concept Design
Boise, ID

La Sierra University Concept Design
Riverside, CA

Elanco Concept Design
Indianapolis, IN

Seattle Pacific University Concept Design
Seattle, WA

St. Mary's College Concept Planning
Moraga, CA

Westmont College Concept Design
Santa Barbara, CA

University of Texas Concept Design
Austin, TX

USC Kosher & Halal Concept Planning
Los Angeles, CA

Baylor University Concept Design
Waco, TX

Houston Methodist Hospital Concept
Planning
Houston, TX

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

