

# AIR COMBAT COMMAND SNACK BAR AND CASUAL DINING DESIGN STANDARDS AND FACILITIES GUIDE



DOING GOOD THINGS FOR PEOPLE



## LETTER FROM THE COMMANDER



Excellence demands we constantly improve what we do and how we do it. Customer service means exceeding expectations. Snack bar/casual dining facilities provide a unique opportunity to present quality food and beverage in a leisure environment. We must be conscious of customer expectations and provide quality snack bar/casual dining facilities and menus that contribute to the well-being of all Air Force members and their families. Use this document as your guide to develop quality snack bar/casual dining facilities and improve customer services.

I challenge each of you to provide our customers with facilities that exceed their expectations. When we set facility improvement goals and measure progress, we can see that quality materializes. I ask all commanders and snack bar/casual dining managers to give your snack bar/casual dining facility the support necessary to provide an inviting, comfortable atmosphere for your customers. This brochure outlines the high quality standards you should expect and strive to exceed.

We achieve excellence if each of us seeks continuous improvement, expects only the best, and delivers the finest in customer service and facilities. The result will be a first class snack bar/casual dining facility for all of us to enjoy.

A handwritten signature in black ink that reads "John M. Loh".

John M. Loh  
General, USAF  
Commander

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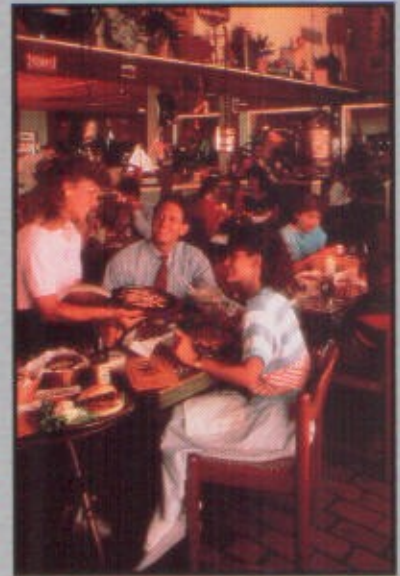
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## COMPETITIVE COMPARISONS

Civilian operated franchises such as Taco Bell, Burger King, and McDonald's have become standards by which other similar businesses gauge themselves. These corporations are well known for consistent quality service. Their reputation has become associated with their names, products, and customer expectations. These commercial chains, some of which are on military bases, possess a success equation by which they serve their customers. We may never be able to compete with their level of volume (any franchise needs time to establish itself), but we can move in that direction, adapting the best parts of the success equation. The result, at a minimum, will be better service and products for our customers.



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Snack bar/casual dining standards provide a similar franchise opportunity to present a standard of excellence for leisure food service and casual dining, combined with name recognition. Notice the corporate franchise counterparts - there are striking similarities. Snack bar/casual dining facilities should emulate this corporate franchise consistency in both customer service awareness and facility development. Although the command level has not established a franchise system as yet, many of the essential elements are in place. More importantly, these elements all contribute to the success of commercial franchise chains. This guide should help you identify and plan for facility design elements that relate to customer service.







Most of the franchised restaurants concentrate on a limited menu with a specific specialty item. A few bases have already identified the need for a specialty menu, finding a market niche for customers of pizza, burgers, deli or even ethnic approaches such as Mexican or Tex/Mex, German, or Chinese. Should your own particular market indicate a change, develop a total package that relates the specialty to your facility. Name recognition is a good reason a theme is important. Contact your major command for the most recent guidance. You will need to incorporate a dynamic approach that combines people, product, service, and facility.



The future of franchise marketing is not limited to a specialty food service. The leisure food service business cries out for *bowling* and *golf activities*. Even stand-alone snack bar/casual dining facilities can develop their own identity. Name recognition may be tied to a "new specialty food" of your own creation, a memorable logo or theme that reflects your snack bar/casual dining facility's unique personality, such as Bennigan's, TGI Friday's, Jose Muldoon's, Cheddar's, or Hard Rock Cafe. The list is endless, but then, so are the opportunities.





# ***FIRST IMPRESSIONS***





*The Snack Bar usually has more competition than any other services facility.*

*Since most customers frequent on- and off-base snack bar type establishments, customers entering your snack bar have definite expectations. High quality service will make the customer's dining experience a pleasant one and motivate return business.*

*All aspects of the snack bar facility contribute to its overall impression by the customers. Attention to detail, both outside and inside the facility, is the key to a positive first impression.*



- PARKING
- LANDSCAPING
- BUILDING ENTRY

# 1





Provide ample parking that will accommodate peak customer flow.

## PARKING

- Consider traffic flows for parking location and entry/exit points.
- Avoid parking at building entrances.
- Provide patron drop-off area.
- Locate employee parking near service areas away from patron parking.
- Provide parking spaces for handicapped customers.
- Avoid use of concrete bumper blocks.
- Ensure the parking area is well lit.
- Provide reserved parking for distinguished visitors.
- Provide a separate entrance for deliveries.
- Furnish spaces for motorcycles and bicycles.
- Use photocell to control exterior lights.



Provide landscaping that is attractive, of low maintenance, and well maintained.

## LANDSCAPING

- Plant trees, shrubs, and grass that will provide year-round color.
- Use appropriate screening for dumpsters, HVAC units and utilities.
- Use attractive landscaping to create a pleasant eating area on the patio.
- Provide convenient, discreetly hidden newspaper stands and trash receptacles (ensure trash receptacles blend in with building decor).
- Incorporate landscaping in new facility construction plans.





Define entry with canopies or car-port type patron drop-off areas.

### **BUILDING ENTRY**

- Locate trash cans and cigarette waste dispensers near entry.
- Keep doors and windows clean and well maintained.
- Provide accommodations for handicapped customers at each building entry.
- Keep entries free from clutter and disarray.
- Adequately light building exterior, walkways and parking lots for safety and security.
- Install lighting that is functional as well as attractive.
- Avoid using neon for signs that are visible from outside the facility.
- Complement building and landscaping with accent lighting.
- Display hours of operation prominently at the entrance.
- Avoid use of non-professional temporary signs.
- Display signs designed to reflect the theme of the facility.



# ***SNACK BAR CONCEPTS***





*Well designed and attractive order/pick-up areas, as well as seating, make dining a pleasant experience for our customers.*

*The order/pick-up area and self serve areas should be inviting, clean, and efficiently laid out. The focus of these areas is to facilitate quick ordering and suggestive sales by the customer, reinforced by friendly customer service.*

*An attractive, clean seating area should promote comfort yet high patron turnover. Inviting interior decor encourages repeat business.*

*A quality snack bar operation should combine the maximum in functional layout and friendly customer service.*



# 2

- ORDER AND PICK-UP AREAS/  
WALL MENUS
- SEATING AREA
- SELF SERVICE AREAS



## ORDER AND PICK-UP AREAS/ WALL MENUS

- Provide attractive, pleasing and easy-to-read menus.
- Install back-lit menu boards with interchangeable text and graphics.
- Locate a neatly organized condiments section near pick-up area.
- Clearly mark separate order and pick-up areas.
- Design snack bars for quick service.
- Locate order area so it is easily seen by patrons.
- Encourage additional sales by using point-of-sale merchandising concepts and equipment.
- Consider a dual cash register station for busy periods to assure quick customer service.
- Provide for an orderly traffic flow for both customers and employees.



Plan a well-lit and spacious ordering area to accommodate a line of customers.

## SEATING AREA

- Install seating of durable construction to withstand high patron turnaround.
- Avoid having cloth material on seating. Use vinyl, plastic and other easily cleaned materials.
- Install flooring material that is durable for high customer traffic and easy to maintain.
- Offer trash receptacles with tops providing space for empty trays after waste disposal.
- Accommodate handicapped individuals with appropriate seating and aisle sizing.
- Provide sufficient seating to handle peak customer volume.
- Use proper ventilation systems for smoke and other odors.



Install fast-food style seating that encourages quick customer turnover.





Provide drink refill counters with ice dispensers, popular soda brands, iced tea, and water.



Place multi-purpose units to reduce space requirements and equipment costs.

## SELF SERVICE AREAS

- Keep self service soda and food bars neat, clean and regularly maintained.
- Provide attractive lighting conditions for food and salad bars. Incorporate lighting into sneeze shield.
- Plan built-in drainage for beverage dispensers.
- Allow space for cup lids, straws and napkin dispensers at beverage bar.
- Place low-profile trash receptacles in convenient locations throughout snack bar.



Keep salad and food bars refilled to present an attractive appearance.



# ***CASUAL DINING CONCEPTS***





*Casual dining concepts blend the swiftness of fast food service with the elegance of more formal dining. Customers may enjoy personal waitperson service in more comfortable surroundings.*

*The reception, seating, and lounge areas emphasize the social needs of our customers to a greater degree than fast food service. The casual dining environment invites customers to linger a while longer when enjoying a more formal meal.*

*Emphasis shifts from quick service in fast food dining to slower patron turnover and a more relaxed atmosphere in casual dining. Once again, quality in all aspects of casual dining drives customer satisfaction and repeat business.*



- RECEPTION
- SEATING AREA
- LOUNGE/BAR
- SELF SERVICE AREAS

# 3



## RECEPTION

- Create a comfortable waiting area for patrons.
- Provide a hostess station to accept reservations and make table assignments.
- Use the reception area to establish the theme of the dining facility.
- Keep area neat and clean. *First impressions are lasting impressions.*



Use lighting that complements your interior theme.

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Carpet floor areas for customer and employee comfort

## SEATING AREA

- Choose seating that is both durable and comfortable, geared towards extended dining periods. Use easy-to-clean, hard-to-stain materials.
- Offer condiments at each table.
- Design eating and aisle space to accommodate handicapped individuals.
- Locate rest rooms conveniently away from dining area.
- Create an atmosphere to reflect your theme.





Organize salad and food bar choices in a logical arrangement for patrons.

## SELF SERVICE AREAS

- Brightly illuminate salad and buffet bars.
- Keep salad and buffet bars filled and well kept.
- Keep clean dishes and utensils readily available to patrons for repeat visits to food bars according to state sanitation requirements.
- Use green, leafy vegetables to decorate and accent food bars.

## LOUNGE/BAR

- Locate bar activity away from direct contact with dining area.
- Create a relaxed and comfortable lounge atmosphere with accent lighting and appropriate background music.
- Emphasize the theme of the lounge/bar with finishes, furniture, and staff uniforms.
- Install a large-screen television system for sports events and general entertainment, as necessary.
- Provide secure inventory storage space.
- Choose seating that is attractive and coordinated with the theme decor.
- Arrange several styles of tables throughout the lounge/bar area.
- Provide sufficient bar stations for anticipated business.
- Install professional high-quality equipment.
- Provide sufficient ice making capability for peak summer requirements.
- Keep bar neat and clean to create attractive surroundings for the customer.



Choose durable counter tops with pull-up space for bar stools.



# ***SUPPORT AREAS***





*Support areas are vital to the success of our snack bar/casual dining experiences. While not always visible to the customer, they drive the day-to-day operation.*

*Details ranging from computer and management information systems to custodial service to the temperature of the facility will determine the overall quality of the entire operation.*

*Crucial to the success of the snack bar/casual dining business is first class customer service. Keen competition from on and off base businesses commands a quality, customer-first attitude throughout the entire staff.*

*Success is measured by satisfied customers and business. Excellent support areas allow our employees to concentrate on customer needs.*



- RECEIVING/STORAGE
- KITCHEN
- WASTE REMOVAL
- SUPPORT SERVICES
- REST ROOMS
- SUGGESTED KITCHEN AND EQUIPMENT LAYOUT
- SNACK BAR/CASUAL DINING PLANNER





Locate washing and sanitation facilities close to preparation and service areas.

### RECEIVING/STORAGE

- Establish receiving area visibly away from main entrance.
- Locate storage rooms and freezer conveniently near delivery entrance.
- Keep storage areas dry and well ventilated.
- Equip all refrigerator and freezer units with easy-to-read thermometers.
- Keep the floor level of the receiving area the same as the floor level of the walk-in refrigerator/freezer to accommodate rolling carts and equipment.
- Make full use of the height of the storage area and keep aisle space (30" min., 36" max.) as minimal as possible to maintain the efficient use of storage space.
- Store by food groups to facilitate inventory.



Keep food preparation areas clean and free of clutter.

### KITCHEN

- Provide ample room for waitperson traffic and food handlers. Organize kitchen with equipment function and space requirements in mind.
- Furnish employees with required uniforms for food preparation and handling.
- Design kitchen finishes with hard, impervious surfaces which are easy to clean and maintain.
- Provide separate sinks for washing hands in the kitchen area.
- Install adequate-sized ventilation hoods, drains, and equipment to handle peak business periods.
- Provide efficient access from the preparation and storage areas to the serving area.
- Choose movable equipment with quick utility disconnects for easy cleaning.
- Provide ample and secure refrigeration/freezer/dry storage facilities.
- Place oversize floor drains and adequate grease traps for proper sanitation.



Locate storage areas and freezer units conveniently near delivery entrance.



## WASTE REMOVAL

- Locate primary waste removal exit in rear of building, away from public parking area and customer view.
- Allocate ample space outside the facility for temporary storage of waste cans, hidden from public view.
- Camouflage dumpsters with foliage or fencing, and locate close to rear exit.
- Ensure that waste removal trucks can access dumpster easily.
- Ensure all food service equipment meets the National Sanitation Foundation (NSF) standards and bears their seal of approval.
- Provide a grease disposal container with a tight fitting lid.
- Store cleaning supplies/equipment and food products separately to prevent accidental contamination.
- Recycle product containers when possible. Provide and locate storage space for recycling near waste removal area.



Furnish employees with a storage/locker area.

## SUPPORT SERVICES

- Provide adequate space for janitorial equipment including oversized sink.
- Provide offices and administrative spaces as required for the scope of the facility.
- Meet local fire and safety regulations by providing the proper fire extinguishing systems.
- Provide electrical and communication lines to administer the approved management information system and point-of-sale programs.

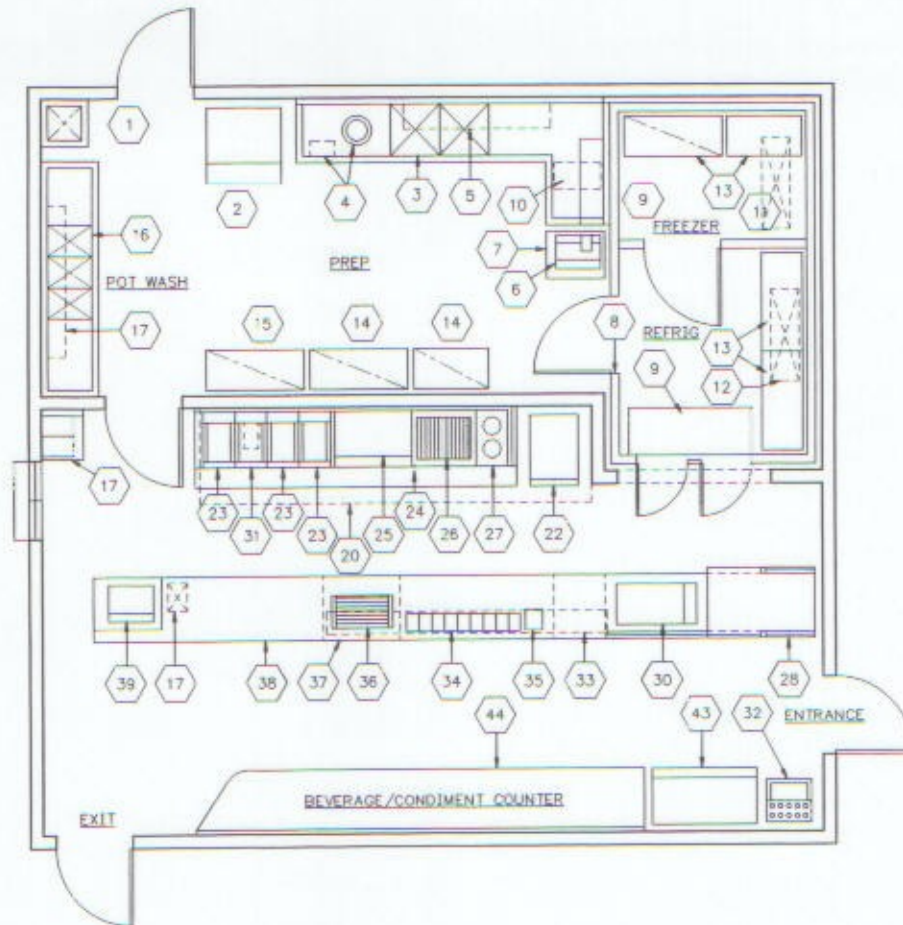


Use water-resistant easily maintained finishes in rest rooms.

## REST ROOMS

- Conveniently locate for both employees and customers, but not too close to the dining area.
- Provide dispensable liquid soap, towel dispensers or hand dryers, mirrors, coat hooks, toilet paper, infant changing table, and sanitary necessities.
- Ensure all fixtures are accessible to handicapped customers.
- Install attractive, durable, and easily-cleaned finishes.
- Furnish toilet partitions in brown-tone or grey-tone neutral colors.
- Furnish floors with neutral colored, non-skid ceramic tile.





### SUGGESTED KITCHEN & EQUIPMENT LAYOUT

ITEM #	QTY	DESCRIPTIONS	ITEM #	QTY	DESCRIPTIONS
1	1	Hand/Mop Sink	29	1	Refrigerated Base
2	1	Ice Machine w/ Storage Bin	30	1	Rotisserie Station
3	1	Preparation Table with Sinks	31	1	Dump Station w/ Heat Lamp
4	1	Garbage Disposer w/ Control Panel	32	1	Tray Dispenser
5	1	Wall Shelf	33	1	Bread Storage Unit
6	1	Slicer	34	1	Refrigerated Sandwich Toaster
7	1	Mobile Slicer Stand	35	1	Hot Dog Roll-A-Grill w/ Bun Storage
8	1	Walk-in Refrigerator/Freezer	36	1	Under Counter Freezer
9	1	Wall Shelf	37	1	Utility Station
10		Spare number	38	1	Cash Register
11	1	Walk-in Freezer Refrigerator System	39	1	Cashier Stand
12	1	Walk-in Refrigerator System	40	1	Beverage Dispenser w/ Ice Storage
13	5	Walk-in Shelving	41	1	Spare Number
14	2	Dry Storage Shelving	42		Sliding Door Refrigerator
15	1	Soda Storage Rack	43	1	Beverage/Condiment Counter
16	1	Three Compartment Sink	44	1	Soft Serve Machine*
17	1	Wall Shelf/Pot Rack	45	1	Slush Machine*
18	1	Hand Sink	46	1	One-Ict Cup Dispenser*
19		Spare Number	47	1	Ice Tea Dispenser*
20		Exhaust Hood	48	1	Coffee Machine*
21	1	Fire Suppression System*	49	1	Fruit Juice Dispenser
22	1	Mobile Cook & Hold Oven	50	1	Spare number
23	3	Deep Fat Fryers	51		Spare number
24	2	Refrigerated Equipment Stand	52		Ice/Soda Dispenser*
25	1	Griddle	53	1	Hot Cup Dispenser*
26	1	Char-Broiler	54	1	
27	1	Two Burner Range			
28	1	Pass-thru Deli Refrigerated Display			

\* - Not shown in diagram.



# SNACK BAR/CASUAL DINING PLANNER

## PHYSICAL SETTING

Generally describe desired arrangements:

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## FACILITIES

Identify current and desired work area by type:

	Sq. Ft.
Kitchen	_____
Prep	_____
Serving	_____
Production	_____
Dining Area	_____
# of Seats	_____
Sanitation/Waste	_____
Office	_____
Employee Lockers	_____
Rest room/Phones	_____
Handicap Access	_____

## LAYOUT

List functions that need to be located next to each other:

Section	Located next to
_____	_____
_____	_____
_____	_____
_____	_____

## DAY & HOURS OF OPERATION

List proposed hours/days:

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## STAFFING

Provide position descriptions/staffing needs, historical and projected.

Title	FT/PT	Numbers
_____	_____	_____
_____	_____	_____
_____	_____	_____

## GUESTS

Estimate average number of guests during peak hours:

1-15      16-30      31-50      75-100

Identify peak periods:

M T W Th F Sa Su

Breakfast

Midmorning

Lunch

After lunch

After work

Evening

Busiest Months: \_\_\_\_\_

Slowest Months: \_\_\_\_\_

## STORAGE NEEDS

Refrigerated/Frozen/Dry Food/Supply

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## EQUIPMENT/MENU NEEDS

Identify quantities of equipment needed. List electrical/gas requirements:

Kitchen	_____
Prep	_____
Production	_____
Service	_____
Dining	_____
Sanitation	_____
Storage	_____
Office	_____

## PARKING

Peak customer use	_____
Guest/DV spaces	_____
Handicapped spaces	_____
Employee spaces	_____
Delivery spaces	_____

## SPECIAL REQUIREMENTS AND COMMENTS:

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