

Takeout Takeover

CESO 

Visit us at cesoinc.com

Times are changing. Restaurant brands need to quickly implement widespread modifications to adapt their physical space to better serve guests' evolving needs.

Designs need to be focused around the health and safety of your guests while still providing a memorable branded environment. This is where a fresh set of eyes can offer an innovative perspective. As takeout continues to take off, one consideration is to create a concept that caters to the **guest on the go.**

Exterior





Click & Collect

Dedicate an entry for third-party delivery providers that will allow for quick pick-up of online orders as well as a reduction in high queuing volume.



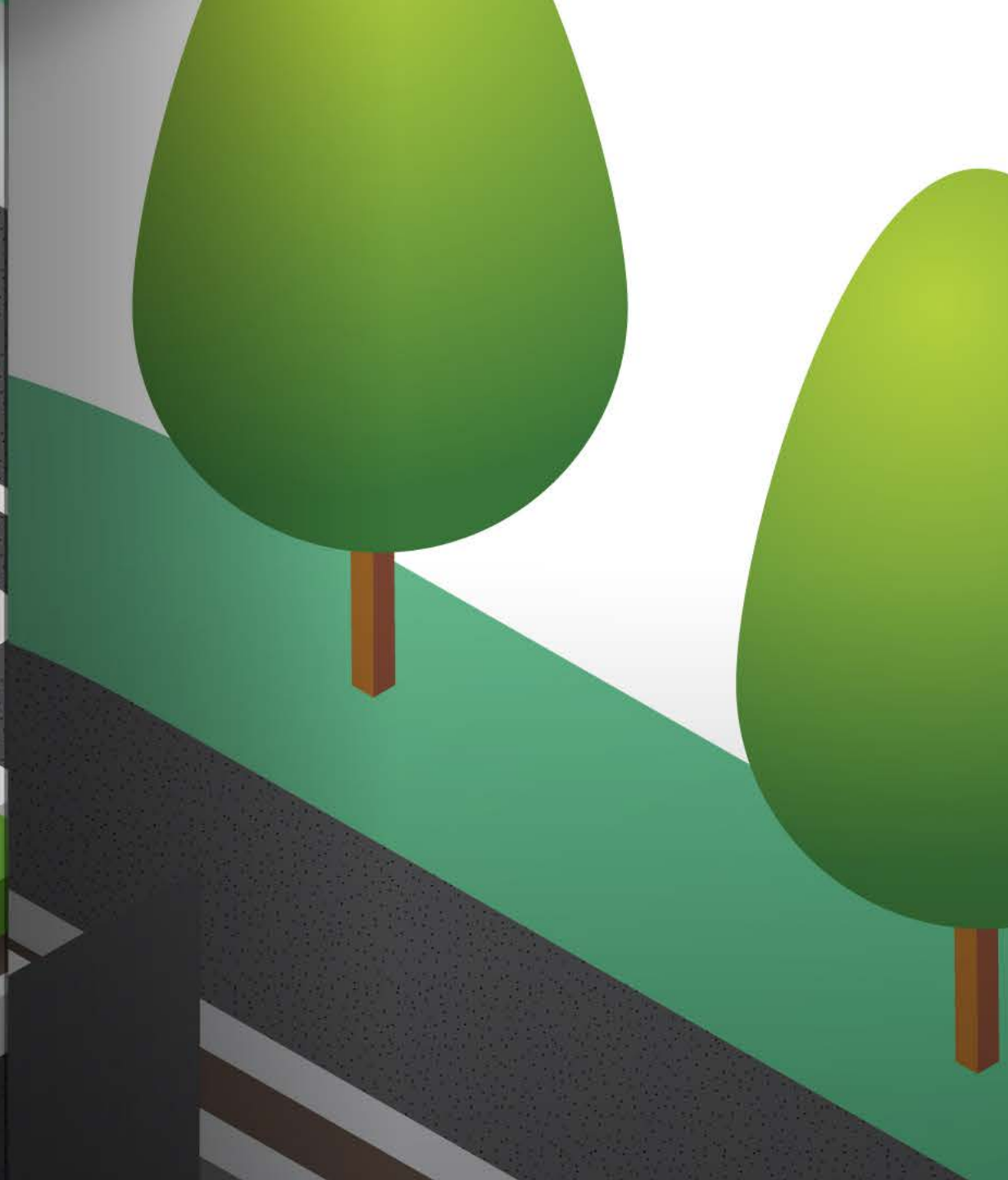
The Fast Lane

Add an additional drive-thru lane and separate pay window to increase throughput.



Curb Appeal

Integrate frictionless curbside pickup through clear and directional signage for curbside, delivery, and carryout.



Show Stopper

Elevate the exterior through distinctive touchpoints such as landscaping to strengthen overall impact.

Interior





Operational Optimization

Reduce the square footage through the removal of the dining area and a restroom to result in less wasted space in the floor plan.

Strategic Spacing

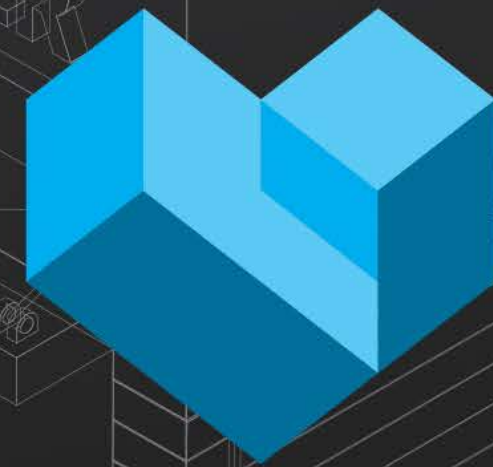
Implement a queuing system from entry to exit that minimizes cross-traffic and reduces confusion. Customize the flooring to define spacing without compromising aesthetic.

Visualize Values

Leverage the brand's vibrant color palette to highlight fact-based points of differentiation that are authentic, reassuring, and motivating.

Grab & Go

Create built-in mobile order pick-up stations that are cohesive with the environment.



Thank You

