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Concept To Reality

Studiolno designers organize an efficient build-your-own pizza concept anchored by ventless speed ovens.

By Karen M. Alley // Photos by Artur de Jesus Bragança Neto, Estudio Artur Bragança



↗ The service counter includes refrigerated holding space for customers to see all the ingredients, and a work space big enough for employees to prepare fresh pizza, calzones and salads.

↖ Pizza Makers was designed to fit into a variety of small spaces in malls, arenas and other public venues. It has a hand-crafted look and feel that carries through from décor through food in the form of individually customized pizzas, calzones and salads.

Pizza is all about choice. Hand-tossed or thick crust? Red sauce or margherita? Pepperoni, or the works? Greg Machado, the entrepreneur behind the Pizza Makers concept, wanted people to be able to make those choices as part of the pizza-making experience. With his new restaurant concept, he took the traditional pizzeria and amped things up. Gone are traditional menus and the long wait for pizza to cook. Instead, Pizza Makers displays all of the ingredients right in front of the customer, who gets to watch as their personalized pizza is made in view; it's hot and ready to go within minutes.

Machado came to Studiolno with

his concept looking for a partner to help bring it to fruition. "This project was enjoyable because it gave us the opportunity to use our experience in the foodservice industry beyond the traditional roles of kitchen and front-of-house design," says Emmanuel Melo, FCSI, Project Leader. "We were able to use what we've learned about restaurants to help shape this concept and build a brand that will be successful."

The team at Studiolno worked with Machado to turn his idea into a marketable restaurant, working on the project from start to finish and on every aspect including kitchen and interior design, concept development and branding.

The Studiolno team was excited to be a part of the Pizza Makers concept in part because they saw it as a good fit within São Paulo's current "maker" culture. "There is a big move toward do-it-yourself and hands-on experiences in our country," Melo says. "The idea of choosing your own ingredients was just a part of integrating this culture into the concept. We also worked to bring it all to life with the design and branding as well."

The Big Picture

One of the first things you notice about Pizza Makers is the thoroughness in communicating the "hand-crafted," do-it-



▲ The kitchen space is small and efficient with a mixer, marble prep table, sinks and slicers in a U-shape for ease of use within a small space. Bulk and cold storage is on a mezzanine above.

▲▲ Pratica's Forza Express ovens are super fast, combining impingement and infrared heat to cook to-order pies in about two minutes. They are the key to the concept. Note the FornoFlex dough press to the right.

yourself vibe. It starts off with an interior design finished with materials such as sheet metal and natural wood, and handwritten communication on the walls. The architectural design was important in bringing the concept to life as well. "It was necessary to develop the layout and service flow to make things convenient for staff as well as help provide fast yet personalized customer service," Melo says. "The team designed everything based on what the customer would experience." That includes high-quality ingredients, customized orders, and fast service all in view.

Two key components to the service flow are the prep area and the customer service area, both of which the team efficiently designed and conveniently located next to each other to provide customers with fresh ingredients and quick service. The rear area where food prep occurs includes a space for mixing dough and prepping fresh toppings. There is also a place for storage so ingredients are close at hand. Employees easily access all of this from the front area, which includes a horizontal refrigerated display, placing ingredients in front of customers, as well as a prep area for assembling pizzas, calzones or salads in customers' view.

Efficiency and size were key factors in designing the kitchen and choosing equipment, as the Pizza Makers concept is primarily found in food courts where space is at a premium. Stores range 378 sq. ft. to 750 sq. ft. Service counters with undercounter storage for ingredients helps make the most of the space available. Employees use the kitchen space for storing bulk ingredients and making dough, all close by to the front-of-house for easy access. In many units, additional dry and cold bulk storage is located a half floor above on a mezzanine level accessible by a ladder or steps.

Centerpiece Pizza Oven

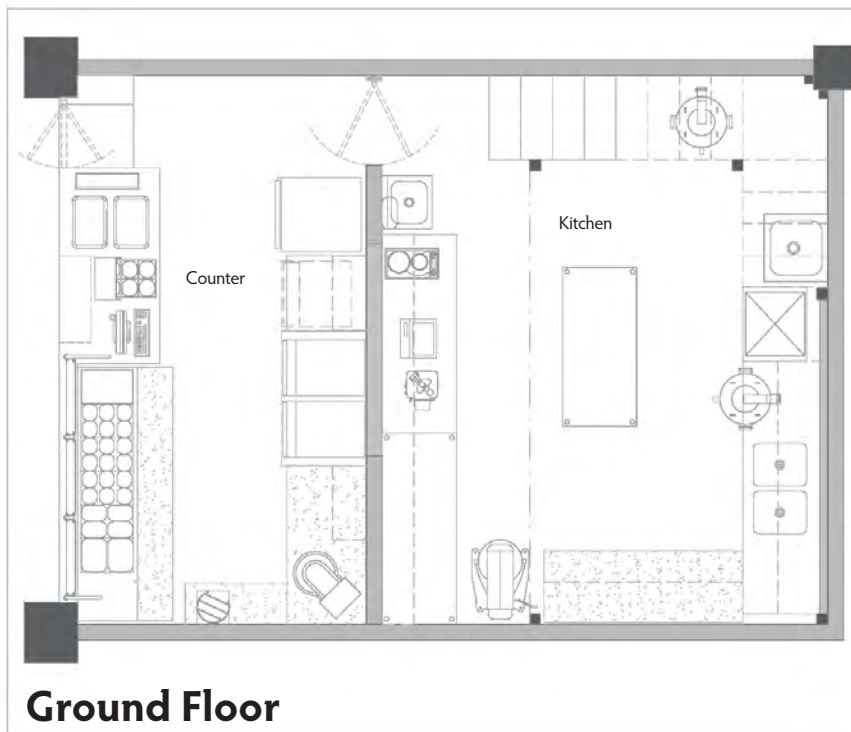
The concept of made-to-order, quick-serve pizza couldn't be accomplished without the Forza Express ovens from Pratica Co. Each Pizza Makers restaurant comes equipped with three speed ovens that use a combination of precisely controlled impinged air and infrared radiant heat to bake a raw pizza in less than two minutes. "The innovation and speed of this oven make it possible for employees to prepare pizza from scratch in front of the customers," Melo says.

The ventless appliance comes equipped with a catalytic filter, which eliminates the need for an exhaust hood and exhaust ducting to the exterior. This makes it an ideal concept to install in many types of venues, including malls and food courts where Pizza Makers are located. The ovens also are programmable, with enough memory to store multiple programs with pre-set times and temperatures.

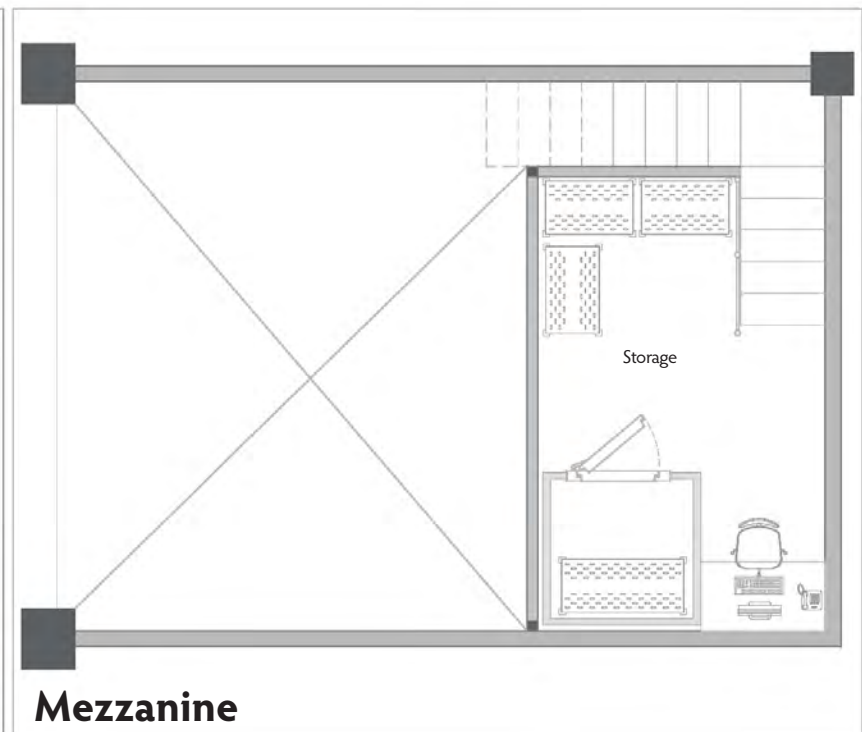
On Pace For Success

The first Pizza Makers restaurant became a reality in a mere six months from start to finish. "We were able to accomplish so much in so little time because the teams in our office work so well together," Melo says. "We have professionals in our company who are experts at what they do, so we were prepared to meet the challenges Pizza Makers brought and develop a great concept."

After the first Pizza Makers opened in December 2016, six new stores opened in '17. In '18, the restaurant became a franchise and has plans for 20 new stores in '18. "We have been very excited with the enthusiastic response to this concept," Melo says. "What we originally thought would appeal to a younger generation we have found has been popular with all ages. Pizza Makers brought a new way to enjoy pizza to São Paulo in a way that's interactive and fun."



Ground Floor



Mezzanine



▲ Pizza Makers can be built with either a front counter facing onto the concourse or in an L-shape with the counter running along a side wall, which lets customers enter the space.

Key Equipment

Service Counter

- Solution Cozinhas Profissionais ice cube container, pizza prep table, stainless pizza rack and shelves, u/c refrig., reach-in refrig.
- FornoFlex Co. pizza dough press
- Pratica Co. pizza speed ovens
- Klimaquip Co. ice maker
- Eucatex hardboards for menus

Kitchen

- Solution Cozinhas Profissionais hand sink, u/c refrig., stainless shelves and table, marble top table, mop washer
- Fisher induction cooker
- Mettler Toledo scale
- Sirman food processor
- Skymesen food processor
- G. Paniz mixer
- Pratica Co. u/c dishmachine

Mezzanine

- Solution Cozinhas Profissionais stainless shelf
- San Rafael Co. walk-in cooler

At A Glance

- **Facility:** Pizza Makers, São Paulo, Brazil
- **Project:** Fast-Casual Restaurant Chain
- **Design Consultants, Architects & Interior Design:** Emmanuel Melo, FCSI, Project Leader; Diris Faria, Sr. Member FCSI, Architect and Interior Design; Bruno Paim, Branding Designer, Studiolo Arquitetura e Design S/S Ltda., São Paulo, Brazil
- **Total Budget:** \$110,000
- **Foodservice Equipment Portion:** \$50,000
- **Scope of Work:** Concept Development, Master Planning, Space Allocation, Preliminary Design, Detailed Design, Specification Writing, Site Inspections, Construction Management, Pre-opening Inspections, Interior Design and Branding
- **Fabricator:** Solution Cozinhas Profissionais, São Paulo, Brazil
- **Dealer/Foodservice Equipment Contractors:** Solution Cozinhas Profissionais, São Paulo, Brazil; Pratica Productos, S.A., Alegre, MG, Brazil
- **Construction:** AS6 Construcoes, São Paulo, Brazil
- **Millwork:** AFA Marcenaria Sorocaba, Brazil