

## RESTAURANT REDESIGN JOURNEY






Phase 1	Basic Definitions, Diagrams, Videos	How should we make decisions about what elements to change?	[See Framework]
	Current State Blueprint	What does the current restaurant look like now?	[See Pre-Pandemic Blueprint for Perpetu Al Dente]
Phase 2	Visual Model Summary	How has the model restaurant adapted?	[See Visual Model Summary]
	Community Engagement	<b>10 Min Tours + Visual Model Summaries:</b> What ideas stood out to you that could be applied to the new restaurant? What other ideas might show promise for the new restaurant?	
		<b>Community Input:</b> Whose input should we consider to refining our approach? On what, specifically? How should we get that input?	
	Mini-Pilots	What ideas will need to be tested to ensure success of your ideas? How will you test them?	
Phase 3	Deepen your vision with a Sample Blueprint and Pressure Testing	How will you approach <b>where</b> your customers <b>eat</b> ?	
		How will you approach <b>where</b> your customers <b>order</b> ?	
		How will you approach <b>what</b> your customers order?	
Phase 4 5	Design Your Restaurant	How will you redesign Perpetu Al Dente?	[See Perpetu Al Dente's Redesign Framework]
		Write a brief description of what your new restaurant will look and feel like.	

# Perpetu Al Dente's Redesign Framework

**Directions:** Based on your team's work together, use this framework to describe how Perpetu Al Dente will become a Pandemic Restaurant. Briefly describe the new experiences that you will implement. Circle the Restaurant Model Components that these new practices fit within. Then describe the impact of those changes on the Restaurant Elements. Lastly, at the bottom of your Restaurant Redesign Journey Notes, write a one to two sentence description of what the dining experience at Perpetu Al Dente will feel like now.

**What new experiences will you implement at Perpetu Al Dente?**

## Pandemic Restaurant Model Components (Circle at least one of each)

On-Site Approaches			+	Off-Site Approaches		
Adjust Indoor Dining	Expand Outdoor Dining	Close Indoor and Outdoor Dining		Adapt Standard Menu Items for Delivery or Take-out	Create New Menu Items (Take and Bake, Family Style, etc)	Sell Groceries and other Non-Menu Items
		X				

For each component you choose to implement (on-site and off-site), you will need to consider how those approaches will affect and necessitate changes among the Restaurant Elements below.

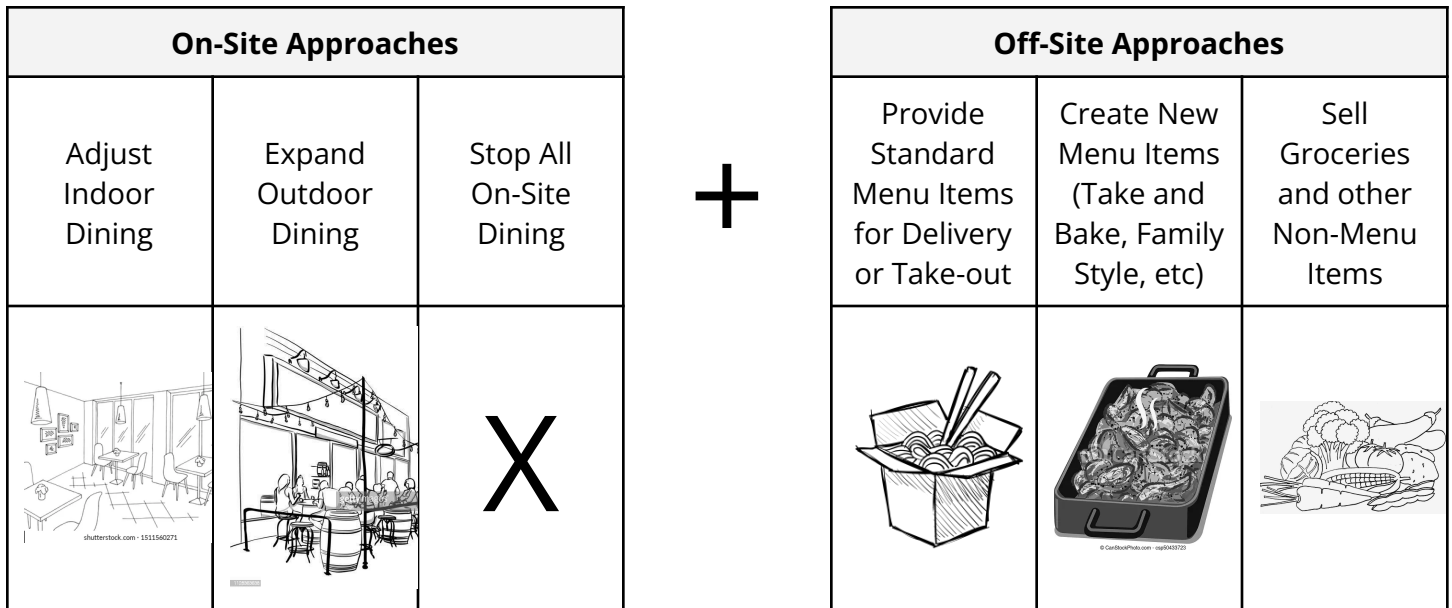
## **Pandemic Restaurant Elements**

Menu	Indoor Dining	Outdoor Dining	Online Apps (e.g., ordering, delivery)
Staffing	Partnerships	Restrooms and Sanitation	Parking

# Pandemic Restaurant Model Framework

Definition: A Pandemic Restaurant is one that caters to more than one dining experience, with one or more on-site approaches plus one or more off-site approaches.

## Pandemic Restaurant Model Components



For each component you choose to implement (on-site and off-site), you will need to consider how those approaches will affect and necessitate changes among the Restaurant Elements below.

## **Pandemic Restaurant Elements**

Menu	Indoor Dining	Outdoor Dining	Online Apps (e.g., ordering, delivery)
Staffing	Partnerships	Restrooms and Sanitation	Parking

# SAMPLE RESTAURANT MODELS

10 Minute Tours and Visual Model Summaries

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## VISUAL MODEL SUMMARY - TAMBOLI'S

ON-SITE APPROACHES

OFF-SITE APPROACHES

CLOSE ALL

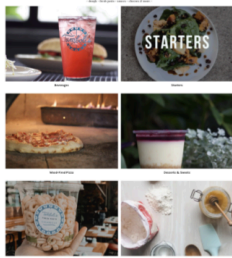
ADJUST  
MENU ITEMS

OFFER  
GROCERIES

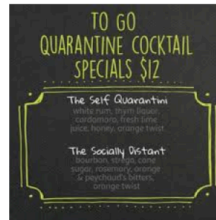
Pandemic Restaurant Elements	Menu	Indoor Dining	Outdoor Dining	Online Apps
	Staffing	Partnerships	Sanitation	Parking

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## 10 MIN TOUR - TAMBOLI'S



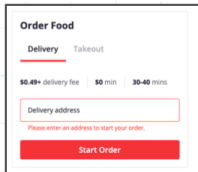
18



## ALTERNATIVE SALES



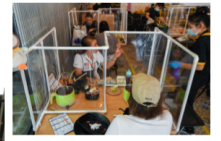
## WAYS OF ORDERING



20



## INDOOR SPACE



## OUTDOOR SPACE



## TAKE-OUT AND DELIVERY



# Restaurant Pre-Pandemic Blueprint

## Perpetu Al Dente Italian Restaurant

### Our Story

Back in the 1940's my grandfather and his brothers opened Perpetu Al Dente Restaurant. For 50 years, Perpetu Al Dente was an establishment in Beaumont TX, serving up some of the best food in the state. Perpetu Al Dente wasn't just a restaurant that served great Italian food, it was a real family establishment. Everyone in the Perpetu family had some role to play in the old restaurant. From Grandma Mildred and Erma making meatballs by hand, to Gayle working line, a small army of cousins bartending and busing. It was a focal part of our family. It was a catalyst that brought us together, it was a connection to our Italian heritage, it was an extension of the family with all its own quirks.

You can't choose the family you're born into, but some of us get lucky. For me, my luck meant getting thrown into a world of handmade pasta and scratch-made sauces, all so good it could make you cry. And believe me, we cried, and laughed, and talked a lot. Loudly. We're Italian, you know. Between happy shouts and big hand gestures we ate, and loved one another as much as we loved the food. Food is an expression of cultural and personal history. It's instinctual and symbolic, where both biological and spiritual needs can come together. So, do you feed more than just your belly when you eat? We wanted to bring back a sense of the family-centered dining I grew up with, the kind that sticks with you long after the meal is gone, and can't think of a better place than the Austin culinary scene.

*\*From Patrizi's Restaurant in Austin, TX*

### Mission

To provide the Austin community with authentic Italian food in an environment that is reminiscent of the family style restaurant our family started 80 years ago.

#### Diner (Graduate) Aims

When a diner leaves our restaurant, they will have the following feelings:

1. Leave Full and with Leftovers
2. Money Well Spent
3. Favorite Italian Restaurant

#### Restaurant Design Principles

Everything in our restaurant will reflect the following design principles:

1. Perpetu Family Recipes and Experiences
2. Scratch-Made Food
3. Feed More than the Belly

### Restaurant Experiences Overview

#### Dining Experience

Once guests are seated they are promptly served bread and olive oil. The server then takes drink orders. About 3-5 minutes later the server takes their dinner order. We like to make the ordering process as quick as possible because our entrees take 25-30 minutes to prepare. Our employees check in with diners often and make an effort to have conversations and build relationships.

We don't have a huge space but we try to fit as many tables as possible to increase our number of guests since we are popular (just like Sunday meals growing up where friends and family always had a seat at the table!). Our long-term goal is to expand our dining area because our kitchen is large enough to accommodate more diners. There are tables outside as well which helps to increase our capacity on nice days.

Menu	Our simple menu contains items that our grandparents often made at their home and at their restaurant, including appetizers and small plates, entrees, and desserts. We also offer a full bar with soft drinks, wines, beer, and liquors.
Phone and Online Experience	We have a website that contains our menu and contact information. Folks can call us to make reservations. We sometimes reply to comments on our Yelp page.

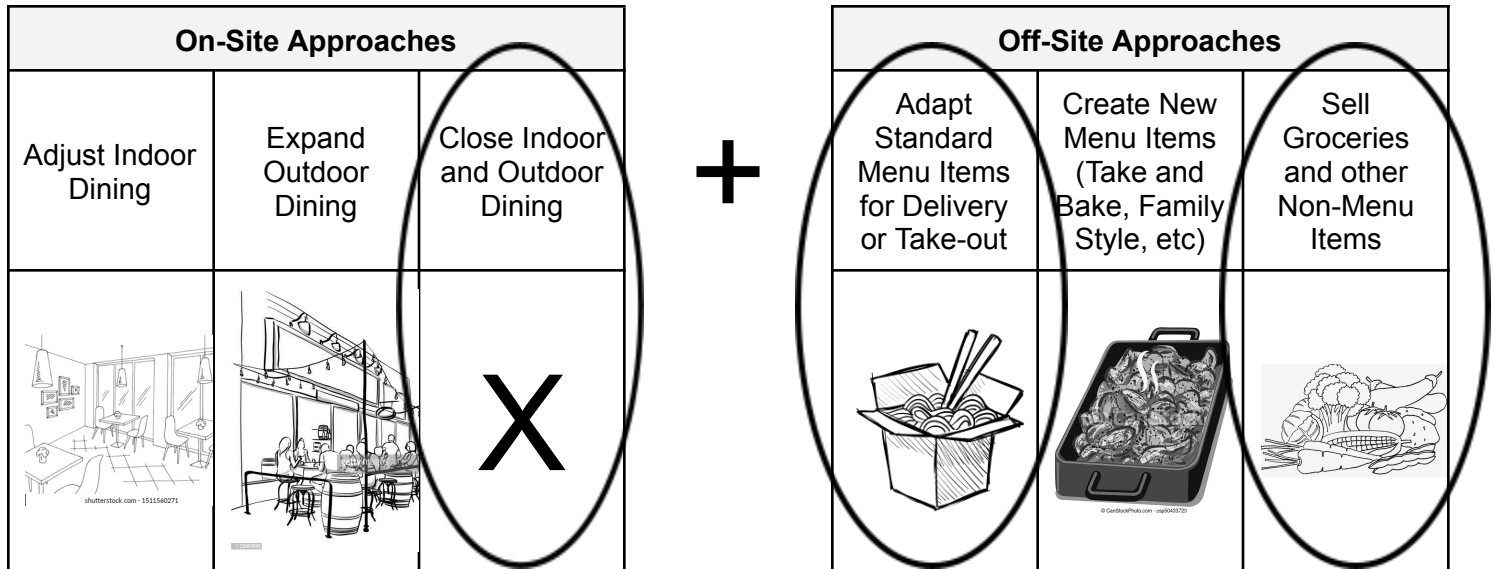
## Restaurant Elements

Online Apps	<ul style="list-style-type: none"> <li>• The website contains the menu, phone number, and address</li> <li>• They are listed on Yelp and sometimes reply to comments</li> </ul>
Bar	We have 6 stools at the bar and 5 tables with 4 seats each
Dining Room	2 tables with 10 seats, 5 tables with 6 seats, 5 tables with 2 seats
Patio	5 tables with 4 seats each on the patio
Kitchen	We have a large kitchen that could accommodate a dining room expansion
Parking	We have a large parking lot on the property with 30 spaces
Staffing	6 chefs, 6 waiters, 2 hosts, 2 bartenders (half the group for each shift)
Menu	<p>We provide bread and olive oil at each table.</p> <p><b>Appetizers and Small Plates</b></p> <ul style="list-style-type: none"> <li>• Meatball - \$5 family beef and pork meatball with breadcrumbs and house red sauce</li> <li>• Chicken Arrosto - \$8 (gf) roasted chicken thighs with lemon, rosemary, and our pomodoro sauce</li> <li>• Garlic Bread - \$6 (v) grilled ciabatta, poached garlic, and grana cheese</li> <li>• Patrizi's House Salad - \$8 (v) (gf) mixed greens with family recipe creamy italian dressing, giardiniera, pickled onions, and grana padano</li> <li>• Roasted Beets - \$8 (v) (gf) roasted local beets, fresh ricotta cheese, lemon zest, and pickled onions</li> <li>• Marfa Tomatoes - \$8 (v) (gf) fresh and confit tomatoes served with house farm cheese, fresh basil, and olive oil</li> </ul> <p><b>Entrees</b></p> <ul style="list-style-type: none"> <li>• Pomodoro - \$20 (v) traditional Italian red sauce made from local tomatoes, garlic confit, and butter served with house farm cheese and a tuft of basil</li> <li>• Patrizi's Red Sauce - \$20 family recipe tomato sauce stewed with onions, garlic, garden herbs, pork trimmings, and grana padano cheese</li> <li>• Cacio e Pepe - \$20 (v) grana padano cheese, fresh cracked black pepper, and olive oil</li> <li>• The Great Leopold - \$20 (v) basil and arugula pesto served with grana padano cheese, pepitas, crushed red chilis, and lemon zest</li> <li>• Carbonara Alexandra - \$20 house cured and smoked pancetta, coddled egg yolks, grana padano cheese, and gremolata</li> <li>• Karah's Diavolo - \$20 (v) egg yolk, lemon, olive oil, garlic, rosemary, grana padano cheese, and red chilis</li> </ul> <p><b>Dessert</b></p> <ul style="list-style-type: none"> <li>• Tiramisu Slice - \$6</li> <li>• Cannoli - \$6</li> <li>• Gelato - \$6 assorted flavors</li> </ul> <p><b>Full Bar with soft drinks, wines, beer, and liquors</b></p>

## Visual Model Summary - Tamboli's

[Tamboli's](#) is a casual Italian restaurant in Memphis, TN that specializes in freshly made pasta and pizzas. When COVID shutdowns occurred in March 2020, Tamboli's quickly pivoted to adapt to this new reality. After the initial shutdowns they decided to keep all indoor and outdoor dining closed. Plus, they adapted their menu items for take-out/delivery and began to sell produce and grocery items from their local suppliers. Their approaches are reflected in the visual model below, as are the related changes to their restaurant elements.

### Pandemic Restaurant Model Components



For each component you choose to implement (on-site and off-site), you will need to consider how those approaches will affect and necessitate changes among the Restaurant Elements below.

### Pandemic Restaurant Elements

Menu	Indoor Dining	Outdoor Dining	Online Apps (e.g., ordering, delivery)
<ul style="list-style-type: none"> <li>- Removed rotating specials from menu</li> <li>- Adjusted salad and pastas to travel better.</li> <li>- Added grocery items to online menu</li> </ul>	<ul style="list-style-type: none"> <li>- Closed indoor dining and used space for packaging to-go orders.</li> </ul>	<ul style="list-style-type: none"> <li>- Closed outdoor dining and used space for carryout parking.</li> </ul>	<ul style="list-style-type: none"> <li>- Used Square Site to build an ordering platform on their website for carry-out and delivery.</li> <li>- Added a phone line to handle volume</li> </ul>
Staffing	Partnerships	Restrooms and Sanitation	Parking
<ul style="list-style-type: none"> <li>- Furloughed 7 servers</li> <li>- Re-hired 3 servers (1 to manage off-site orders, 2 as delivery drivers)</li> </ul>	<ul style="list-style-type: none"> <li>- Worked with local suppliers to purchase additional product they could offer on their website (milk, eggs, produce)</li> </ul>		<ul style="list-style-type: none"> <li>- Added additional parking spots for pick-up orders</li> </ul>