

Mall F&B; The Special Ingredient

RECENT YEARS HAVE SEEN A CHANGE in the way that malls approach restaurants and F&B. Malls have evolved from being just giant foodcourts to meet and match ever-changing customer needs.

We at Keane, have worked with malls and restaurant entrepreneurs for over 15 years and are finding that they now need a different approach.

In the past, there was a need for F&B masterplanning; deciding how big the boxes were and what went in them aligned with a design criteria manual and the architect and owners' vision.

These days, restaurant groups and malls ask for us for a far broader service. We provide research to masterplanning, retail design standards to interior design, concept ideas to graphic design.

We at Keane, have naturally evolved over the last few years, so we can offer all of these services. We have offices in Dubai, London, Birmingham, KL, Bangkok and Singapore. We don't give advice unless we live in or have done thorough groundwork on the market.

And we love doing it; from restaurants at Burj al Arab to casual dining brands such as Pizza

Express, Costa and the new Pret a Manger at Dubai Mall. Offering this full range of services has to be better; clients do not need to keep briefing new faces on their projects; we understand the concept right from its early origins and are fully engaged and committed. And with our in house interior design team, we can quickly spot opportunities; when we review a tenant floorplan, we do it as though it is one of our designs, utilising space better and introducing a sprinkle of magic in the design that will make the difference between bland and the brilliant.

Fully integrated service/one stop shop is the way of the future but where, in this mix, is the special ingredient? What makes our award winning and financially successful projects work? In essence, it's about insight; looking in the right places for data, the insight to speculate what tastes and trends will be in years to come and to look at space in a different way, maximising its functionality whilst pleasing the eye. And it doesn't stop there for us; delivering a great concept name and brand identity is a key part of our offering.

The other special ingredient is the ability to spot an opportunity; maybe a concept needs a refresh? Fundamentals such as the menu may lack balance or the text in the overhead signage is too small. We instinctively know when



STEFAN BREG
Group Strategy Director
Keane Brands

a concept needs to evolve to the next step. Work we've done recently with Costa, Pret and Noodle House is an example of how brands must constantly change and adapt to customer needs.

I recently saw a young child tap on printed menu to make the image larger or to learn more about a dish; her confused face reminded me we must never stop learning, listening and adapting. ■

KEANE.

stefan.breg@keanebrands.com | www.keanebrands.com

