



ikonIQ

quick service restaurants



a new paradigm

The indoor dining model has taken a hiatus. Customers are looking at alternatives to the ambience of restaurant interiors to seek safer ways to enjoy their favorite meals, but that doesn't mean they are foregoing experience. What were once interior amenities and design motifs are now an open-air experience, drive-thru service and take-out. Chains and independent operators are responding to these circumstances with major format changes, providing smaller footprint locations with an emphasis on speed of delivery, enhanced design elements and outdoor accommodations.

The big questions for operators are how to maintain their hard-earned brand identity in a quick-service take-out only format and how to provide the experience for clientele that will keep them engaged as brand ambassadors. These aren't simple solutions and present challenges at every level – from building design to food preparation to packaging. And when guests wish to stay and dine outside, there are further operational challenges, as well as environmental and safety concerns. It isn't a question of if these changes need to occur – it is when and how. Ikoniq draws on its vast experience in food service at indoor and outdoor venues to help you deliver the experience.





EXPERIENCE

Having performed the fabrication and installation of some of the most successful food service venues in major league sports and outdoor entertainment, Ikoniq understands the challenges of providing high-quality cuisine in high-volume environments. Whether in the most recognizable container parks or your favorite sports stadium, the essence of providing a branded back-of-house with an engaging service side is as much art as it is science. And meeting the requirements of health departments across the country in unique municipalities presents challenges, but that is where our years of experience in this area really make a difference. Ikoniq provides integrated branding and operations to create the ideal food service environment.



Box Garden – Plano, TX



Goose Island Modular Bar | Nationals Ballpark – Washington, DC



Art Bird Fried Chicken – multiple locations

The New QSR Model

Key elements of a successful quick service restaurant design are:

- ❖ Outdoor Dining Experience – not an afterthought, but a safe meaningful place



- ❖ High-volume drive-thru – multiple lanes with technology integration



It's gotta work... Even the best concepts, if poorly executed, will not be a success. The operation must be functional for your staff as well as engaging for patrons. The operation must successfully deliver meal after meal of consistent, quality and timely orders while meeting budgetary constraints. Margins on a successful QSR are everything and if not appropriately staffed and spatially functional, it will not make the numbers work. IkonIQ can help get you there.

- ❖ 360 Degree visibility – urban and suburban municipalities are more demanding than ever. Mechanical screening and integral signage are no longer optional elements, so use them as opportunities to further express your brand.



going modular

Ikoniq produces nearly complete modular buildings that are designed to perform. Complete with pre-installed food-service equipment that is wired and plumbed in our facility, our modules quickly connect to your site. This can save months in field construction, boosting your bottom line. And with consistent high-quality, each installation performs to your expectations.

Individual site adaptations can occur in collaboration with your architecture and engineering teams, allowing for local jurisdictional considerations as well as unique site conditions. Contact us to discuss your next project!



Ikoniq is your non-traditional design-build partner

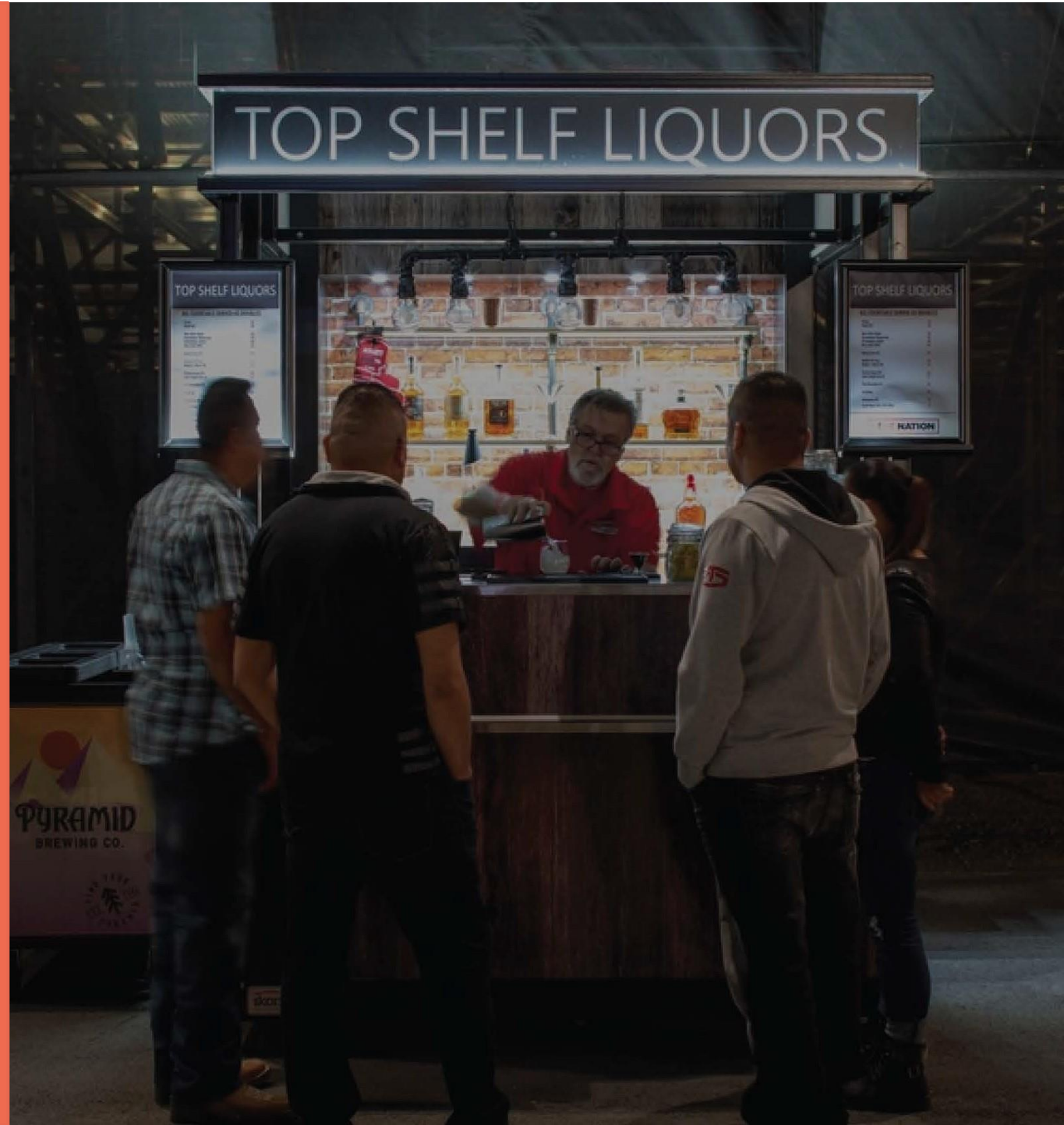
We provide unparalleled expertise in design, manufacturing and logistics. Put the Ikoniq team to work for you.

We offer full turnkey design and fabrication services for any size project. Our capabilities include:

- Full Creative Design Services
- Engineering & Construction Documentation
- Health Department plan check and permitting
- Custom fabrication, prototyping and production rollout
- Delivery, installation and commissioning services

We are experts in delivering a range of fabricated solutions specializing in the construction of:

- Food Service retail kiosks – portable to permanent
- Modular walk-up, drive-thru and full-service restaurants
- Shipping container facilities – single to multi-tenant to mixed-use facilities
- Hospitality service kiosks – portable to permanent
- Full-service hospitality service and accommodation facilities – temporary to turnkey





Design & Engineering

Great projects begin with great ideas. Ikoniq creative provides dimension, scale and presence to your best ideas, upping your game.

Ikoniq engineering validates even the most complex concepts, providing the technical capacity to realize your vision. By tapping into a network of professional architects and engineering firms from around the country, Ikoniq engineering provides collaborative solutions for the most engaging builds in the most demanding locations.



Fabrication

With decades of custom fabrication experience, Ikoniq's skilled team of craftsmen provide unparalleled production expertise. Working in our 60,000 sf manufacturing facility in Western NY, our fabricators produce and assemble 100% of Ikoniq products in-house. With state-of-the art metals, paint, solid surface, and millwork facilities in house, Ikoniq can provide unmatched quality control and hands-on service.

When projects leave our facility for installation in the field, you can depend on Ikoniq's skilled project management team to oversee all aspects of the installation process from delivery to final hand off. By depolying our in-house team of installers to your site, we bring the same level of detail and focus from the factory to the jobsite to ensure projects are executed at the highest level.

Project Management





Modular Bar | Live Nation Performance Venues - Nationwide



Trejo's Tacos – multiple locations



Whiskey Dick's Saloon | The Gorge Amphitheatre - Washington



Nestle Toll House – multiple locations



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