

planning & design



A key ingredient for business success is attention to details. In the food service industry, it begins by selecting the kitchen layout and equipment that will provide the most efficiency and productivity. Russell Food Equipment's experienced design team can help you maximize return on your investment with an assessment of your available space and initial concepts. Equipment legends, utility layouts and elevations can then be created to illustrate functionality and provide local building authorities with all the necessary documentation for approvals.

At RUSSELL we know food service and design. Let us help you turn your unique vision into a successful reality. Start right... see RUSSELL first.

Follow these 10 steps to see how Russell can help you with every stage of your restaurant development: from dream to opening night.... and beyond!



www.russellfood.ca

Contact your nearest Russell Branch

Victoria – Vancouver – Edmonton
Calgary – Regina – Saskatoon
Winnipeg – Thunder Bay
Sault Ste. Marie – London
Toronto – Ottawa – Montreal – Halifax

1

the dream



Every successful food service operation starts out as an idea and the first step starts with your nearest Russell Contract Designer. Designing successful businesses is all we do and we can

steer you in the right direction towards site selection, setting a rough budget and validate the potential of your concept. Preparing a successful business plan is in the details and we can help you fill in the blanks.

2

where to start



Location, location and location. Success begins with your food service business being in the right spot for your customers and we can help you assess various locations to determine what is best for your

new venture. Space size, construction parameters such as electrical and mechanical requirements, local building, fire and health codes and ventilation requirements all play an important role in determining

4

equipment selection

Each item of equipment choice must be made with purpose and an eye to functionality, efficiency and the overall budget. Working with your Chef, it is important



to discuss your menu concept so we can ensure the correct storage, preparation and cooking equipment is chosen for your operation. Adding or changing equipment later is often costly and can be avoided with good planning initially. It also a good time to consider your future plans and equipment requirements because we advocate designing for your future needs now, but only supplying the equipment needed to meet your immediate menu needs and budget now. This provides ability to grow and expand easily in the future with a logical design already mapped out.

5



manufacturing

Once your equipment selection is confirmed with a financial commitment (which at this point will include your initial planning deposit so this means our entire planning and design service is provided

7

site construction

Your Russell Contract Designer will also be working on your behalf to create the required electrical and mechanical construction rough-in details to permit your engineers and site trades to proceed with the correct information



about the equipment you have purchased. We will also be on site as required to ensure the installation of the services is done correctly so your installation proceeds without delay. We have a deadline to meet and will do everything on our power to ensure that commitment is met.

8

installation



We will carefully monitor the site construction progress and work with your trades to determine the best time for our equipment to arrive on site for set up and connection. No need to worry about freight damage or missing pieces. We look after all those details and this remains our responsibility.

3

the planning

if a particular space is right for your concept and within your budget. We can even prepare a rough block space layout to provide a further sense of confidence that your location is the right one. Armed with this information; you are now ready to consult with a contractor, finalize your business plan and establish your financing before the final step of negotiating your lease.

With the lease confirmed, we can now begin the process of a more detailed space layout on which to prepare a project budget to further fine tune your



business plan. At this point, your Russell designer will request a modest planning and design deposit to begin the many hours required to implement your ideas, work with your architectural, interior design and construction team to bring your dream to reality. We take full responsibility for our work and represent your best interests to ensure we design and specify to fully meet your requirements with all the correct equipment and budget.

6

smallwares

free of charge.) we begin scheduling the factory deliveries to coincide with your required opening date. Your kitchen project is now in good hands because at Russell, we are trained to look after the details and we have a reputation for completing our projects on time and on budget. You can devote your attention to the many other details of the project such as menu, staffing, décor etc.

Often overlooked till the last minute, now is the time to consider your opening smallwares package which consists of all your kitchen wares, china, cutlery and glass serving items. The look and feel of your dining room ambience begins at the table top and it is important to make the right choice early. We can also assist with your furniture selection to match your decor package to complete the ultimate look and functionality of your restaurant.



9

start up & training

Once your equipment is installed and connected by your sub trades, we then schedule our own service department for a complete inspection and start up of the package to ensure your equipment is in top running order as per manufactures specifications. Once your



opening team is on site, we then can then organize a session to train your staff on any equipment they are not familiar with. Even for the experienced staff, this is the perfect time to introduce the proper operation and maintenance procedures.

10

open for business



Your dream is now a reality and your complete focus is now managing your successful business venture. We have been there every step of the way and will continue to do so during and after the new warranty period with our factory trained service technicians to ensure you obtain maximum value from your equipment investment. Our territory

sales people will also remain in regular contact to help maintain smallwares inventory as well as keep you abreast of what is new in the industry and of value in improving your restaurant's operation and profitability.

Platinum Rewards

A new program from Russell to help you decrease costs and increase profits!

Purchase select products from these Partner Brands and we will provide seven Russell Rewards as no additional cost.

- 1 Extended 2 year Parts and Labour Warranty**
(look for this Two Year Warranty symbol)
- 2 Free Initial Start Up Service**
- 3 Free On-Site Equipment Demonstration**
- 4 Free Maintenance Check at 12 month milestone***
- 5 10% Lifetime Discount on parts***
(purchased with RFE service labour)
- 6 Priority Warranty Response***
- 7 On Demand access to RFE Service History Data Base***

*Not available in Quebec. Some restrictions apply. Certain Rewards may be limited due to site locations. Ask your Russell sales representative for details.

Put the Platinum Partner Product Rewards to work for you! Consult your RUSSELL sales representative today!

We service what we sell!



Quest Cooking Equipment



All Cooking, Broiling, Baking, Frying and Grilling Equipment



Duke Convection Ovens



613, 5/9 and E Series Ovens



Habco Refrigeration



All Dependable Series



Beverage Air Refrigeration



BEVERAGE-AIR

All Beverage Air Products



Champion Moyer Diebel Ware Washing



The Dishwashing and Restrooming Machine Specialist

501, 401, DF & DHB Series



Globe Slicers and Mixers



All Slicers and Mixers

