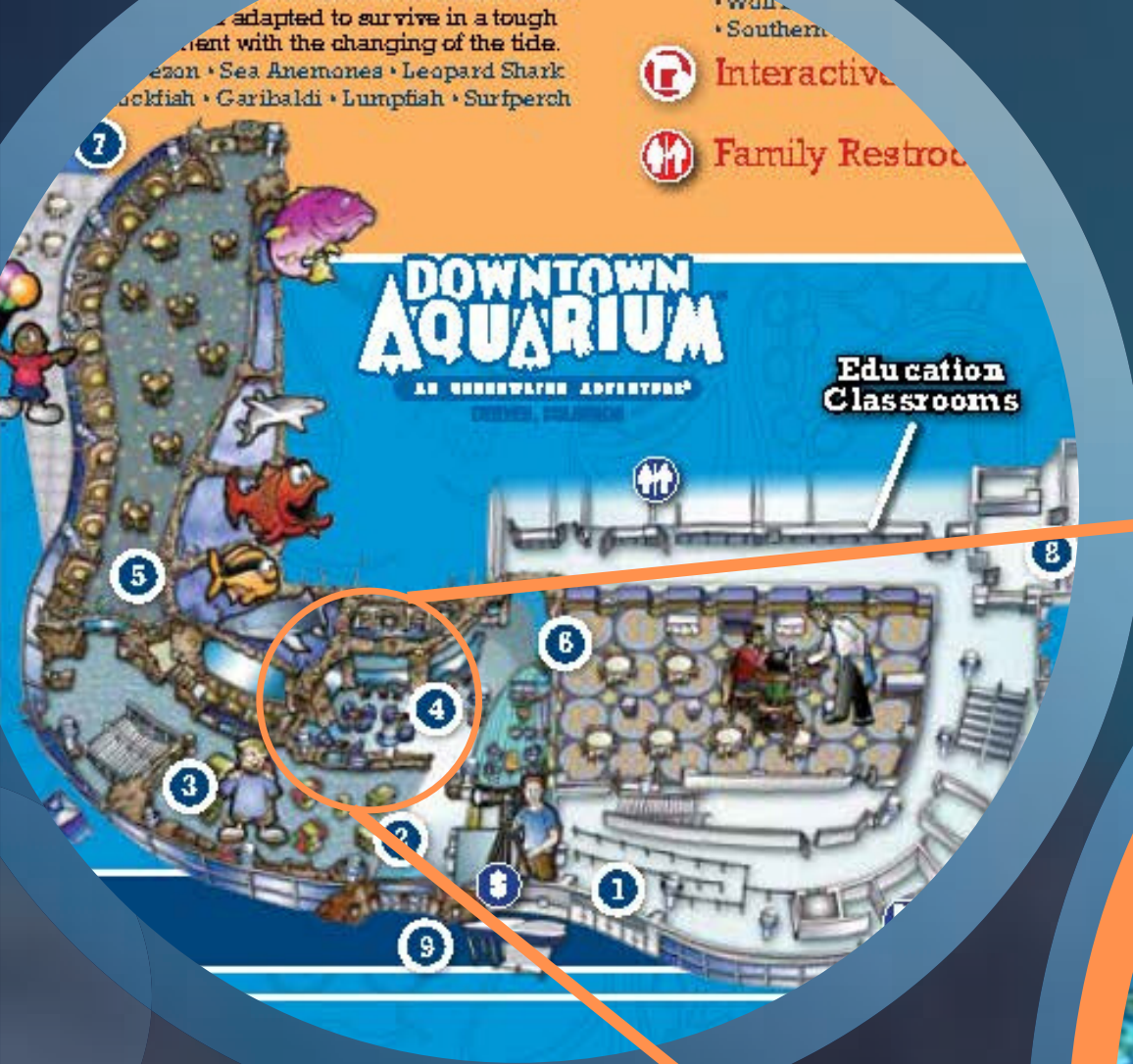


# BOTTOM FEEDERS

UNDERSEA DINING EXPERIENCE

"If you can't beat 'em, eat 'em!"





## LOCATION

Bottom Feeders Undersea Dining Experience is located in the Downtown Aquarium in Denver, Colorado. Located near the aquarium's full service restaurant, this kiosk provides guests with a family-friendly, quick-service dining option in an intensely themed and interactive environment.



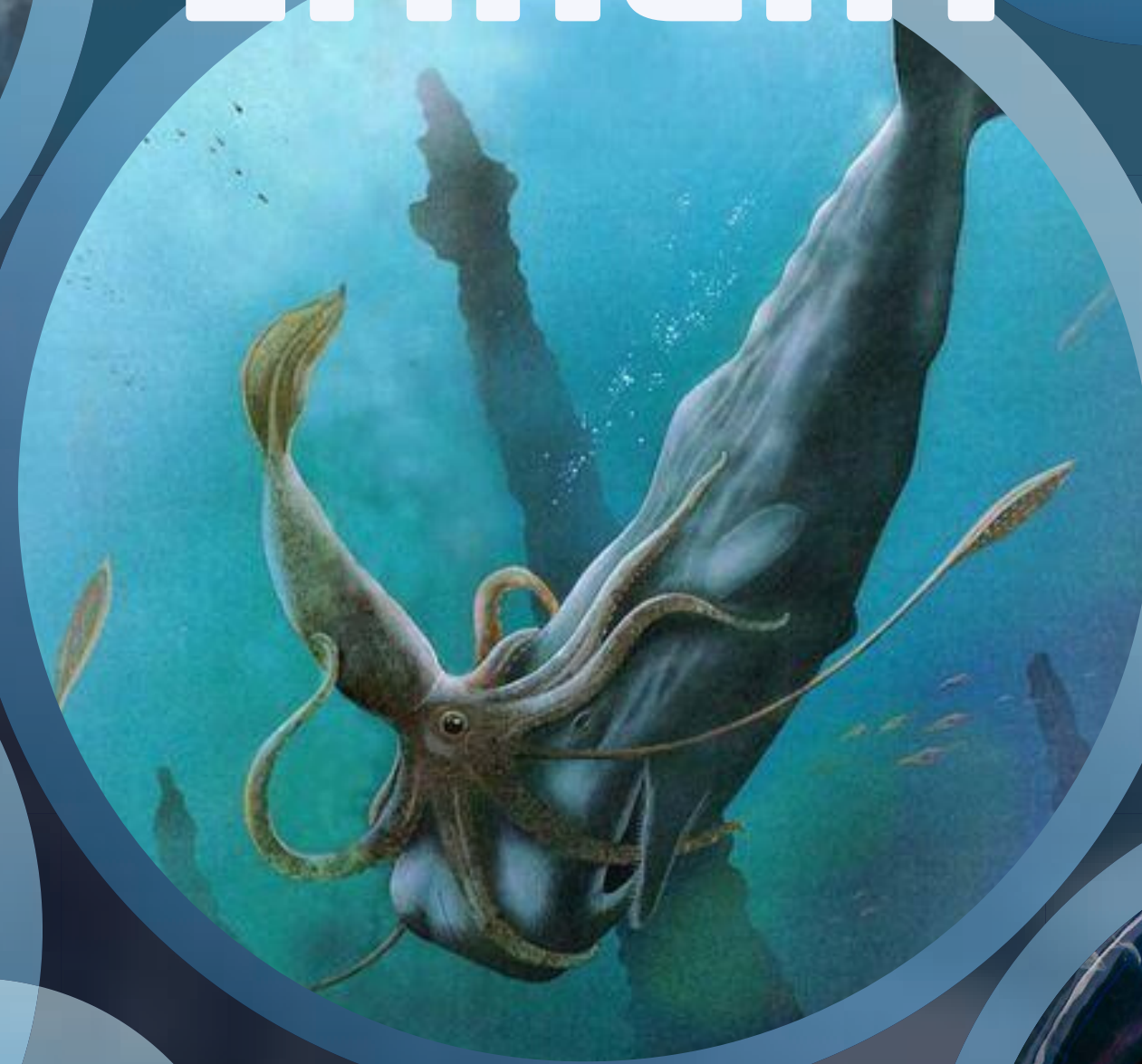


# NARRATIVE

Bottom Feeders restaurant was founded by Captain Stanley O. Stafford and the crew of the SS Exploration submarine. Near the end of World War II, Captain Stafford and his crew were transporting secret new technology for the Allied war effort when they were attacked by a giant squid and dragged to the bottom of the ocean. Everyone on-board would have died if it were not for their passenger, Dr. L'Ather, who had spent his life studying water tension and control and had recently discovered great advancements in bubble technology. Thinking quickly, Dr. L'Ather activated his Water Habitation Enhanced Tension machine (W. H. E. T.) and wrapped the submarine in an everlasting bubble, allowing the crew to breathe. Sadly, the massive squid still refused to let go. The submarine remained at the bottom of the ocean, while the crew worked out a way to escape. Eventually they managed to enhance the W.H.E.T machine's power and created a network of air-tunnels to the surface. Then, when the war ended, the crew decided to make the best of a bad situation and open a little restaurant at the bottom of the ocean! They figured, if you can't beat 'em, eat 'em!



# CONCEPT IMAGRY





# TECHNOLOGY

Themed self-service kiosks will allow guests to customize their dining selections.

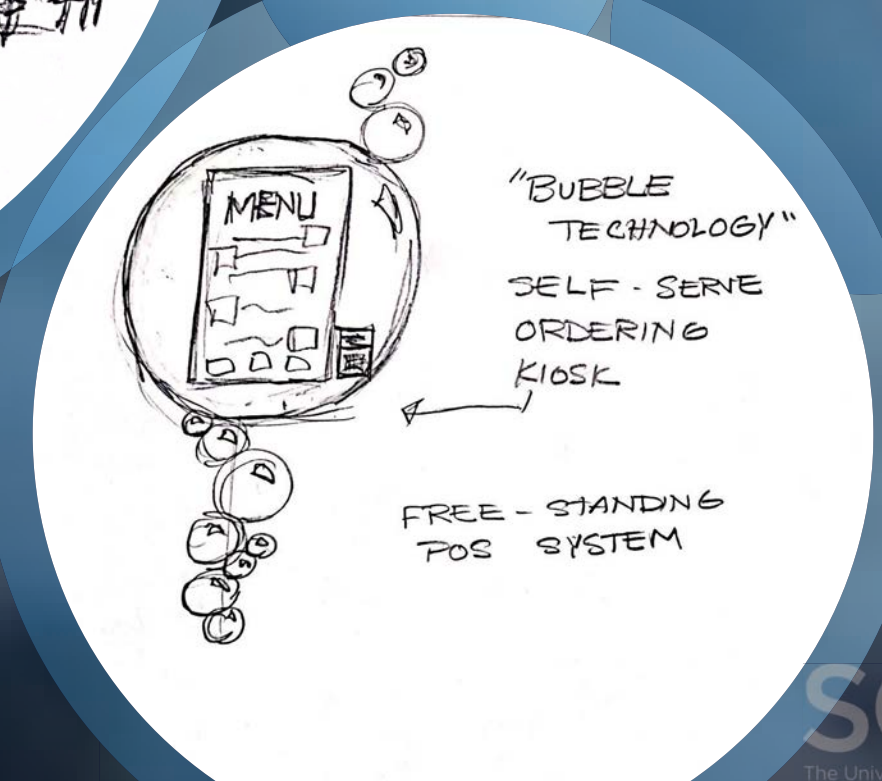
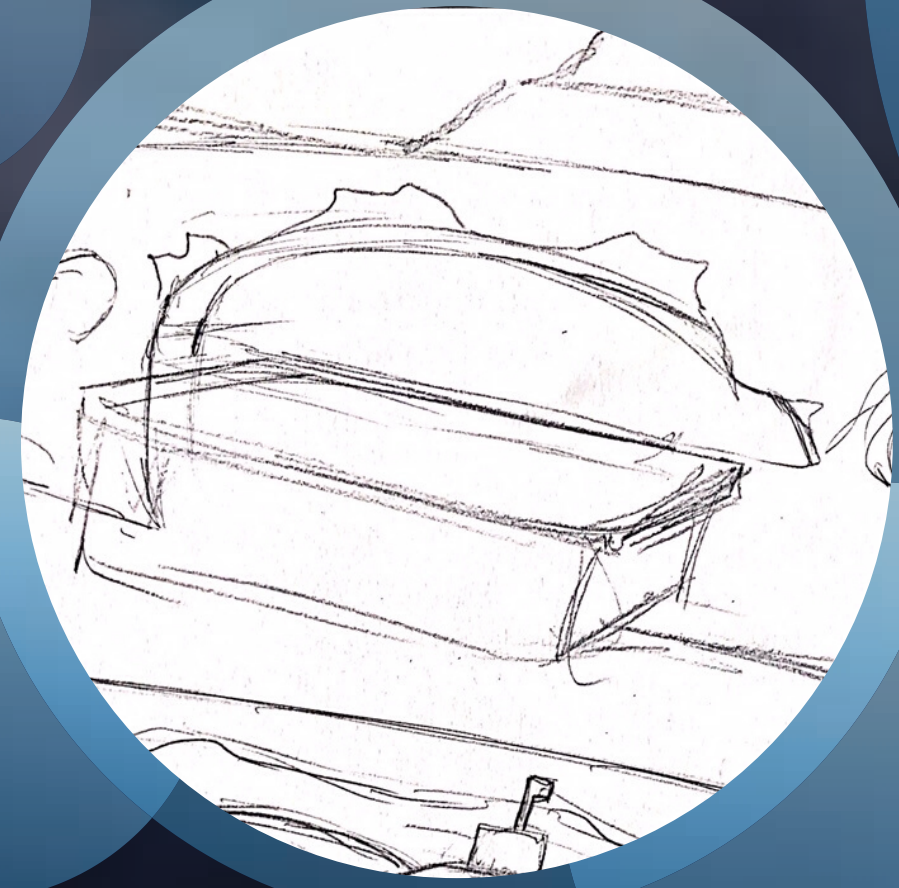
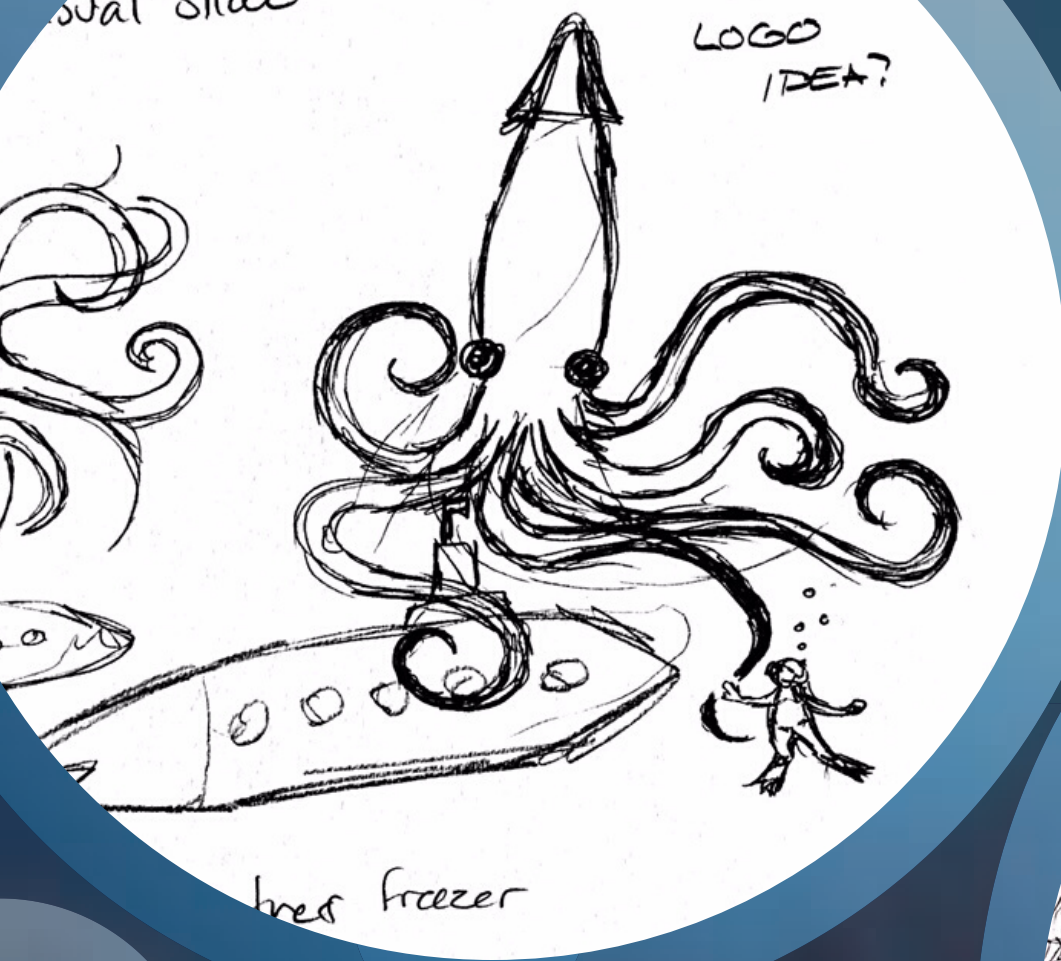
- Minimize the staff required to run the kiosk
- Free-up the otherwise limited floor space for more guest seating options and themed styling
- Streamline the payment process
- Encourage a 20% - 30% increase in overall spending in every transaction (According to Harvard Business Review)
- Seamless up-selling techniques
- Easily customize or add onto each order

These small kiosks allow for more points of sale so that large families can have their children to make their own selections without holding up the young couple who know exactly what they want!



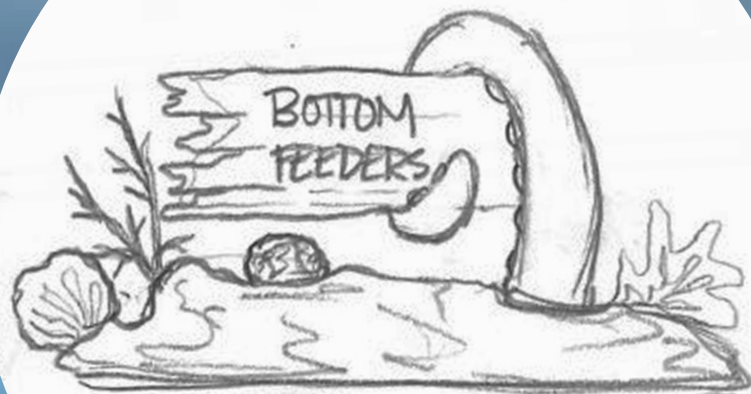
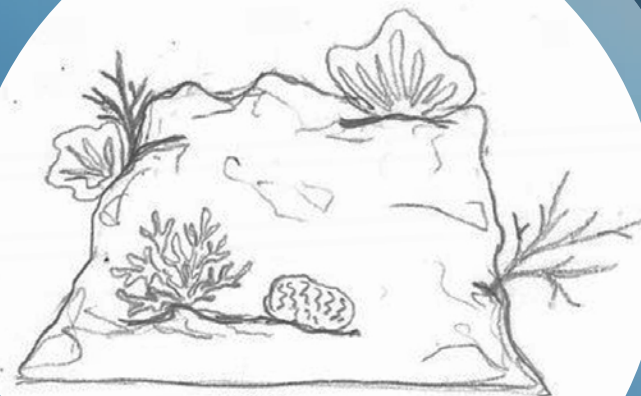
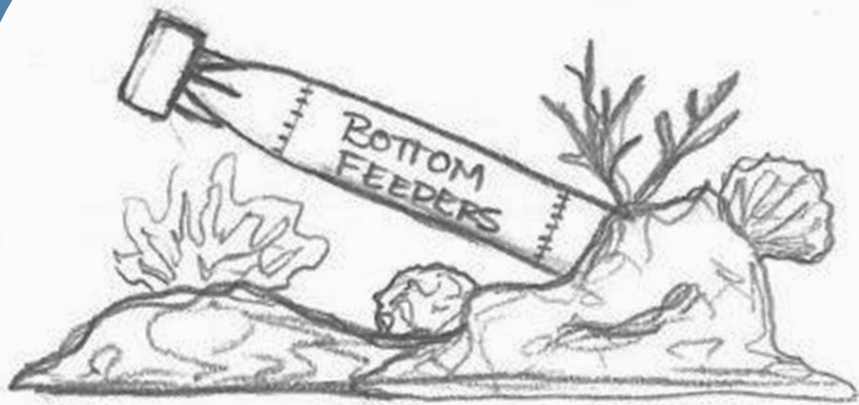


# EARLY CONCEPT SKETCHES

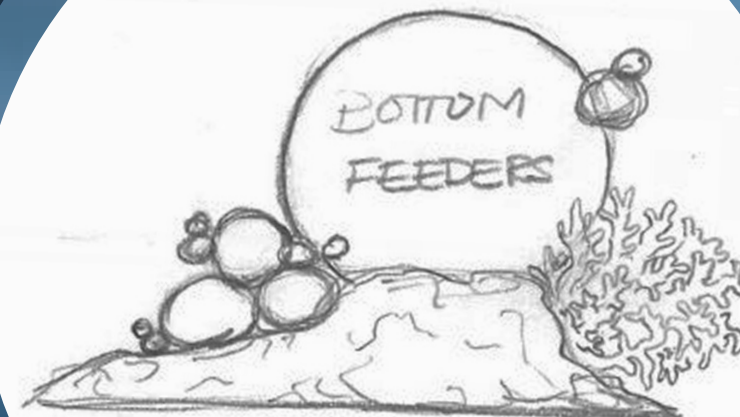




# EARLY CONCEPT SKETCHES



BACK







# BOTTOM FEEDERS

UNDERSEA DINING EXPERIENCE

## MENUE

### MAIN

.....

Fish and Chips  
Greek Salmon Salad  
Tuna Salad Sandwich

### SIDES

.....

French Fries  
Side Salad  
Fruit Cup  
Veggies and Dip

### KIDS MENU

.....

Chicken Strips and Fries  
Grilled Cheese Sandwich

### DRINKS

.....

Coke Products  
Iced Tea  
Water





# EQUIPMENT LIST

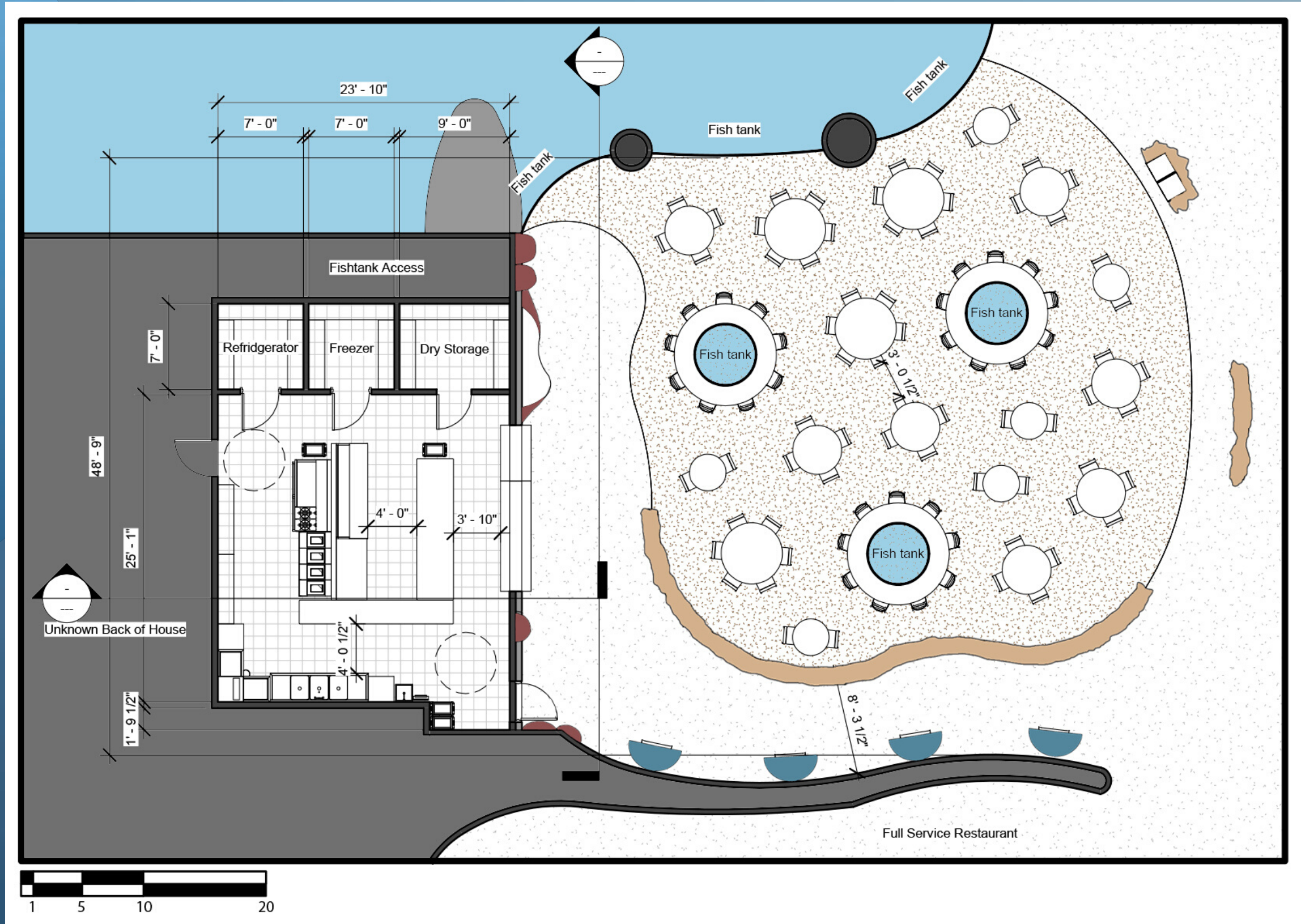
.....

- Walk-in Refrigerator
- Walk-in Freezer
- Two Under-Counter Refrigerators
- One Commercial Salad-Preparation Refrigeration Counter
- One Stainless Steel Sloped Serving Counter
- Four 40lb Commercial Fryers
- One Commercial Oven/Range
- Eleven Wire Storage Shelves
- One Commercial Dishwasher
- One Commercial 3-Compartment Sink
- One Commercial Hand-washing Sink
- One Paper Towel Dispenser
- Four Commercial Trash Cans
- Two Commercial "Thank You" Trash Receptacles with Tray-Return Top
- Four Self-Serve, Digital Menu Display POS Kiosks



# MEASURED FLOORPLAN

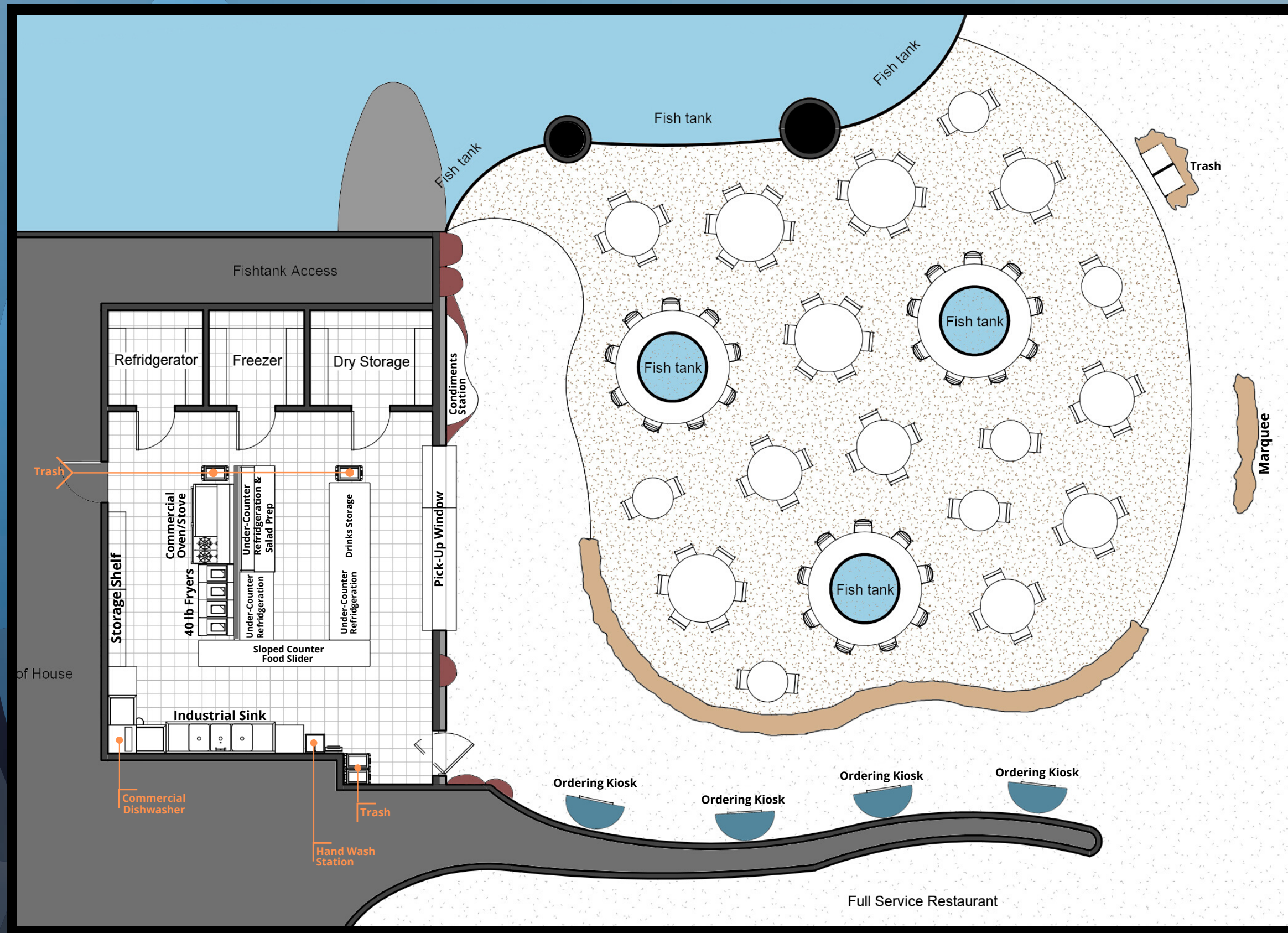
Bottom Feeders Restaurant is located in the footprint of the old Dive Lounge. As such, it has a small alcove for guest seating, and a limited kitchen space. The rest of the surrounding back of house area is taken up by aquarium equipment, service hallways, and the kitchen for the full-service restaurant next door.



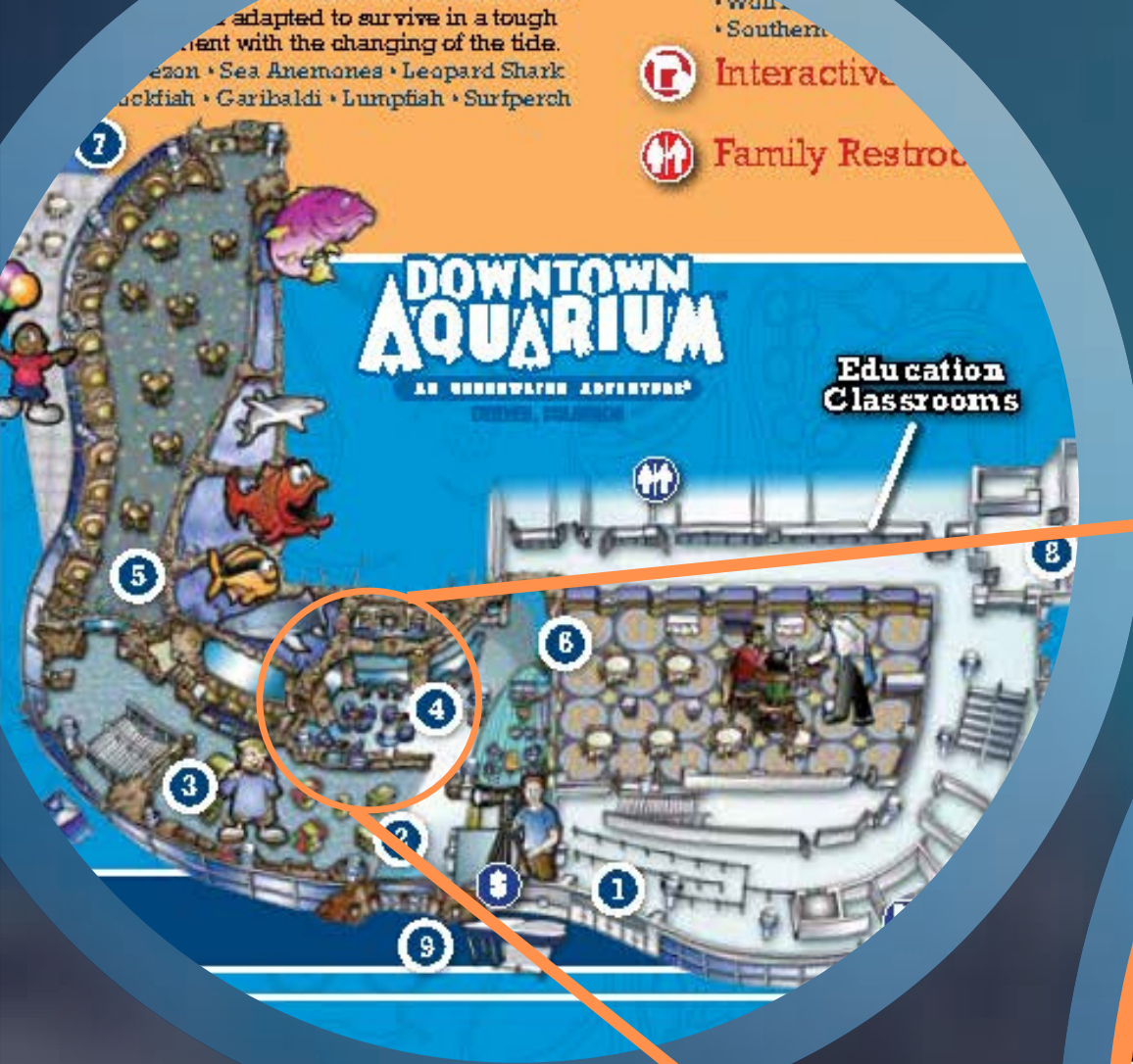
Both the kitchen and the dining space are ADA compliant.



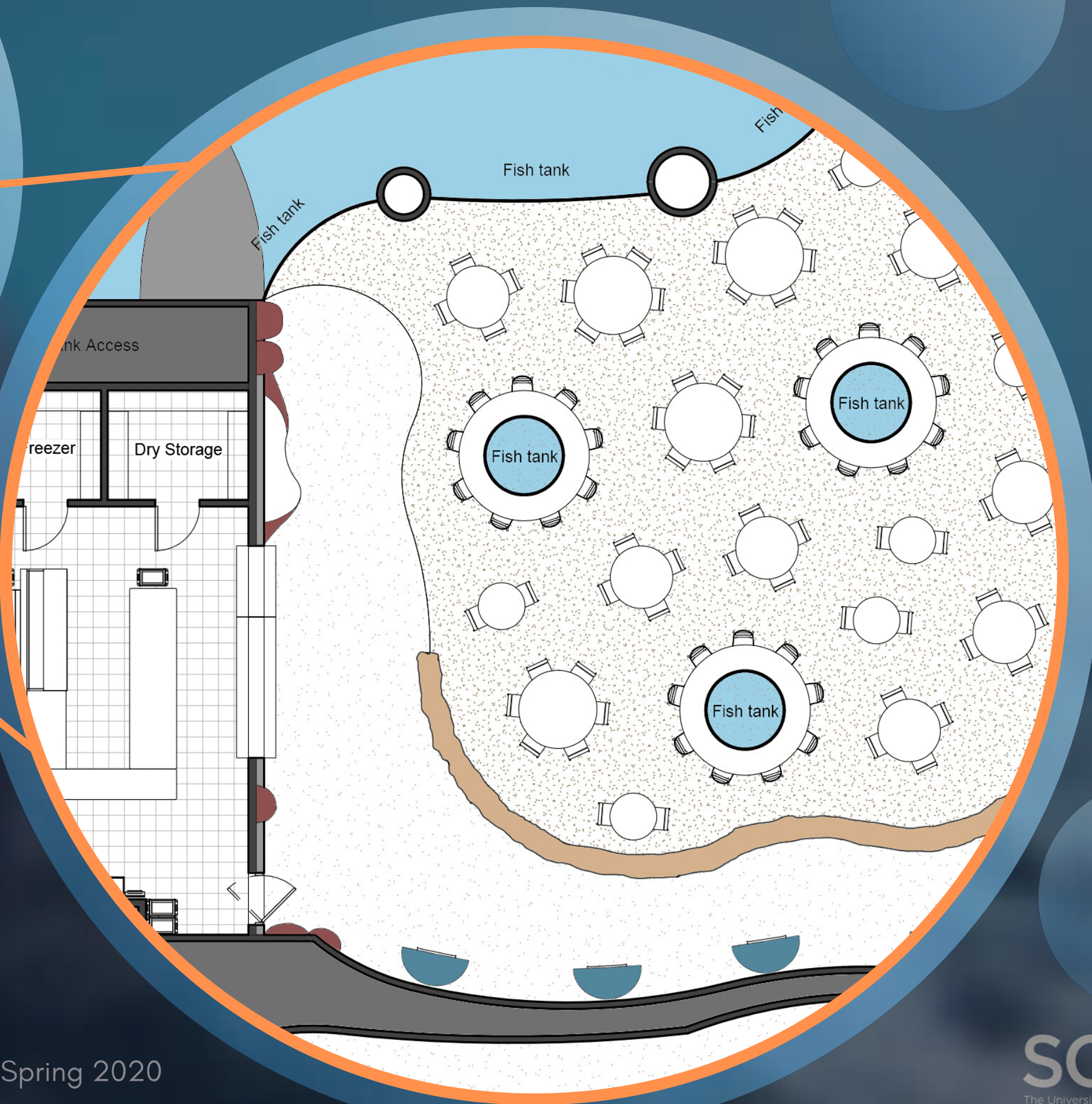
# LABELED FLOORPLAN







# SITTING OF THE KIOSK





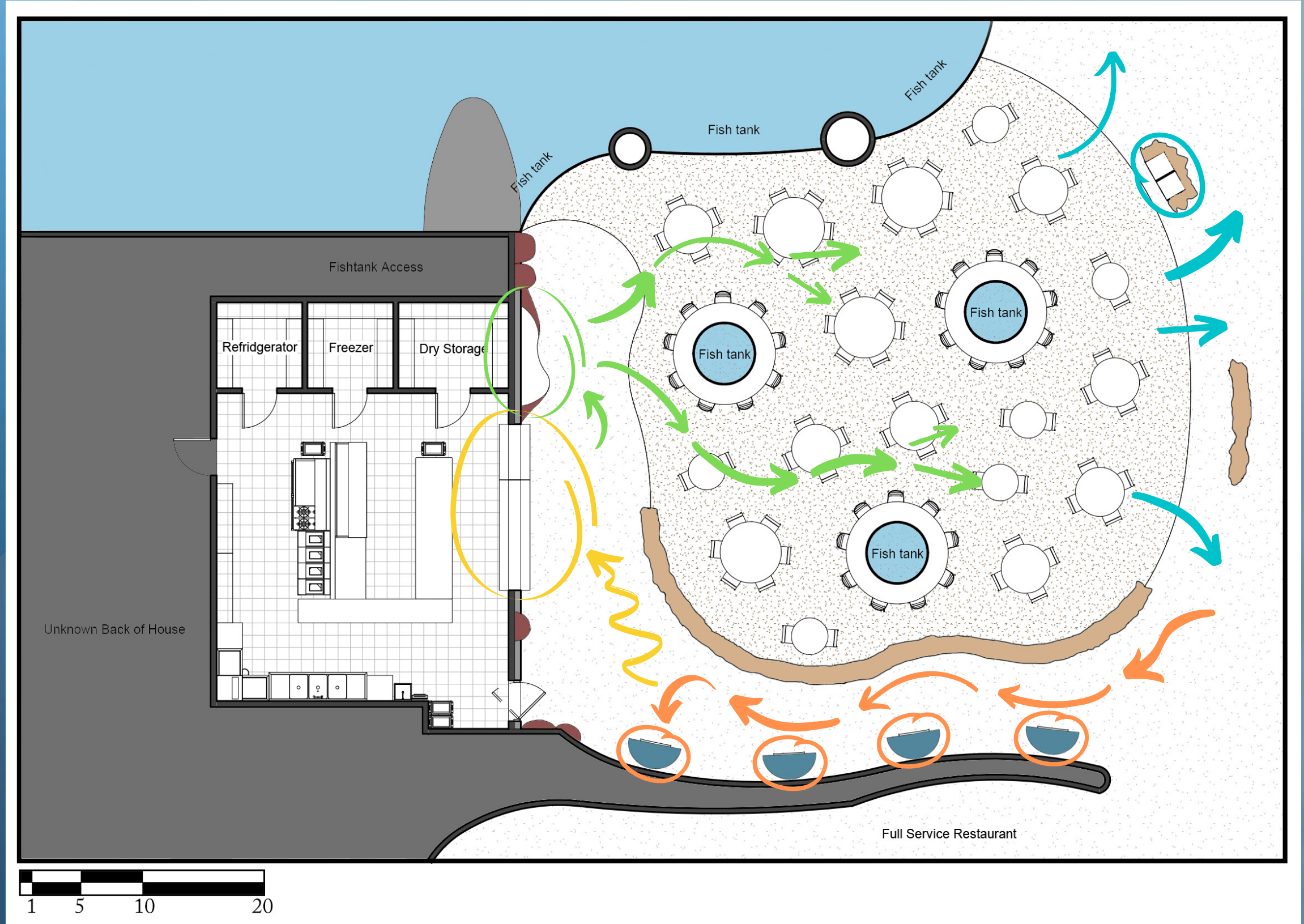
# GUEST USE & FLOW

Ordering at self-serve kiosk

Waiting Area & Meal Pick-up

Condiments & Seating

Waste Disposal & Exit





# OPERATIONAL LAYOUT

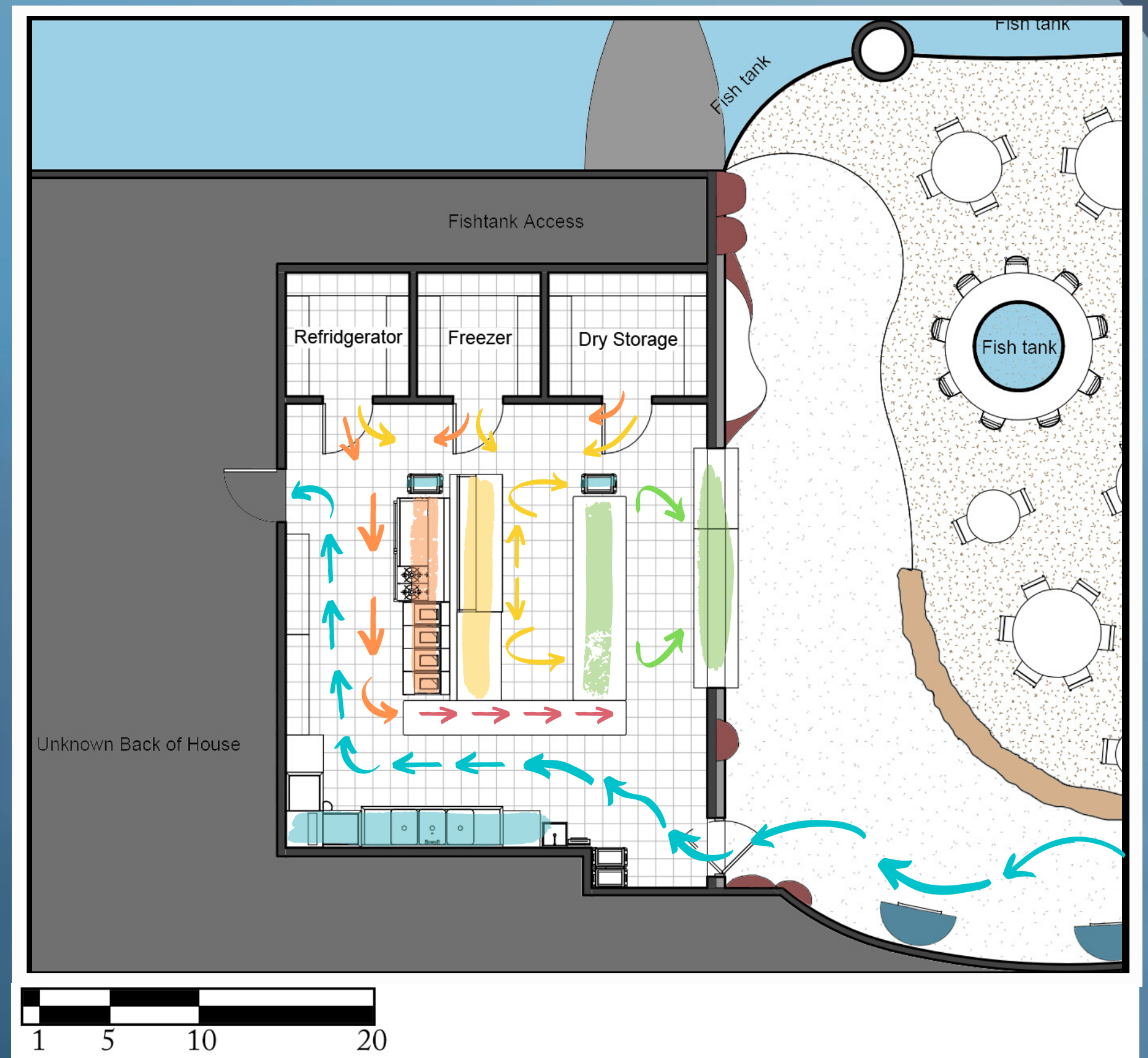
**Hot Line:** Fryers, Oven, Grill

**Cold Line:** Refrigerated Prep Tables, Cold Storage

**Serving Line:** Heat Lamps, Beverage Station

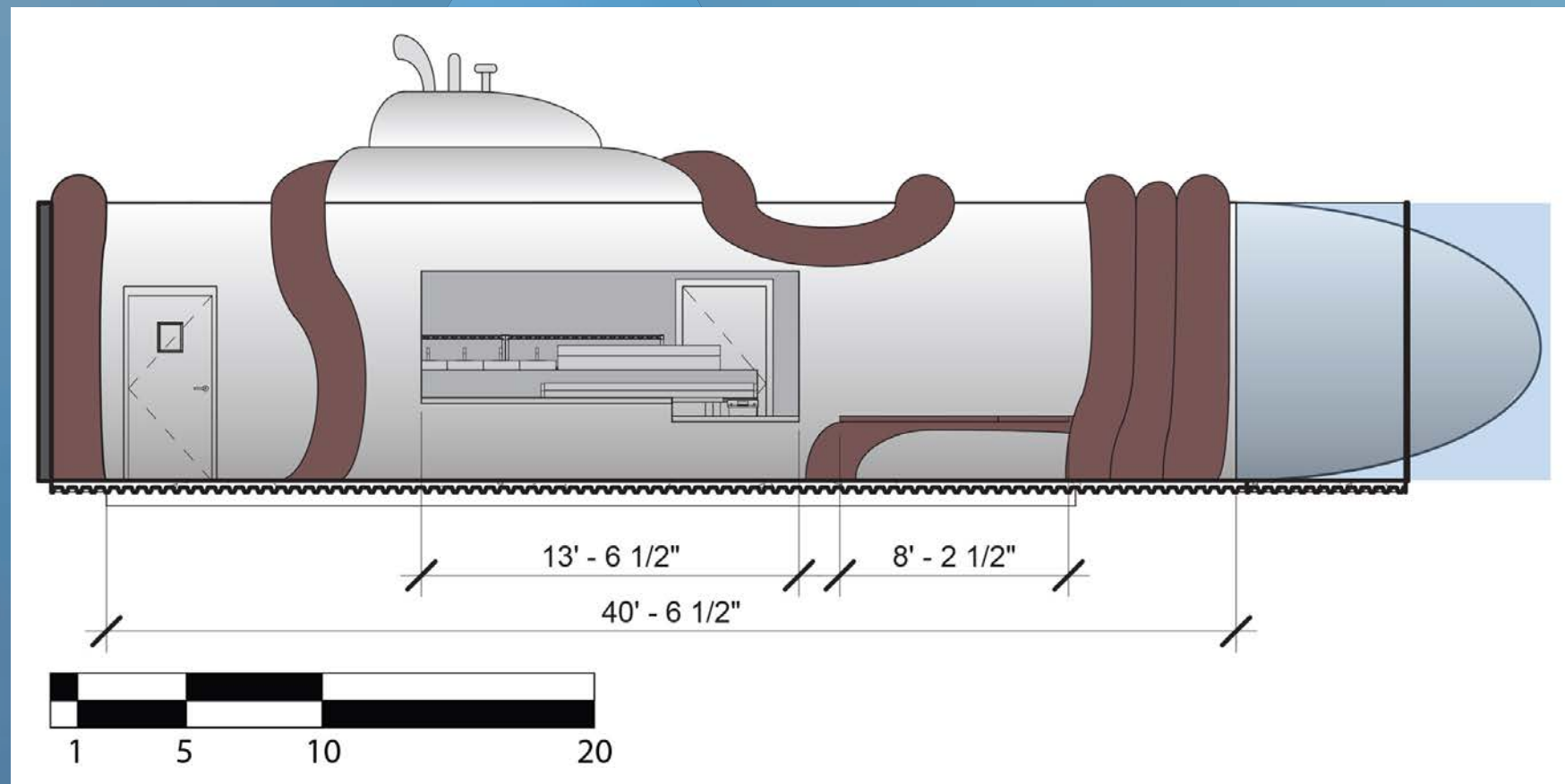
**Waste Disposal & Dishes:** Sink, Dish Washer, Bins

**Food Pass-Along:** Sloped table

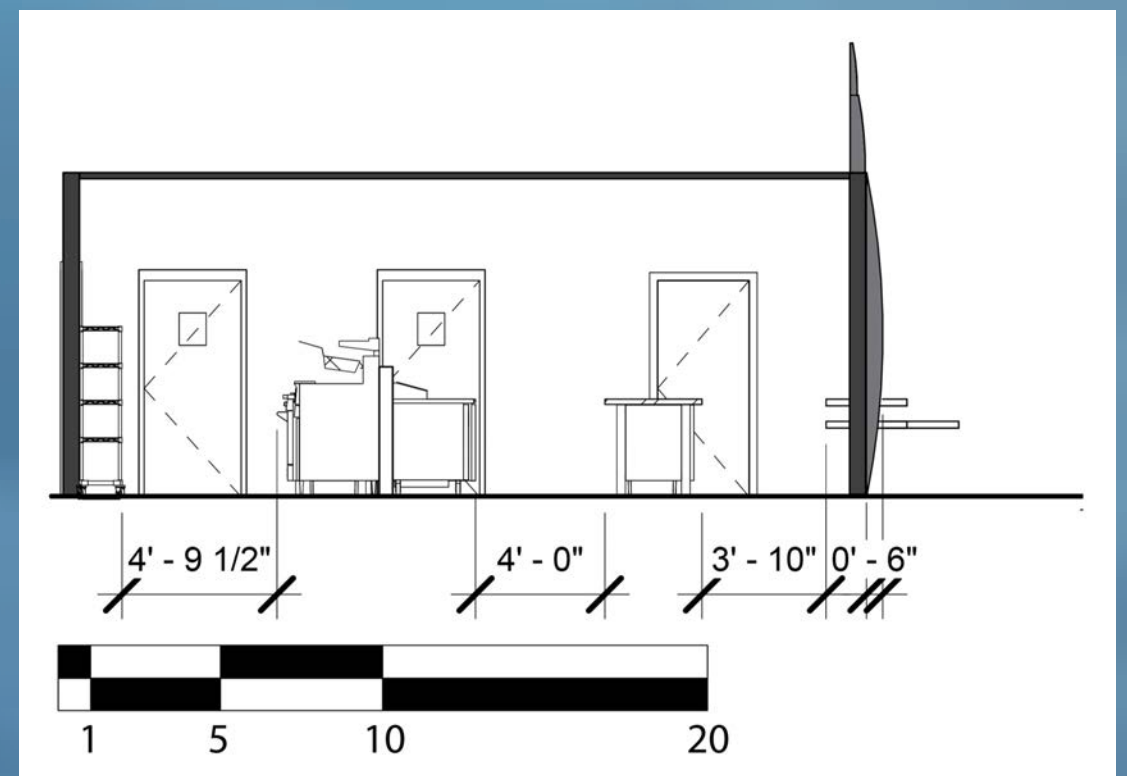
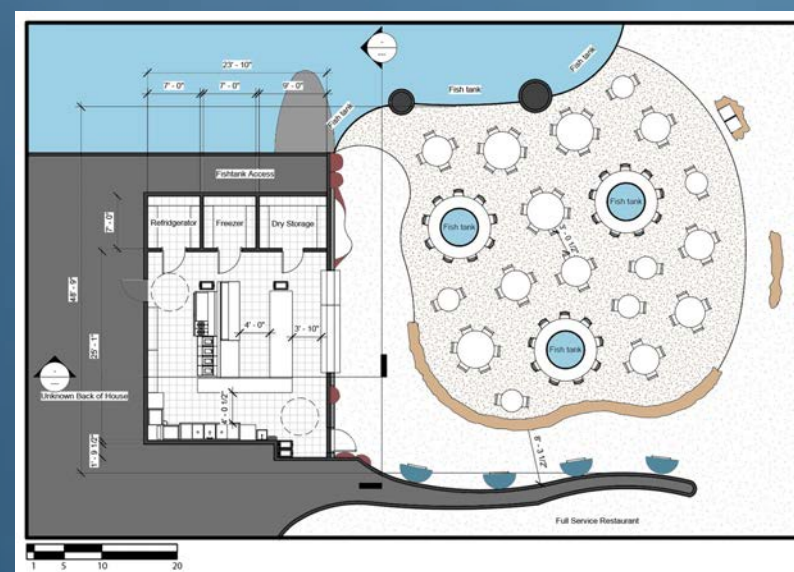




# SECTIONS & ELEVATIONS

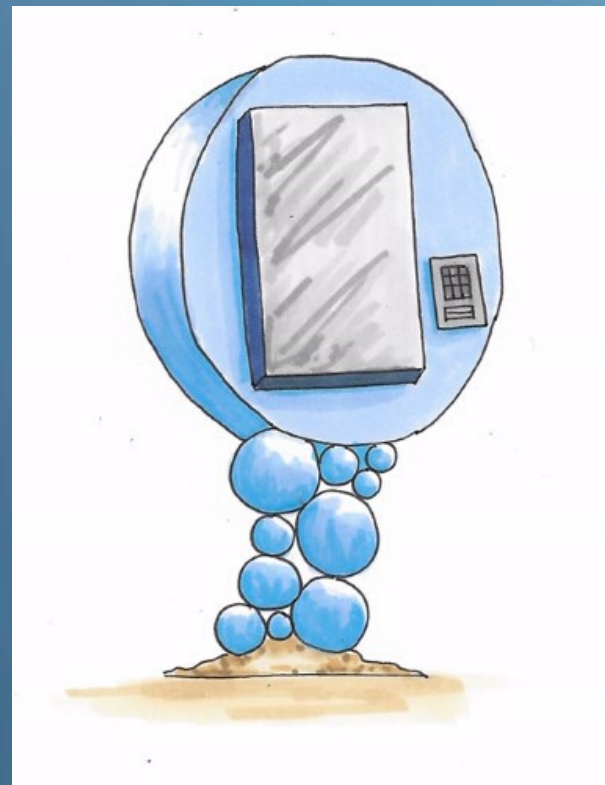
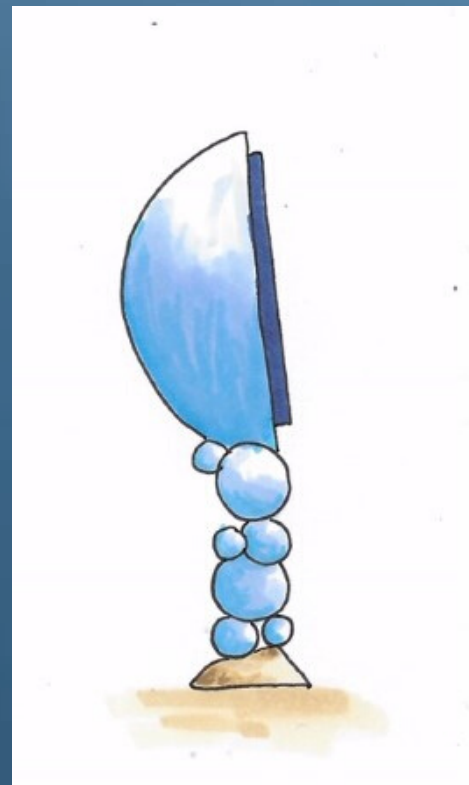
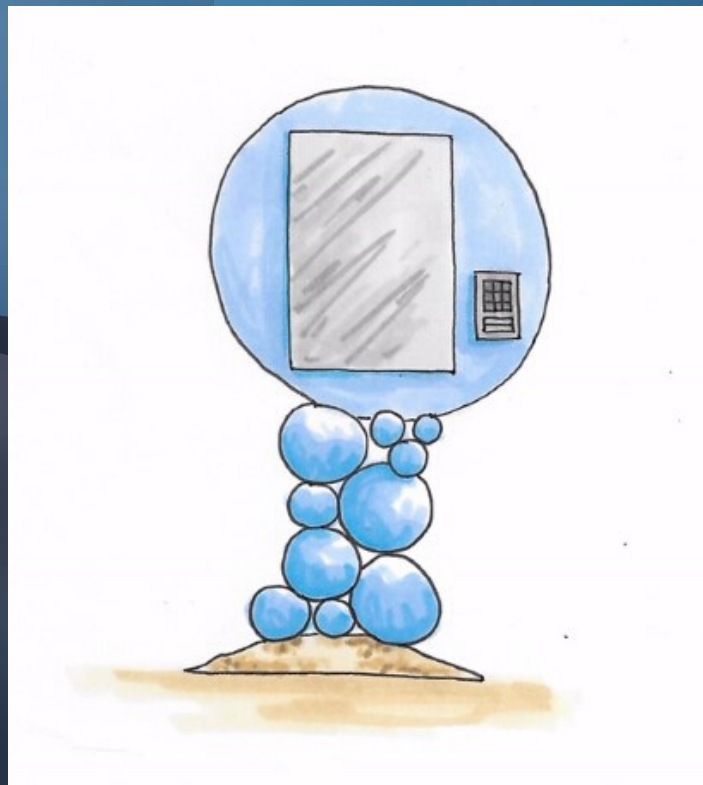
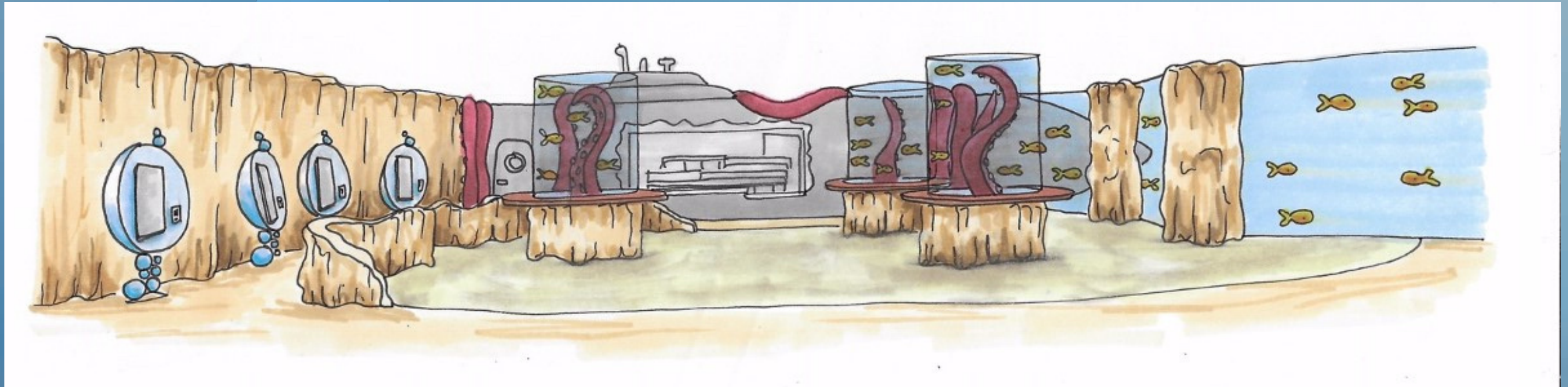


The submarine facade masks a flat wall and full-sized kitchen with a convex metallic front. The submarine front is roughly 6 inches deep, but the tentacle details will stand out farther from the facade and even support the condiments station.





# INTERIOR VIEWS & DETAILS

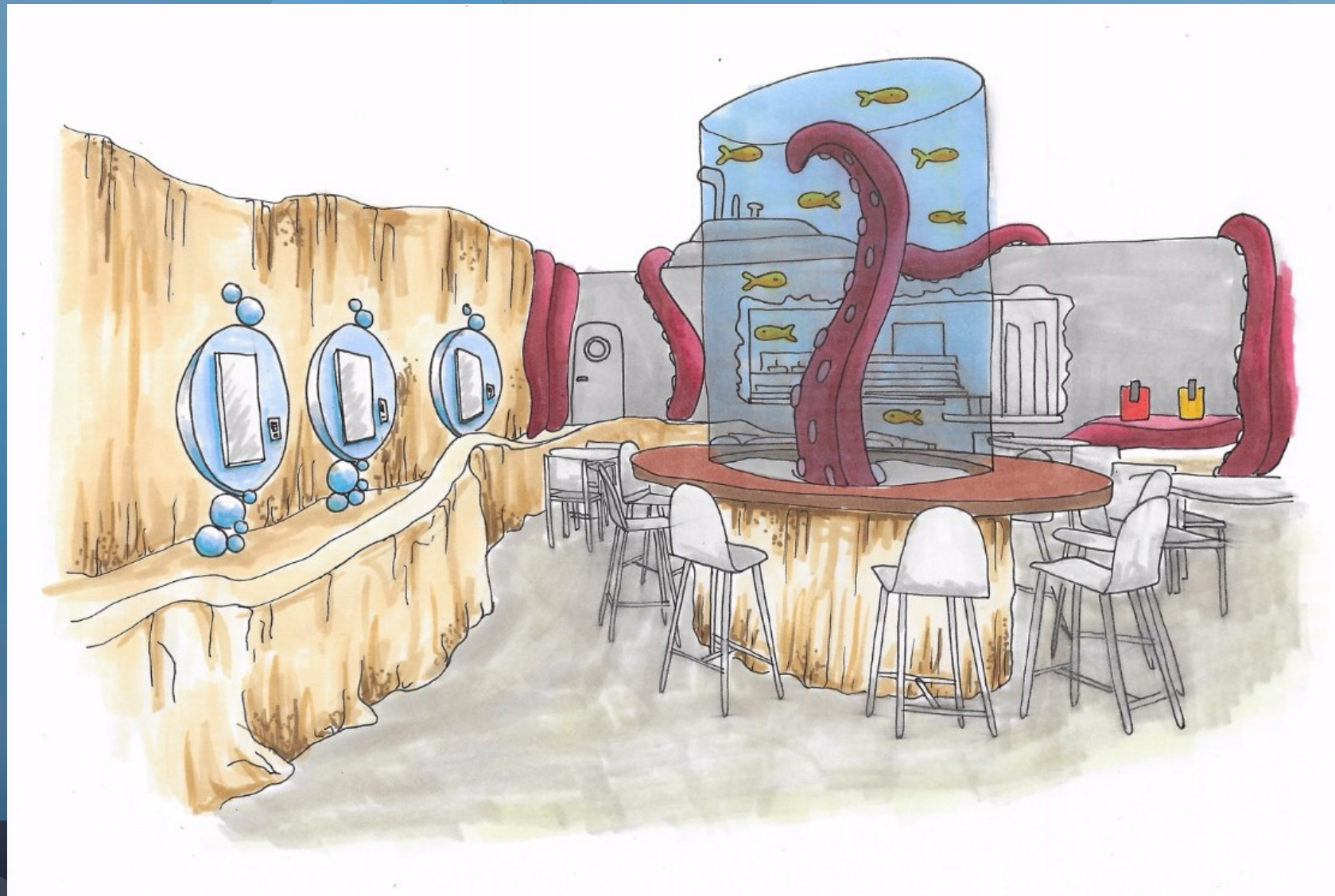


**Overall Environment  
Design**

**Menu & Self Serve  
Kiosk Design**

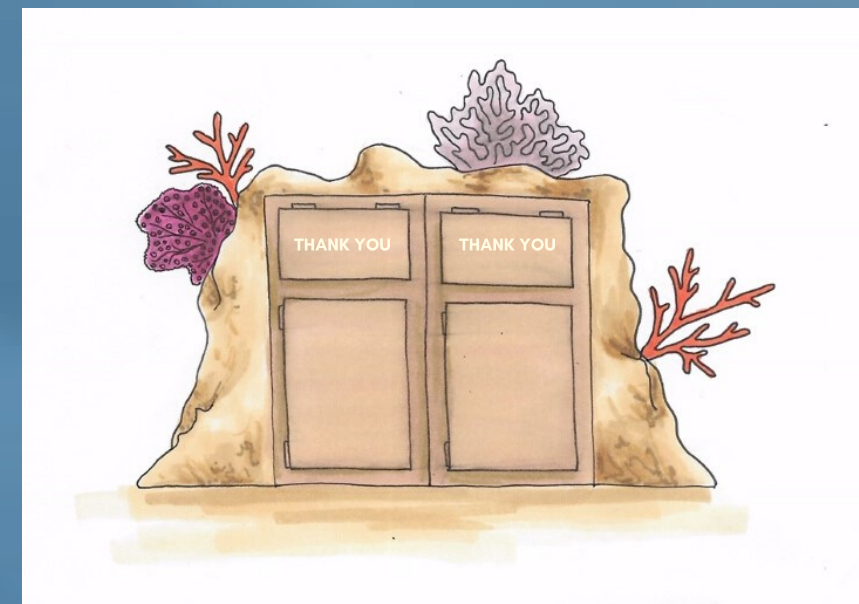
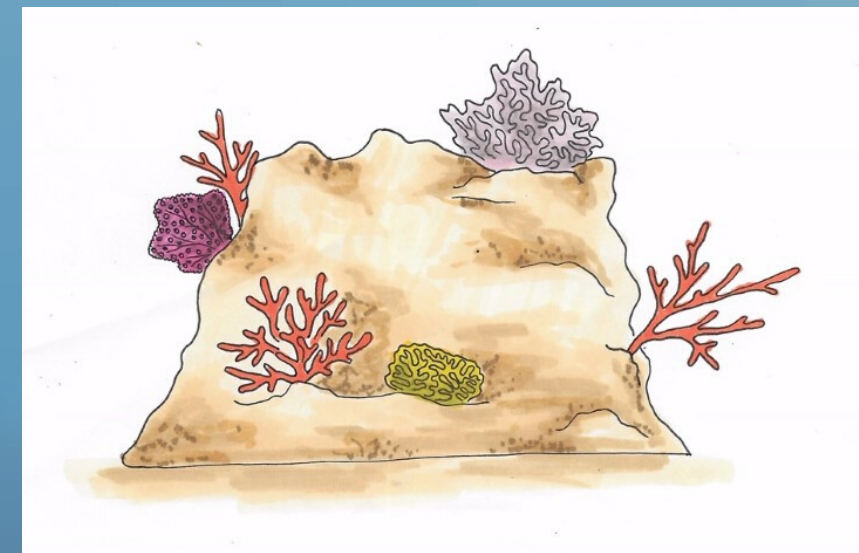


# INTERIOR VIEWS & DETAILS



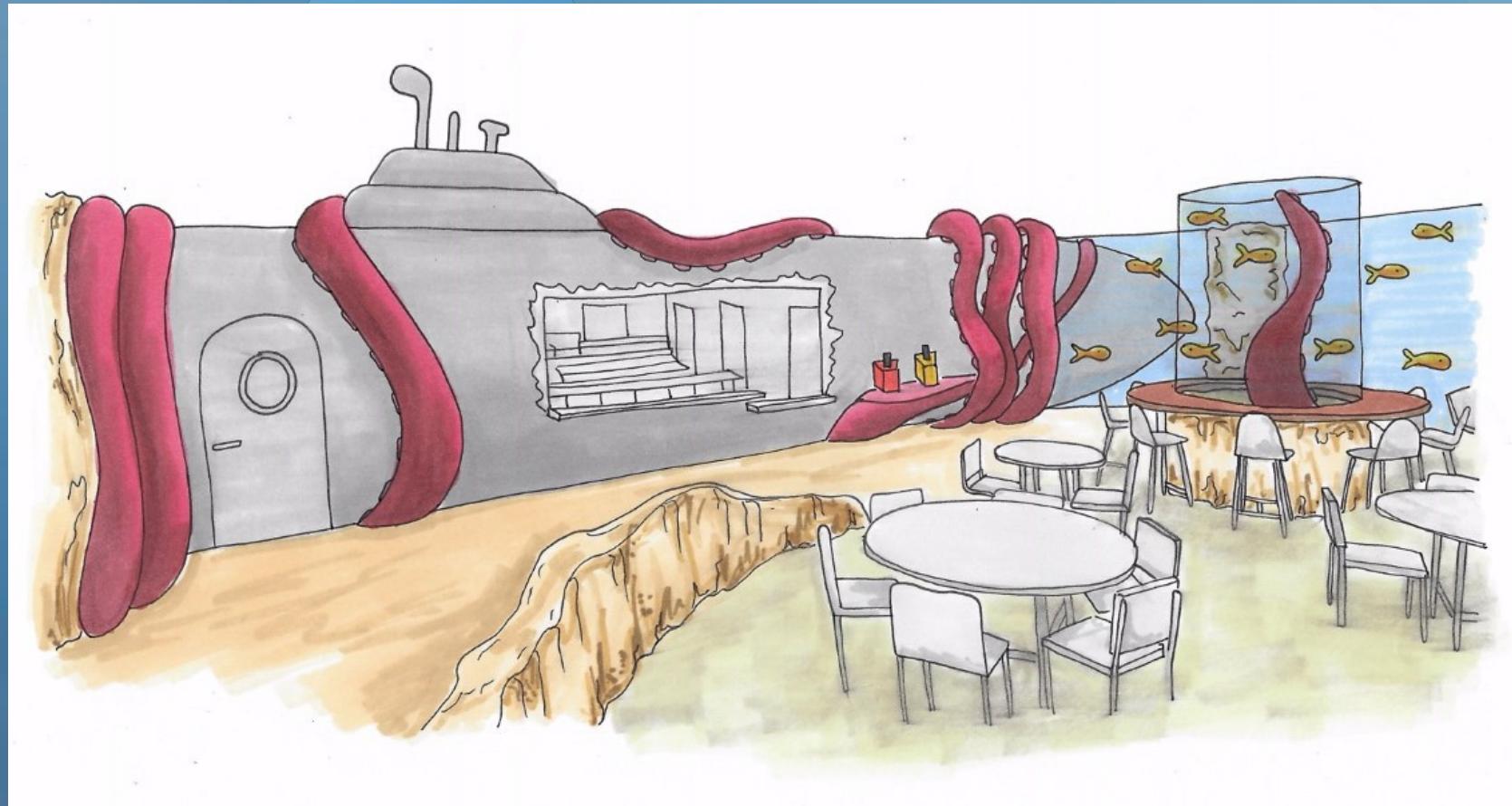
**Detail View of  
Fish-tank Table**

**Themed Trash & Tray  
Return Station**



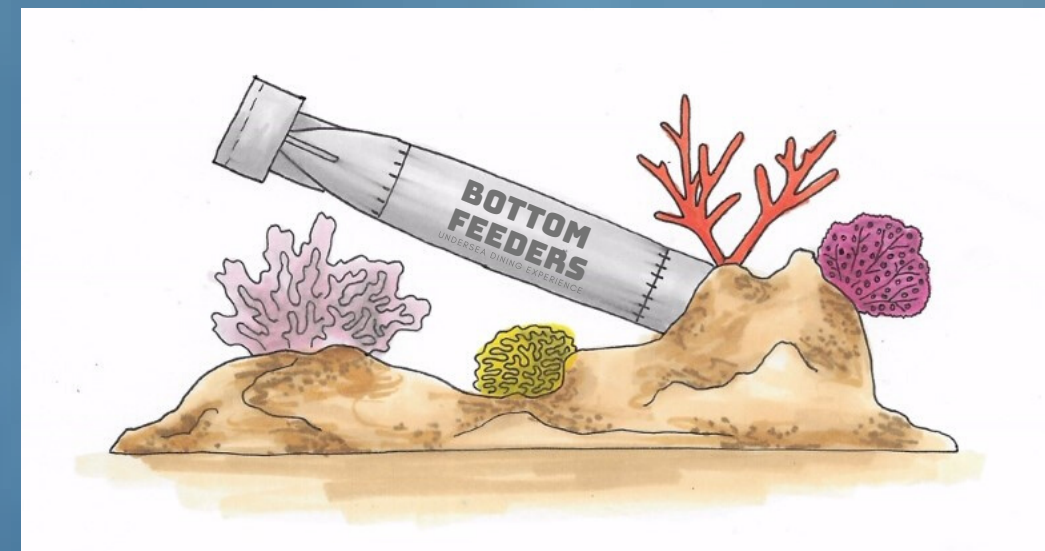


# INTERIOR VIEWS & DETAILS



Detail View of  
Pick-Up Window

Marquee Detail







**THANK  
YOU**