



Structural Concepts®
DELIVERING FRESH. ALWAYS.™



OASIS B47R
Self-Service, Multi-Deck



OASIS C63R-UC
Self-Service, Undercounter

QSR

Increase Customer Patronage by Taking Advantage of Thrifty and Time-Crunched Restaurant Goer's Desire for Fresh Food Convenience

Restaurants have long relied on Structural Concepts as a resource for **innovative, wide-ranging unit designs** and **convenient service formats** that fit most applications to help them **remain competitive**.



OASIS C53R-UC
Self-Service, Undercounter

OASIS B47R
Self-Service, Multi-Deck



REVEAL NE4820RSV
Service, In-Counter

REVEAL C33R-UC
Self-Service, Undercounter

Growth is Expected to Continue Creating Investment Opportunities for Operators

18%

of operators say improving kitchen and serving equipment is their highest financial priority investments ranking 2nd after opening a new location.

25%

of operators are investing in restaurant redesign and modernization to increase customer conversion.

30%

of operators say new construction/development are ways they are activity transforming to meet evolving business needs.

Source: Restaurant Industry Trends, KPMG



Undercounter

Meet Customers On the Way In and Out

Increase sales potential with appealing grab & go displays. Can be integrated into millwork and other counter materials to bring fresh food and chilled beverages directly in front of customers.

OASIS C53R-UC

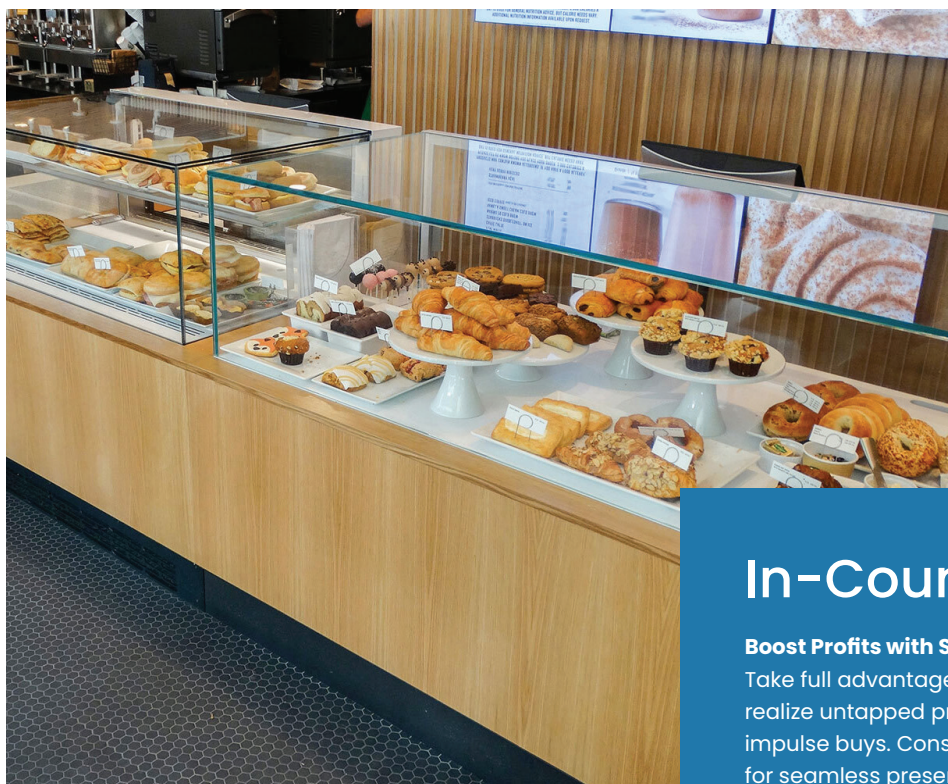
Self-Service, Undercounter

New store formats are emerging with smaller footprints and dining areas.



These formats coincide with NPD/CREST data showing that 79.5% of restaurant traffic was from carry-out, drive-thru and delivery.

In quick service, the proportion is even higher, at 86%.



REVEAL NE4847RSV

Service, In-Counter

In-Counter

Boost Profits with Sleek Frameless Merchandisers

Take full advantage of premium counter space and realize untapped profit potential by capitalizing on impulse buys. Consider frameless glass merchandisers for seamless presentation and integration of the surroundings, placing the focus on the food inside.

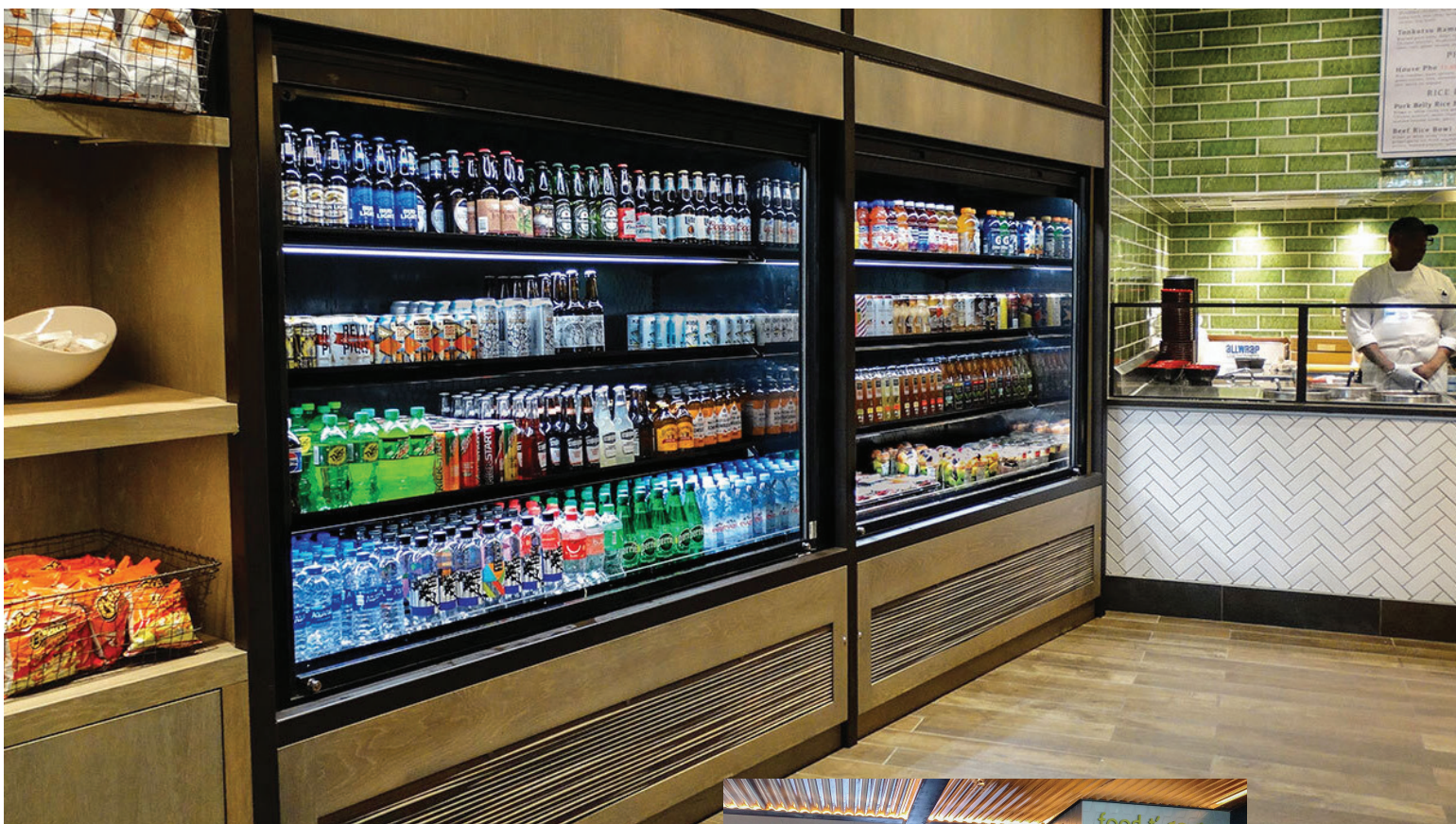
REVEAL NE4820DSV

Self-Service, In-Counter

Structural Concepts can **drive traffic and boost engagement** with better solutions that meet industry requirements, unarticulated needs, and existing market demands **by producing products that work harder, beautifully.**

OASIS B67R

Self-Service, Multi-Deck



Multi-Deck

Enhance Convenience and Speed of Service to Time-Starved Shoppers

Stimulate sales by offering a variety of grab & go options with self-service cases to accommodate modern consumer's fast-paced lifestyle and desire to make speedy selections and transactions.



Working from home is changing the way consumers use restaurants and mealtimes are blurring into all-day dining.
Source: State of the Industry, National Restaurant Association



Consumers are looking to trim their restaurant spending by moving down the value chain from fine dining to casual restaurants, or from casual restaurants to quick-service restaurants (QSRs).

64%

of consumers say they are increasingly likely to replace traditional meals (breakfast, lunch, dinner) with snack items during the day.

Source: State of the Industry, National Restaurant Association



OASIS B37R

Self-Service, Multi-Deck

90%

of operators say their customers are more value-conscious than they used to be.
Source: State of the Industry, National Restaurant Association



Food Bars

Support Fast Service with Customizable Fresh Food Solutions

Food Bars are a flexible solution designed to elevate fresh food offerings in QSR environments—perfect for salads, hot foods, toppings, and more. These units provide modular configurations, easy access, and clean design lines to support high-volume throughput while delivering an appealing presentation that drives impulse sales.

GROCERANT FB5S-4R

Service, Specialty



GROCERANT FB6S-5R

Service, Specialty



GROCERANT FB6SSR-4R

Self-Service, Specialty

60%

of overall food spending in the previous year was attributed to food away from home.

Source: USDA

82%

of consumers say going out to a restaurant is a better use of their leisure time than cooking at home.

Source: USDA

Structural Concepts specializes in **visualizing a solution** and thoughtfully develops merchandisers that can be easily integrated into new or existing formats **to ensure consistency of fit and design.**

HARMONY HMBC2
Combination



Combinations

Create a Destination for Fresh Food by Utilizing Space-Saving Innovative Display Options

Combination models optimize floor space with multiple display areas in a single piece of equipment, providing flexibility to offer a variety of fresh foods within different methods for serving the customer.



OASIS COU2757R
Combination

39%

of operators expect to offer more fresh or packaged food items for sale on premise to increase their business.
Source: National Restaurant Association, State of the Restaurant Industry



Hot and Cold Combinations

Elevate the Customer Experience by Offering More Options

Provides a vertical combination of grab & go refrigerated and heated display offering both hot and cold temperatures in the same case. Designed with self-contained refrigeration that affords operators the flexibility to relocate the merchandiser to different areas. Contains individually controlled heated shelf temperatures allowing more product diversity.

OASIS B3924RH

Self-Service, Multi-Deck

71%

of operators experienced some form of growth ranging from 5% to +20%.

Source: R365, State of the Restaurant Industry



Industry growth will be driven by new products and locations and changing consumer dining habits.

Source: Restaurant Industry Trends, KPMG



Refrigerated Door Merchandisers

Open the Door to Profitability

Create a seamless transition from open cooler merchandisers that create more merchandising space to satisfy customers' desire for fresh food while reducing energy costs by 82%.

OASIS BD4732, BD3632

Self-Service, Multi-Deck

Operators said they are moving ahead with expansion:

23%

plan to open a single new location

24%

are setting their sights on adding 2-5 new spots

8%

are gearing up to launch 6 or more

Source: Bank of America, Restaurant Trends and Outlook

Structural Concepts Can Help Operators Maximize Their Business



REVEAL NR5855RSV, NR6055RSV
Service, Multi-Deck

We can help reduce labor and increase fixed capacity by turning over more customers self-service displays and service merchandisers where diners can immediately access selected menu items.

We can create more opportunities to increase customer patronage by taking advantage of thrifty and time-crunched restaurant goer's desire for fresh food convenience with grab & go displays.

We provide an unparalleled value by meeting restaurants' expanded need for high-quality, fresh food offerings with a diverse collection of reliable, flexible merchandisers that work harder, better display and sell more food.

We can minimize the total cost of ownership associated with the ongoing operation and upkeep of displays and merchandisers, as well as safely displaying fresh food over extended periods.

With a deep portfolio of both full service and self-service fresh food merchandisers, we can help operators keep food longer, rotate their offerings seamlessly, create different methods to serve customers, and position them better to increase sales over time.



LEARN MORE

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