

Best Practices for Designing Small Kitchens

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East Coast Wings + Grill has discovered it can do more with less. The Winston-Salem, N.C.-based chain has demonstrated strong unit economics with less Sam Ballas, CEO and president, East Coast Wings + Grillsquare footage in multiple locations, so developed a fast casual model that's around 30% smaller than other units, ideally around 2,800 square feet

The re-engineered model is designed with reduced overhead costs and maximum unit output in mind. The model, ECW 2.0, led to a reduction of approximately 30% in development costs and 27% in square footage while sustaining unit-level sales of the original, larger store layouts. Existing locations that converted to the 2.0 full-service model posted an average increase of 12.5% in gross sales.



Due to the success of the 2.0 model CEO and President Sam Ballas relocated the brand's Clemmons, N.C., restaurant to a smaller location