



Theme Dining From Around The World

Army World-Wide Food
Service Workshop
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What is Theme Dining?

- Theme Dining is incorporating a specific theme from the beginning to the end of the meal.
 - Your theme can be communicated through your featured food items and effective merchandising.
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What are good Themes?



- Holidays
- Ethnic groups
- Food
- Current events
- Seasons
- Regional areas

Theme Dining From Around The World: 5 Elements



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■ Color

Theme Dining From Around The World: Picnic Theme



Theme Dining From Around The World: 5 Elements



■ Texture

Theme Dining From Around The World: Seafood Theme:



Theme Dining From Around The World: 5 Elements



■ Landscape

Theme Dining From Around The World: Landscape:



Theme Dining From Around The World: 5 Elements



■ Decor

Theme Dining From Around The World: Mexican Theme:



Theme Dining From Around The World: 5 Elements

- Communication
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Theme Dining From Around The World: Southwest Theme:



Theme Dining From Around The World:

Start with the basics



- Adapts to multiple themes
 - Operationally sound
 - Interesting in itself
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Theme Dining From Around The World : South American

Add Accessories



- Bright, vivid colors
 - Natural, unrefined textures
 - Simple, easy to read signs
 - More relaxed, less serious décor
 - Freeflowing landscaping
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South American



Theme Dining From Around The World:

Basics



Theme Dining From Around The World: Asian



Add Accessories

- Simple touches of color accent a one or two color scheme
 - Polished and sleek lines
 - Artistic, yet clean, communication
 - Detailed décor draws you in
 - Smooth, rolling landscapes are easy on the eye
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Asian



Theme Dining From Around The World:

Basics



Theme Dining From Around The World: European



Add Accessories

- Muted and subtle colors
- Texture in its natural state becomes art
- Choose a script that is multi-national
- Solid foundations allow you to build interesting landscapes

Italian



Theme Dining From Around The World: Real Life



Bottom Line

- Easy to stay within budget using base items and accents to fit themes
- Keeps food the focus
- Enhances perceived value
- Less is more...less work, more ambiance leads to a more satisfying dining experience for you and your customers

Theme Dining From Around The World: Real Life



Build Your Portfolio

- Customer requests
- New food ideas
- Current events
- Historical events
- Seasons
- Holidays

Theme Dining From Around The World: Questions?





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