



elite | studio e COMPANY PROFILE

FOODSERVICE DESIGN, BUILD & CONSULTING
PROJECT SOLUTIONS FIRM

elite | studio *e*

www.elitestudioe.com

INTRODUCTION

elite | studio e was founded on the basis of six pillars — design, develop, deliver, create, collaborate and innovate. Acting on his instinct, our CEO & Chair Eric D. Weiss, wanted to implement our work differently and better than the rest of the industry.



Today, what began as a team of three, has grown to include more than 40 people in locations across the country. We still maintain those six pillars, and they're adorned on our studio's wall. We are proud of our communication, teamwork, and love for thinking up new and improved solutions. The elite | studio e team strives to apply innovation to every single project that we craft. We'll collaborate with your team and its project stakeholders to enhance the dining experience, to incorporate a wow factor for your consumers and to make sure the space is fun and "fun"ctional.

For nearly 25 years, elite | studio e has been providing design, build and consulting solutions across North America. Our portfolio includes business and industry, healthcare and senior living, higher education and K-12 schools, hospitality and leisure, and much more.

Our team is proud and excited to be considered for an opportunity to collaborate and create an engaging dining experience for you. We hope you enjoy getting to know our work and our team better. We're looking forward to speaking with you soon.

Sincerely,

A handwritten signature in black ink that reads "Ivan J. Weiss".

Ivan J. Weiss
President & COO, elite | studio e
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www.elitestudioe.com



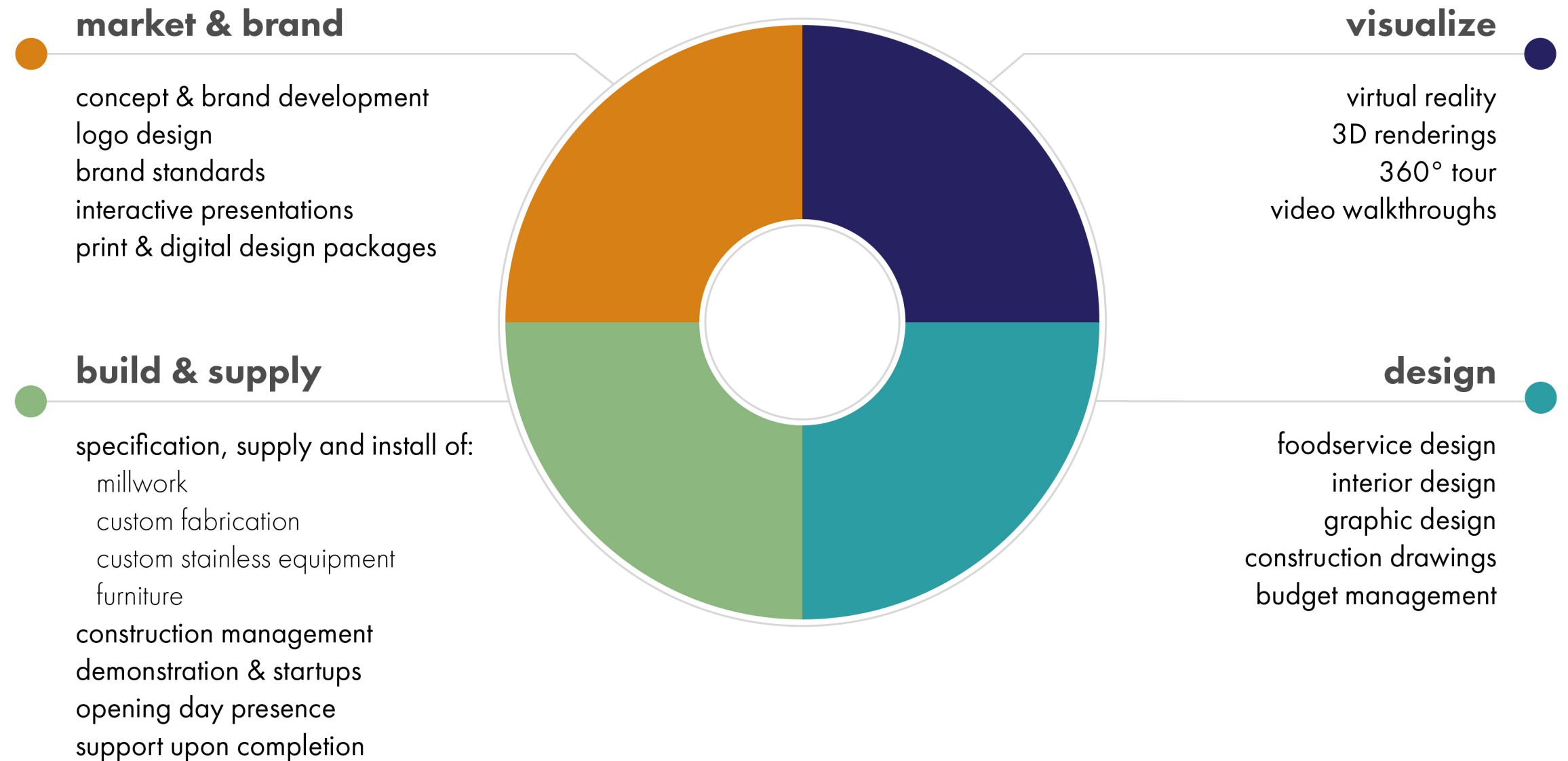
HI &
WELCOME

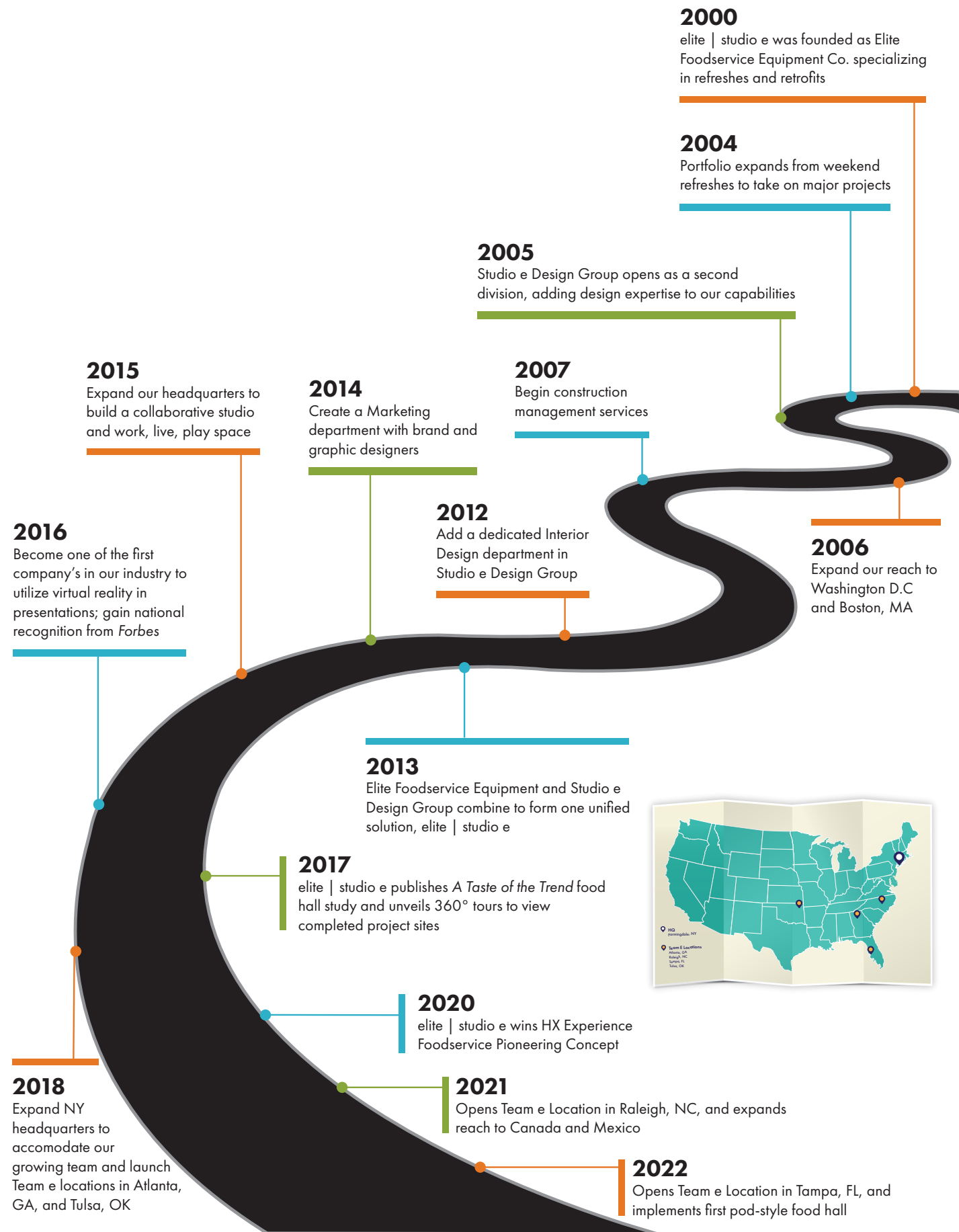
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elite | studio e
is a complete
foodservice
solutions firm
providing
services from
concept to
completion.





KEY DIFFERENTIATORS

Team with myriad expertise, including foodservice designers, experienced chefs, LEED Accredited Associates, Certified Foodservice Professionals, and NCDIQ interior designers.

Large physical studio for foodservice designers, interior designers and graphic designers

Collaborative environment ensures constructability and operational knowledge in design

In-house visualization solutions including photorealistic renderings and VR



CUSTOM PROJECT MANAGEMENT SOFTWARE

Just like elite | studio e provides our clients with unique and custom solutions, we have done the same for our process. The foodservice consulting industry does not fit out of the box project management software platforms. As a result, we created custom software to help manage projects from concept to completion. It allows all our internal team members to view their project details and timelines; create reports; and more. Our entire team has been part of the creation of this tool and Ivan Weiss, our President & COO, handles the technical implementation.

STUDIO & PROJECT LOCATIONS

elite | studio e is headquartered in New York and several team members located in the Mid-Atlantic, Midwest, Northeast and Southeast Regions. Our team has previously designed and/or built projects in nearly all of the United States, Canada, England and Puerto Rico. We can provide foodservice consulting services in these locations and other Western European countries.

THE HEART AND SOUL OF
THE COMPANY IS
**CREATIVITY &
INNOVATION**

BOB IGER, FORMER DISNEY CEO

Creativity and innovation are at the heart of our mission. As such, from concept to completion, elite | studio e is always coming up with new foodservice project solutions. We've listed a few examples below.

INNOVATIVE SOLUTIONS DETAILS

**DECENTRALIZED
DINING EXPERIENCES**

In October 2022, at the Society for Hospitality and Foodservice Management Conference, elite | studio e rolled out Decentralized Dining Experiences, which provides touchpoints throughout the building offering the opportunity for convenience, different environments and menu offerings, and a cost-effective labor model. The rendering and photo on the adjacent page illustrate some of the possibilities, including a flexible, rotating local restaurant concept (bottom).

FLEX PODS

The pod style food court consists of several sustainable and temporary structures. The initial build out is made up of the same components, but each one is customized in terms of equipment necessary for the offering (including electrical and plumbing), finishes specifications and the brand. Pictured on top right is a high-end pod.

**RE-IMAGINING
THE SPACE**

Our Project Designers do this every day, but here's an example of how it's done. Recently, a client wanted to highlight the existing lobby features, including a 50' privately curated artists mural, cathedral ceilings and architectural elements complimenting the acoustics. When designing a foodservice experience for this space, our team drew attention to the artwork in a variety of ways. First, the concept features a barista and event bar. This allows for the lobby to be open at all hours, including private events, providing the opportunity for the art to be displayed to more people. Second, in terms of design, a mirror adorns the back wall allowing the artists mural and other decor to be viewed from anywhere in the room.

**HX FOODSERVICE
PIONEERING CONCEPT
WINNER**

elite | studio e is home to several members of the winning HX Foodservice Pioneering Concept 2020 team. The annual trade show, held at the Jacobs Javits Center in Manhattan, NY — asked designers, architects, and creatives to put their expertise and imagination together to create a cutting-edge foodservice concept. Our concept, "G2," short for Grains & Greens, combines foodservice trends, such as an indoor urban garden, healthy menu options and the ability to craft your meal with a small, touchless fast casual model. The menu is designed to engage customers from breakfast to dinner.



Decentralized Dining Experience rendering by elite | studio e Interior Designers.

SUSTAINABILITY

Over the last decade, many companies in the foodservice industry have come to realize the importance of developing the tools and resources necessary to create more sustainable products, reduce energy and water usage, as well as increasing recycling and efficiency.

In the United States, sustainability initiatives such as Energy Star and Leadership in Energy and Environmental Design (LEED) have had measurable impact in promoting these efforts. As a result, elite | studio e is continuously evolving our team's knowledge about sustainability, providing professional development about these products and designing to reduce the client's carbon footprint. We understand that sustainability in foodservice is a collaborative effort between architects, foodservice consultants, vendors and other project stakeholders. As part of our Programming Phase, your Team Lead and Project Designer will discuss the project's sustainable goals and propose a variety of ways to achieve them. Some of these suggestions may include heat recovery, waste management, and waste reduction.

For example, if you explained that reducing food waste management is a goal, our team may provide you with the following methods to make it happen:

Food Waste Digesters

Digesters are an easy way to compost any type of kitchen scraps, including hard to manage kitchen waste like meat, breads, dairy and processed foods. According to *Waste Today* when Temple University in Philadelphia, PA, installed three digesters on campus, the college cut its food waste costs by 40 percent over traditional composting.

Digital App

Using technology, a chef can identify the types of food they're throwing away, and, combined with data collected from an electronic scale, the smart meter can tell them the value of what's being binned. The hope is that by putting a dollar amount on food waste, chefs will find ways to be more resourceful and send less food to the trash.

Healthy People & Places

In addition to LEED certification, which applies to the building, several health and wellness certifications are becoming popular as well. These nodes, such as FitWel and Living Building Challenge, aim to provide employees with a healthy place to work. Below are some projects elite | studio e has collaborated on with these goals in mind.

LEED Certified Projects

American Family ERB Building, Madison, WI
The BEAT, Boston, MA
Honeywell, Morris Plains, NJ
Horizon Blue Cross Blue Shield, Newark, NJ
Johnson & Johnson, Raritan, NJ
MetLife, Cary, NC

Health & Wellness Certifications (FitWel, Living Building Challenge, etc.)

Anthem, Atlanta, GA
Bloomberg, Manhattan, NY
EY, Manhattan, NY
JM Family Enterprise, Jacksonville, FL
UCB, Atlanta, GA
Verizon, Basking Ridge, NJ

OUR GREEN TEAM

In addition to providing our team with education opportunities, elite | studio e has some individuals who have taken their education about sustainability to a higher level.

James Collins, Senior Project Designer, is passionate about sustainability and energy use. He is a LEED G.A. and plans to achieve LEED A.P. status. Recipient of numerous acknowledgments for his work with energy, technology and architecture, James has been featured at the New York Institute of Technology Energy Conference. He earned a Bachelor of Science in Architectural Technology and an Energy Science, Technology and Policy Minor from New York Institute of Technology.

Seth Prager, Vice President of Project Solutions, has achieved the level of LEED G.A., demonstrating his knowledge of green building practices and how to support others working on LEED projects. In addition to providing relevant knowledge on many projects, Seth founded elite | studio e's Energy Audits, which provide clients with a report of their existing foodservice equipment and suggestions to implement in order to reduce their carbon footprint.

CALIFORNIA ACADEMY OF SCIENCES

Our LEED accredited staff guided the process for California Academy of Sciences' Academy Café. The building is the United States' first ever LEED Double Platinum certified museum and the largest building to ever receive this nod as well. Pictured above are one of our renderings of the Academy Café and a photo of the exterior of CAS, which exhibits the importance of LEED to this site.

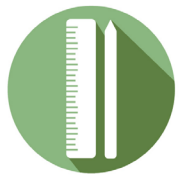




OUR TEAM

elite|studio e was founded in 2000. Our team, based in locations across the country, brings a multitude of experience to your project. Individuals with the professional backgrounds below comprise elite|studio e.

40+ TEAM MEMBERS 



Foodservice Design Specialists



Experienced Chefs



Certified Foodservice Professionals



LEED Accredited Associates



Project Estimators



On-Site Project Managers



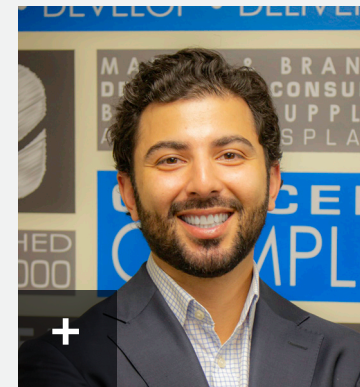
Interior Designers



Graphic Designers

elite|studio e Team Leads

Similarly to the way architecture firms are organized, elite|studio e has several teams (or studios) with different focuses. The team assigned to this project's primary focus is strategic projects and its portfolio includes many tech, creative and media companies.



Aaron Weiss

SENIOR VICE PRESIDENT
PROJECT SOLUTIONS

- Certified Foodservice Professional
- Noteworthy projects include FedEx Portfolio and Horizon Blue Cross Blue Shield
- Member of the AJC Food Service & Hospitality Division Leadership Council



Geoff Kwale

VICE PRESIDENT
BUSINESS DEVELOPMENT
CONSULTING SERVICES

- Decades of experience
- Vast industry knowledge
- Owner of a foodservice consulting group in sub-Saharan Africa
- Foodservice Consultants Society International member



Joshua Mass

VICE PRESIDENT
PROJECT SOLUTIONS

- HX Foodservice Pioneering Concept Award winner
- Manages projects for multiple *Forbes* Global 2000 world's largest public companies
- Expert in developing multicampus foodservice programs



Seth Prager

VICE PRESIDENT
PROJECT SOLUTIONS

- LEED Green Associate
- Developed our Green Audits
- Certified Foodservice Professional
- Experience with design and build projects in the United States and Canada



Chad Weiss

VICE PRESIDENT
PROJECT SOLUTIONS

- Spearheads many of our visualization tools, including virtual reality experiences and 360° degree tours
- Published in *Forbes*, *Total Foodservice* and *Newsday*.
- Certified Foodservice Professional



Garin Wong

VICE PRESIDENT,
CONSULTING SERVICES

- Nearly 20 years experience
- Background in culinary and operations
- Noteworthy projects include Google, the Museum of Modern Art and El Al Lounge
- Member of the Long Island Food Council



elite | studio e Directors



Raquel Weiss Fusco

VICE PRESIDENT
OPERATIONS &
CLIENT RELATIONS



Jenna Sperl

DIRECTOR, PROJECT
COORDINATION



Marcy Weiss

DIRECTOR, MARKETING



George Winsper

DIRECTOR, DESIGN



Zach Einhorn

PROJECT DIRECTOR



Jordan Siegler

PROJECT DIRECTOR



Vijaye Yarna

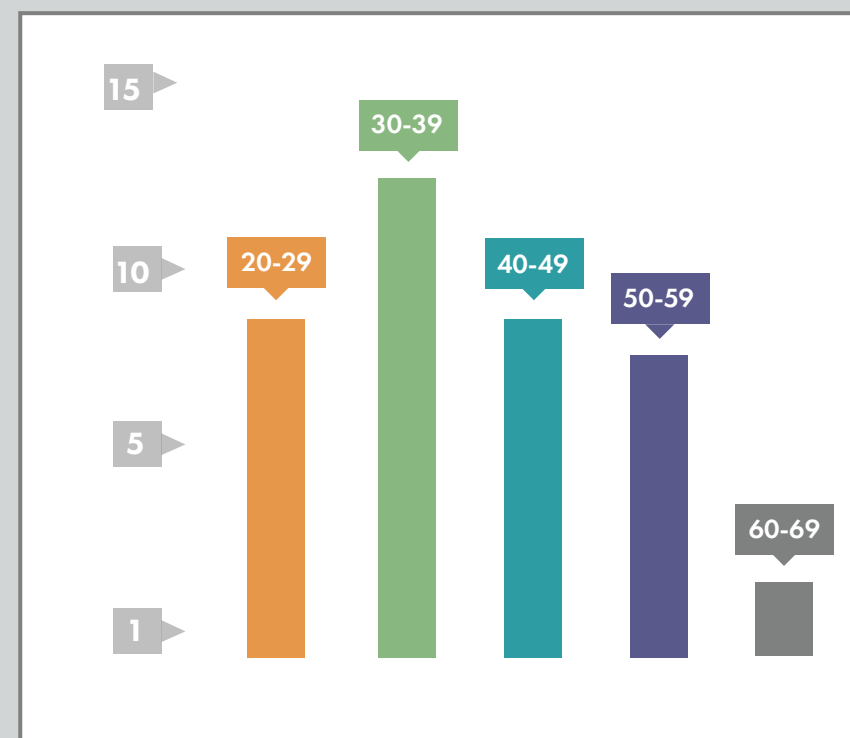
PROJECT DIRECTOR

DIVERSITY, EQUITY & INCLUSION

At elite | studio e, we seek talent, promote it, and value it. Ivan and our leadership team want to make sure we have the best people in our company. That said, we embrace the ideas of workplace diversity in our culture by encouraging creativity and innovation. Every team member, from leadership to front-line employees and remote workers, brings a variety of backgrounds, experiences, and perspectives to the table.

- Nearly half of our company is comprised of females; several are in leadership positions
- A mentorship program is built into our operations providing everyone the opportunity to develop and grow
- Collaborative work environment provides a space for individuals from different backgrounds and with varying life experiences to provide new perspectives that help refine and enhance processes

TEAM BREAKDOWN



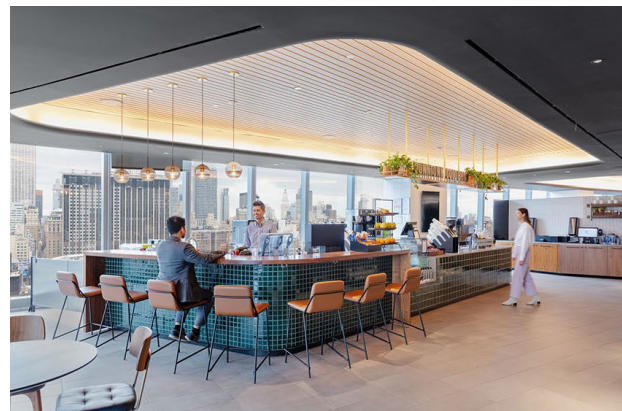
← BY AGE

MALE : FEMALE ↓ RATIO





elite | studio e has had the opportunity to collaborate with architects, clients and other project stakeholders to create a variety of dining experiences within the same location. Each of the barista bars and markets pictured on this page are in one Manhattan, NY, office, but they provide a difference ambiance for the employee.



Project Experience

elite | studio e provides design, build and consulting services across North America.

■ NORTHEAST

- The BEAT | Boston, MA
- Bloomberg Portfolio
- The Bristol Assisted Living Portfolio
- Confidential Tech Firm | Manhattan, NY
- Dana Farber Cancer Institute Portfolio
- Hodgson Russ | Buffalo, NY
- Horizon Blue Cross Blue Shield | Newark, NJ
- Inside Park at St. Bart's | Manhattan, NY
- National Institute of Health | Bethesda, MD
- Sikorsky Aircraft | Stratford, CT
- Swiss Re | Armonk, NY
- Yale University | New Haven, CT

■ SOUTHEAST

- The Breakers | Palm Beach, FL
- Brown Forman | Louisville, KY
- Delta Portfolio | Atlanta, GA
- FedEx Portfolio | Memphis, TN
- Pan American Life Center | New Orleans, LA
- TIAA | Charlotte, NC
- Walt Disney World | Orlando, FL
- West Virginia University | Morgantown, VA

■ SOUTHWEST

- American Express | Phoenix, AZ
- Houston Space Center | Houston, TX
- Phoenix Children's Hospital | Phoenix, AZ
- Toyota | Plano, TX
- WinStar World Casino & Resort | Thackerville, OK

■ MIDWEST

- Brittany Woods Middle School | St. Louis, MO
- Fiserv | Brookfield, WI
- Kellogg's Headquarters | Battle Creek, MI
- Oklahoma State University | Stillwater, OK
- Shedd Aquarium | Chicago, IL
- Summa Akron Healthcenter | Akron, OH

■ WEST

- Gilead Sciences | Foster City, CA
- Hawaii State Hospital | Honolulu, HI
- Hilton Garden Inn | Trinidad, CO
- LinkedIn | San Francisco, CA
- The Palms | Las Vegas, NV
- Raytheon | El Segundo, CA
- Verizon | West Valley City, UT

Business & Industry

Gilead Sciences, Inc. Design & Build Solutions



Café, Barista Bar and Pantries

333 Lakeside Building

Competing with local companies in California's Bay Area for good talent, Gilead Sciences desired a new dining space on its campus to enhance the amenity offering. The café aimed to have an executive level feel, bring the food forward and incorporate many conveniences, including pre-order kiosks, pick up cubbies and a large salad bar.

Due to the elaborate finishes, equipment selection and details involved, Gilead's new café had an intermingled design. While our team was responsible for the design and build of the space, we coordinated with the architect, interior designer, lighting experts and all the trades to ensure there were no complications throughout the process. The result of this collaboration shows in the success of the design and customer experience. In addition to the café, a barista bar and pantries were in the scope of work for this project.

This is the second project, elite | studio e completed at the Gilead Sciences campus.



Business & Industry

Verizon Conceptual Design & Visualizations

Collaborating with the architect, the foodservice operator and Verizon, elite | studio e played an integral role in elevating the workplace experience at this location. Verizon is changing the office environment in many of its buildings across the country and is working with its foodservice partners and others to achieve this goal.

In West Valley City, Utah, a traditional café was transformed into hybrid marketplace featuring a pop-up restaurant counter, salad bar and micromarket. The front of house design/build renovation has counters clad with wood veneer to match the architectural millwork installed throughout the renovated workplace.

From an equipment perspective, the rotating station was designed with flexibility in mind. Counters and equipment support food prep, holding and the display of hot and cold restaurant concepts. The elite | studio e team also performed kitchen updates to meet code compliance, including a new ware washing room to accommodate the layout changes.

From concept to completion, the elite | studio e team was on-site to ensure Verizon's desired outcome was achieved. We are excited to work with this team in the future as several Verizon locations are undergoing workplace transformations.

Technology & Media

Confidential Tech Firm Foodservice Consulting

When this technology company in Manhattan's Meat Packing District wanted to expand its office footprint and food hall, elite | studio e was hired for a multitude of reasons including our vast experience in bringing this concept to the business & industry sector. Onboarded as the foodservice consultant, our team collaborated with the company's food team to create a unique, free employee dining experience.

Although the finishes are similar throughout this food hall, several stations have design features inspired by other food experience trends. For example, in the top photo, the standalone tables are influenced by a farmer's market and are filled with a salad bar offering, fresh vegetables and more. The Middle Eastern station, pictured on the bottom, has pop-up windows like a food truck windows and, alongside the frozen yogurt machine, there is a sliding window for setting out self-serve tahini shakes.

Another design feature common to food halls is visible in the dining layout. Seating is located in the dining room and adjacent to the stalls so the culinary art and aroma of food can be enjoyed.

This project required a tremendous amount of collaboration and communication between the entire design and build teams. Originally slated to open in 2020, this project was put on hold by the pandemic and completed in Spring 2021. Our team was on-site for this food hall's grand opening in November 2021.



Food Stalls

Asian Bowl

BBQ

Indian

Mezze Bar

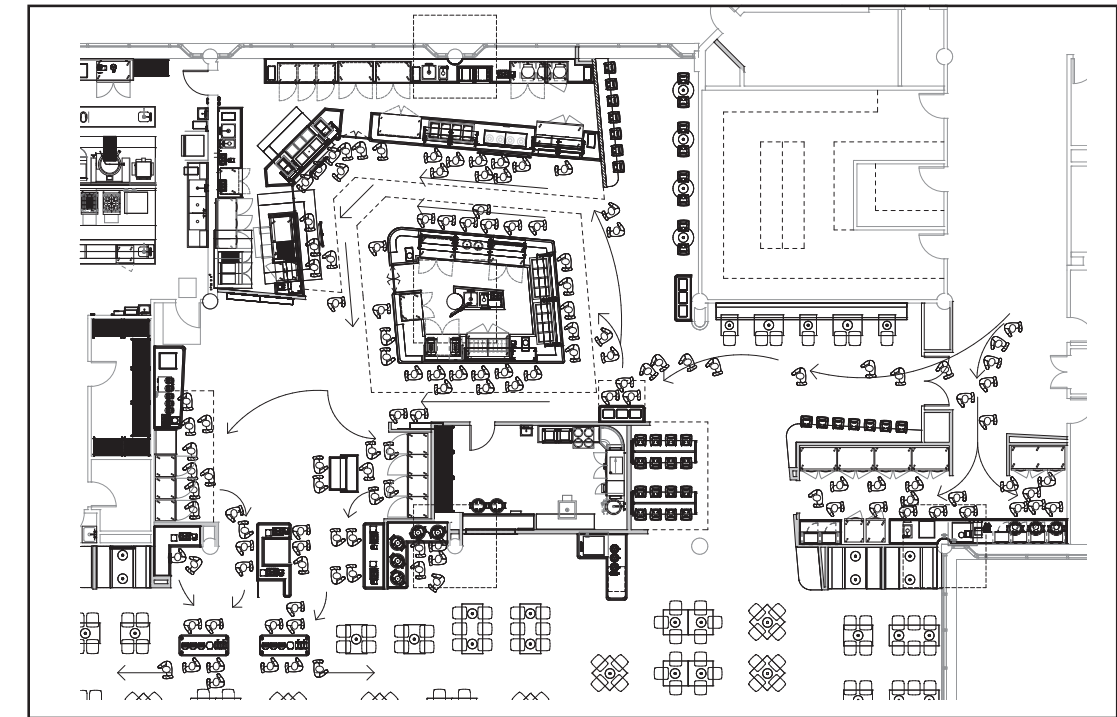
Middle Eastern

Soup and Salad Bar

Barista Bar

Manufacturing Plants

McKesson Design & Build Solutions



Mississauga, Canada

elite | studio e has partnered with McKesson on several of its foodservice operation projects. Following a renovation at McKesson's Texas headquarters, we were contracted to work with multiple architects in the United States and Canada to design and build the foodservice experience in Mississauga, Canada. The scope included a cafe, kitchen, multipurpose dining room and pantries.

When designing any foodservice operation research has to be compiled. To provide the best solution for a company, our team wants to know the most popular menu options, what time of day the employees eat, do they eat and run, and more.

For example, in the United States, the deli and salad bar are often the most popular stations. In Canada, the entrée and grill stations tend to be busier. The popularity of a station can determine the size, queuing, the integration of pre-order and other technologies, and ultimately the offering. Another fact to know about foodservice in Canada is that people don't use a lot of ice, if at all, in their drinks. This is exactly the opposite of the United States. As a result, we have different calculations for

different regions. Understanding these details helps ensure the success of a space and the operation.

In addition to meeting the needs of the consumer, there are technical requirements such as food operations standards and coordination. When designing in Canada, all of our drawings were converted to Metric.

Lastly, when designing and specifying equipment for a project outside of the United States our factory knowledge and Project Coordination team became critical. McKesson was built in 2021 when, at times, the border between the United States and Canada was closed due to the pandemic. Unless otherwise necessary, our team specified millwork and equipment from Canadian factories allowing for faster and less expensive shipping, and no delays due to Customs.

The team at elite | studio e uses the same knowledge and process to design a foodservice operation in any location. We take care and pride in our programming capabilities and our ability to learn more to ensure the end result is elite.

Healthcare & Senior Living

Summa Health System Conceptual Design



elite | studio e's team was challenged with creating a single concept with a micromarket in the Summa Health System's new lobby. However, the operator did not want the menu options to become tired. As a result, we collaborated with the operator and introduced a new concept that has been rolled out to several of its sites. The concept is a single station that is completely flexible — supporting any menu desired and allowing the culinary team's creativity to shine.



The top image showcases the space serving breakfast, while the lower image features a ramen noodle bar that can be open for lunch and dinner. The equipment pockets and digital screens make it easy to transition between meals.

This Summa Health System hospital is located in Akron, OH.



Government Buildings

Georgia Building Authority Design & Build

Georgia Building Authority's Marketplace 244 Project consisted of the relocation and overhaul of the food service operation and customer experience. To capture an outside audience, the cafe was proposed to be moved from the 6th floor to the ground floor, comprised of 13,000 square feet of unoccupied office space. In an effort to keep FF&E costs low due to heavy infrastructure and construction costs associated with this relocation, elite | studio e was tasked with performing a detailed survey of equipment inventories from several locations to reuse in the new design.

To ensure the operation was fully functioning on a rapid timeline, elite | studio e was brought on to handle this project in a turnkey fashion, providing all design, procurement, and construction services for the project.



Senior Living

Bristol Senior Living Design & Build

As the Bristol Senior Living facility expanded its number of locations on Long Island, elite | studio e was onboarded to provide the foodservice consulting, procurement and implementation at several sites. The image above is of the resident coffee bar in the East Meadow, NY, location.



Leisure & Hospitality

British Airways First Class Lounge

Design & Build Solutions



British Airways is investing heavily in new lounges and passenger amenities. The lounge at John F. Kennedy International Airport in Queens, NY, is among the first spaces to undergo a drastic makeover. The elite | studio e team is proud to have been part of this transformation which provides a sleek and sophisticated experience for fliers. It features boutique dining, a bar, a wine tasting area and other areas suitable for business and leisure travelers.

Of note is the state-of-the-art wine dispenser, with eight bottles to sample. The wines are poured at the perfect temperature and delivered in a tasting portion. At the Galleries First grand opening guests could sample Chardonnay from eight different countries side by side. The intension is that British Airways would be bringing top vineyards into the fold on a rotating basis as they bring new and varied flights to life.

elite | studio e's coordination with the architecture firm and construction company attributed to the success of this hospitality venue. The British Airways lounge renovation was written about in numerous travel publications and blogs, including *Travel + Leisure* and *Business Traveler*.



Higher Education

Food Hall & Kitchen

Design Consultant

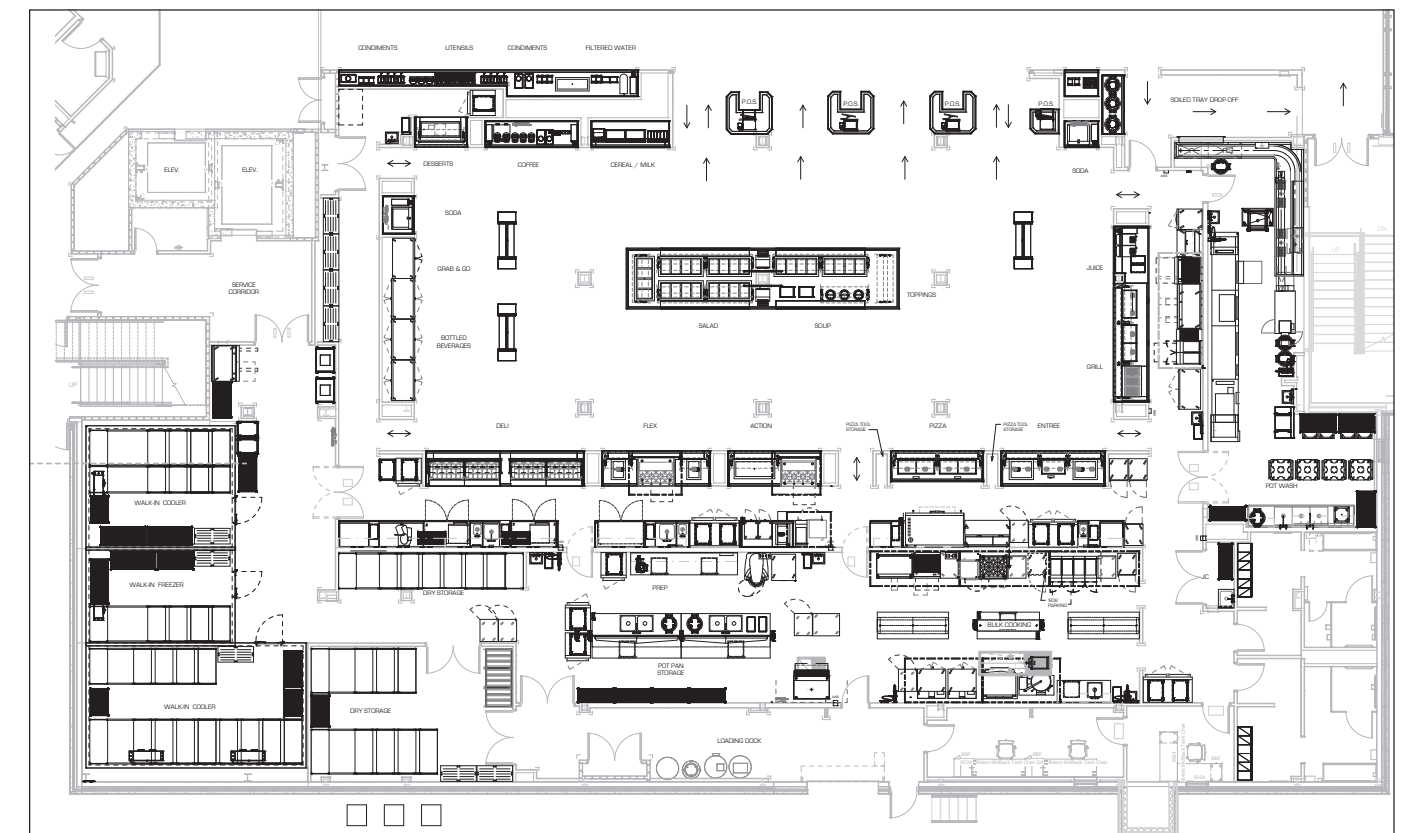


3D Perspective



Architect Rendering

elite | studio e is providing foodservice consulting services for Binghamton University's Hinman Hall addition and renovation, which includes a 26,500 SF extension on three floors. Previously a traditional college servery, Hinman Dining Hall served more than 3,000 meals per day. Our team worked with the architect to transform this space into a food hall with nine individual concepts, a shared kitchen, expanded seating area and a Starbucks. This space opened for in time for the Fall 2021 semester.



K-12 & Charter Schools

Union City School District ReNew

elite | studio e was brought on board by the operator to provide design and build solutions for four cafeterias within the Union City School District in Union City, NJ. In addition to providing foodservice consulting and design, each of the serving and seating areas are receiving a finishes upgrade. Our team provided renderings to help visualize the new space. Throughout the COVID-19 pandemic, our team worked with the district and the operator to design a new student dining experience. Construction began in June 2021 on all four sites to reopen in time for the start of the school year.

Jefferson Elementary School

Citing the need for an increased menu offering, our team redesigned the cafeteria layout to feature two serving lines. Each line will include new equipment, food guards and back counters for staff support.



Roosevelt Elementary School

This school needed to increase the footprint to create additional prep space. As a result, the serving line was removed from the back of house and two new serving lines will be added to the cafe. In addition, a mobile cart and additional seating will be added to a loft space providing additional offerings and seating.

Union Hill Middle School

When redesigning the middle school layout, improved traffic flow was a large concern. The serving lines were modified and include custom fabrication. In order to achieve this and to work within the district's budget, we audited the equipment and worked with the operator to determine what should be replaced for production purposes.

Union City High School

When designing the district high school, we wanted to embrace more sophistication in the offering, operation and aesthetics. Familiar with higher education trends, our team took inspiration from this sector to create the Union City High School dining experience. This cafeteria not only features a traditional serving option, but also



a separate pizza concept. In the servery, our team relocated the existing air screens, incorporate new point of sale counters and entry gates to improve flow. From an equipment perspective, a new rotisserie was added embracing a food forward mind-set and in the back of house, a new walk-in fridge and freezer.

In terms of finishes for this space, existing counters were refreshed using laminate and graphics to create a warm, rustic feel. The separate pizza concept (see photo on right), will embrace a similar look inside, but details will be added to make it feel more like a traditional pizzeria.

Lastly, our team was involved in planning a renovation for the school's Teacher and Staff Lounge. The space will feature a small serving line and coffee bar, as well as a new, inviting appearance.

RE|NEW

ELEVATE YOUR SPACE WITH MINOR MODIFICATIONS & INDUSTRY TRENDS

Our work throughout the Union City School District is an example of what ReNew by elite | studio e can do for your location. A dated, existing space can be transformed into a high energy, activated and social hub. From a single station to the full dining experience, we have the expertise to deliver foodservice project solutions for any budget with little to no interruption. Our experienced team will replace equipment, apply new finishes, and improve the atmosphere. We will manage your project through every phase, examining the details, guaranteeing satisfaction. ReNew by elite | studio e is here to help you adapt to changing trends in the industry, and creatively elevate your space with a wide range of enhancements.

Renewing your foodservice operation can include any or all of these modifications:

- Cabinet refacing
- Tray slide replacement
- New food guards
- Smallwares
- Graphics & signage
- Drop-in & freestanding equipment

elite | studioe

www.elitestudioe.com



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Regional Locations

Atlanta, GA
Pompton Lakes, NJ
Raleigh, NC
Tampa, FL
Tulsa, OK