



**What Image do you have? What Image do you WANT?!**

1. If you could improve one image in your restaurant, what would it be and why?

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2. What is the first item a guest notices in your restaurant?

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3. When was the last time you improved your interior? (can be something minor)

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4. Do you think renovating, even on a small scale such as new table linens or a fresh coat of paint, is important? Why or why not?

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5. Are you currently interested in updating your restaurant? Why or why not? If so, to what degree?

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## **TOP 10 WAYS TO UPDATE YOUR RESTAURANT**

1. Theming – The theme should be continuous throughout from exterior signage to wall hangings to menu design. Is the theme dated, or the interest has been lost? Continuity = brand identity.
2. Update Restrooms – Are they dated? Dirty? Working Properly? This is one of the top items talked about topic among females when visiting a restaurant, especially as a new guest.
3. Anticipate employee needs in and out of the kitchen. A layout that facilitates their movements will not only create seamless service but also improves morale.
4. Easy and cost effective update is to replace table tops. Use various sized tops to add visual interest.
5. Clear the clutter! Remove the posters, the flyers, the free credit card offers, and brochures that are taped or “displayed” on or around your front door. This is the guest’s FIRST IMPRESSION – you do not want it to be one of clutter and mess.
6. Give space an overall CLEAN! Dust the wall hangings, remove, or provide detail cleaning of any artificial plants.
7. Fresh coat of paint with an updated palette goes a long way! Hint...Hint...shy away from shades of blue which decreases appetite.
8. If you have any extra space - USE IT! More chairs = more bodies = increase in profit. If you have outdoor space available - add a door – interest and profit increase.
9. Don’t hang furniture on the walls – try floating furniture in the space. Layout affects your bottom line. Lead your guest but create good customer flow and ample space surrounding the tables to allow the guests to be serviced.
10. Replace carpeting or update flooring – spot stains, pulls or snags in your carpeting – this is a top item that makes or breaks an overall image.