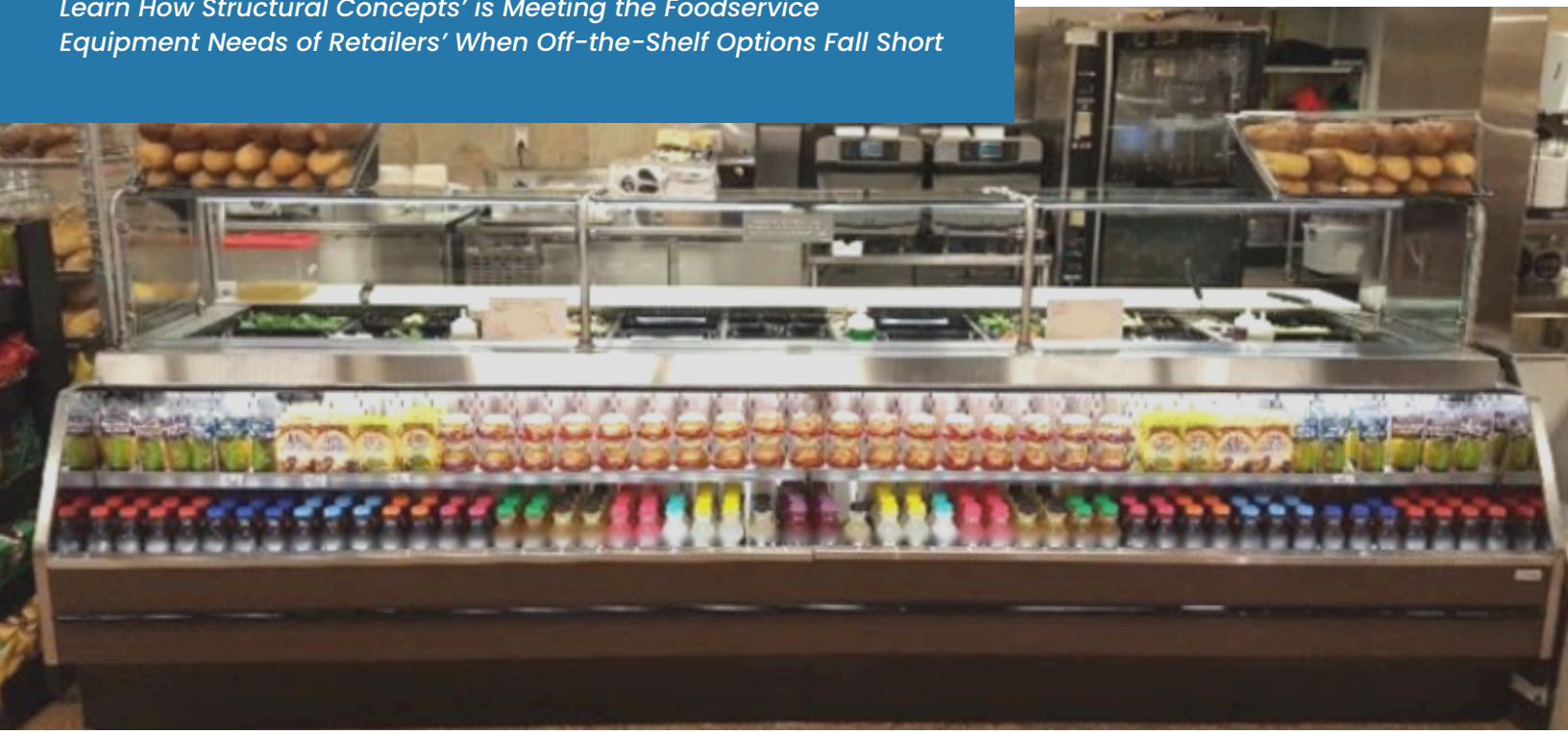
Structural Concepts®

DELIVERING FRESH. ALWAYS.™

Meeting Retailers' Needs with Customized Solutions

Learn How Structural Concepts' is Meeting the Foodservice Equipment Needs of Retailers' When Off-the-Shelf Options Fall Short



A prominent retailer undertook the process of identifying foodservice equipment manufacturers to design and develop prototypes that would feature a new deli venue with multiple new merchandising and serving options, a new induction hot bar, and an island concept.

After a rigorous review of off-the-shelf options where both existing offerings and capabilities ultimately fell short, **Structural Concepts was selected as the ideal partner** to embark on this venture based on its methodical and collaborative design approach which allowed for unique and exclusive customized equipment solutions.

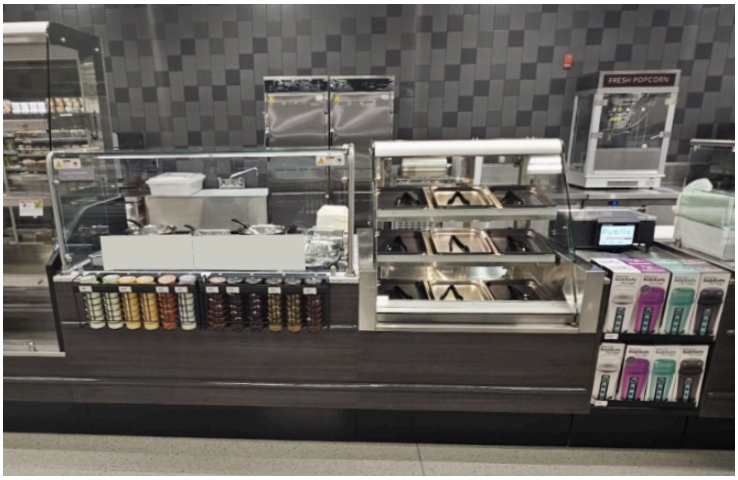
The cases developed by Structural Concepts not only fulfilled the new deli venue requirements but also **increased sales, enhanced operational efficiency, improved the customer experience, and reduced labor costs.**

Sub Station Enhancements

In revamping its Sub Station, the retailer needed a remote case that would align with the current deli front-of-the house lineup. The addition of various bottles, including salad dressings, created another requirement for a holder to organize these bottles.

Structural Concepts created a customized, self-contained case designed to align with the retailer's induction area. The evolution of these cases spurred additional innovations, including pan and condiment support grid assembly and the appropriate space to hold bottles. **These enhancements have simplified the setup process for the case.**





Customized Deli Venue Concept

Per the development of a new deli venue concept, featuring a new type of sub offering (subs, sandwiches, and salads) including new induction hot bar, the retailer desired a level of continuity and fit & finish as part of the instore experience.

After reviewing other suppliers, Structural Concepts was chosen to design the new deli style layout by **delivering a customized equipment strategy inclusive of a built-in and upscale look as well as ensuring the entire deli front-of-the-house presentation achieve consistency throughout the lineup.**

Expanding Hot Venue Capacities

Wanting to grow its heated food business, the current self-service display cases did not offer the retailer's required capacity in both space and shelf count. Nor did it physically align with the rest of the deli equipment lineup.

After testing other concepts for increased grab-and-go options in the deli hot case, Structural Concepts provided a custom display model with **an increased number of shelves to allow for further merchandising capacity that was designed to allow for two cases to sit together creating one large case, ultimately creating flexibility for the deli venue options.**



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