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Breaking Ground



New KFC Design is Eye-Poppin' Good

Hamstra at Helm for Nine New Remodels

At today's fast food restaurants, not only does the food come fast, but continuous improvement efforts also elicit frequent store design changes.

The Hamstra Group has a ringside seat for KFC's latest remodel. Our company was hired to handle the remodel of nine KFC stores in northwest Indiana for Crown Point-based TR Foods, Inc. Restaurants in Demotte, Griffith, Hessville, and Schererville have been completed. After the holidays, stores in Crown Point, Hammond, Lowell, Merrillville, and Munster will get an interior makeover, with exterior work slated for spring.

The interior and exterior remodel is part of a full brand overhaul that includes

everything from advertising to store design. It's a cost-effective retrofit program that refreshes the brand environment, creating a bold and modern design that appeals to today's customers while paying homage to the legacy of Colonel Sanders, the restaurant's founder.

Smart design strategies were employed to create significant change with minimal investment. Interior paint, finishes and cladding were utilized to efficiently transform the interior to reflect an updated brand while creating focal points throughout the dining experience. The exterior was dramatically transformed with bold color, shutters and architectural elements that strongly communicate change from the outside, in.

The Hamstra Group's work includes removal of all seating and décor, drywall renovation as needed, installation of new lobby and sales counter areas with new décor packages, floor tile refurbishment, new interior accent lighting, exterior painting and lighting, and installation of new awnings and drive-thru canopies.



The former KFC exterior design appears dated compared to the bold, new look.

The projects are going exceedingly well. TR Foods and The Hamstra Group have already developed a strong, teamwork-oriented relationship.

"This is our first experience with The Hamstra Group and we're very pleased," said TR Foods President Bryan Robinson. "They've been expert at coordinating all the projects and terrific at hitting timelines. The Hamstra people are great to work with

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and the quality of the workmanship is the best part of all.”

According to Hamstra Group Project Manager Curt Albertson, TR Foods is an ideal client. Albertson also said this project has allowed Hamstra staffers like Josh Vickery to shine.

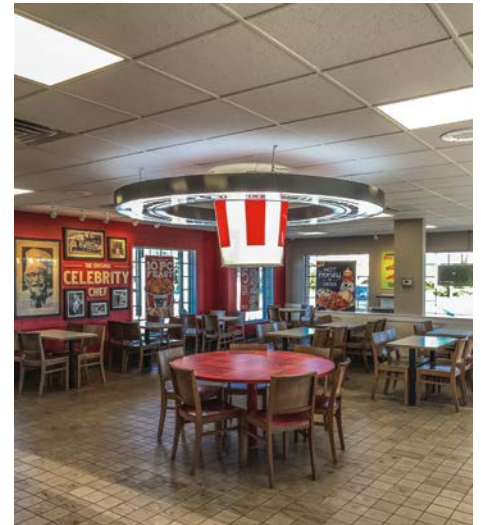
“Josh has been with our company for just three years and was recently promoted to Job Foreman. These projects are his first projects and he is doing a great job. After Josh completed the first restaurant, I didn’t have to do much but line up a dumpster and a boom lift. Josh takes care of the complete job from start to finish.”



On the left: Store sales counters were redesigned; bold, new interior décor features Colonel Sanders, the restaurant’s founder. On the right: The former KFC interior.



On the left: The revamped KFC exteriors feature bold colors, colorful shutters, and new accent lighting. On the right: Overhead table lighting cleverly highlights the classic KFC chicken bucket.



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