

# Starting a New Restaurant or Cafe



by Neil Willis

<http://www.sydneycommercialkitchens.com.au/>



Sydney  
Commercial  
Kitchens



## Starting a New Restaurant or Café?

# Starting a New Restaurant or Café?

by Neil Willis

## Information for the Safe Design of Commercial Kitchens

This guide has been produced to assist you in designing and setting up your commercial kitchen as well as building strategies for success.



### Information for the Safe Design of Commercial Kitchens

Planning is the stage when the ultimate success or failure of a catering operation gets decided.

The aim of planning a kitchen is to achieve a work area with the maximum efficiency, safety and which keeps to a minimum wastage of labour, energy and material.

Kitchen design principles remain the same whether you're planning a large or small kitchen, except that space limitations have a bearing on the flow pattern efficiency in smaller kitchens.

**TIP:** It is wise to always seek the advice of a professional kitchen designer.

Before you can start planning a kitchen, you need a good basic understanding of.

Your main types of food services...

Your structure of menu's flow patterns...

What equipment is available, and...

How you can use each item of equipment and its capacity.

This free guide will enable you to prepare a basic kitchen design.



## Information for the Safe Design of Commercial Kitchens

Gathering accurate information on which to base your final plan is extremely important. It ensures the most energy efficient and productive kitchen is established for your operation.

When preparing for your new commercial kitchen, you must incorporate into the design aspects of the Australian Food Standards, Australian Standards, the Building Code of Australia and also have an understanding of the Occupational Health, Safety and Welfare Regulations.



The following pdf guide [775 KB] was written by Hospitality Industry, Occupational Health and Safety Committee in conjunction with the University of South Australia to provide the hospitality industry (including managers, proprietors, designers and commercial kitchen users) with recommendations for implementing efficient, safe and best practice for the hospitality industry.

Within each section are precautions, processes and recommendations that contribute to the efficient running of a commercial kitchen, whether it is for small, medium or large premises.

### Information for the Safe Design of Commercial Kitchens



# Starting a New Restaurant or Café?



## Designing your Layout for Food Flow

Your kitchen should be designed to handle the events that occur as part of food preparation in sequential order. It sounds simple, but you would be surprised to learn how many foodservice facilities (independent and chain establishments alike) are designed without keeping this key principle in mind.

Now, let's look at how applying this concept to your design of a kitchen.

### 1. Delivery of Raw Products

The first thing that occurs in the preparation of food is your delivery and acceptance of the raw food products.

### 2. Storing of Raw Product

Once the product is accepted, it will have to be stored either in the cooler or freezer or in the dry storage area.

Already we have established that the receiving and storage areas have a critical relationship and should be located adjacent to one another.

In a typical design, it would be counterproductive to locate the receiving and storage areas on opposite sides of the facility.

### 3. Preparation

Next, the food will require preparation work.

The preparation area should be adjacent to the refrigerated and frozen storage areas. Once this work is completed, the food can go in one of two directions: back to refrigerated storage for later use or to the production area for cooking.

You can see that our flow patterns are developing.

### 4. Cooking

Once the food is cooked, plated and garnished it is now ready to be served to your customer by your waiting staff.



## 5. Serving

The design of the pick-up area is critical.

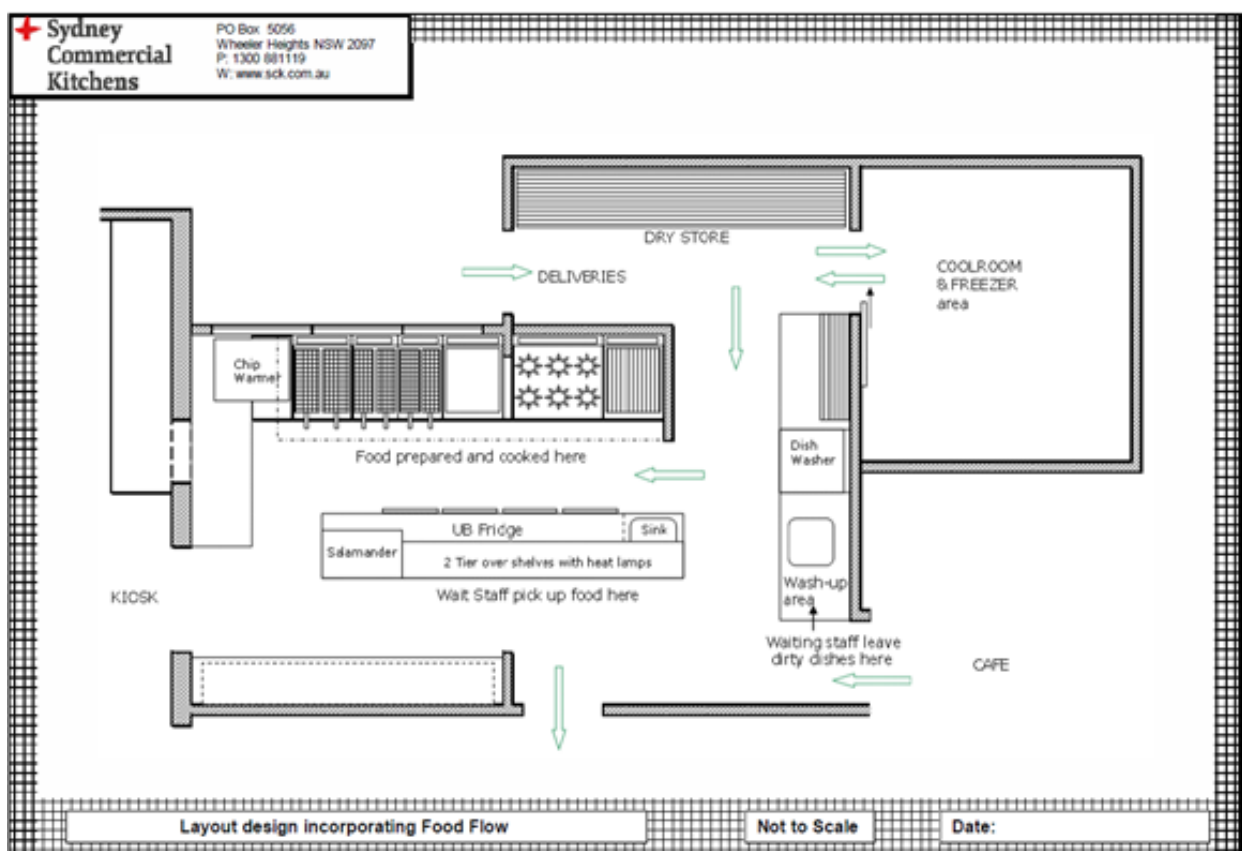
The waiting staff should be able to get in and out of the kitchen without disrupting the cooking staff - a separation should exist by design so that the waiting staff and cooks do not hinder one another's efforts.

## 6. Clearing

Once your customers have finished & enjoyed your food, the table is cleared and all dirty plates etc. are dropped off in the wash-up area. The washing area is a key component of any kitchen operation, must be strategically located.

With both the service staff and the kitchen staff requiring access, there are several critical relationships to consider.

Ideally, the flow patterns of the waiting staff and kitchen staff should meet at the food pick-up and soiled drop-off areas, but should never cross.



[Download this drawing here](#)



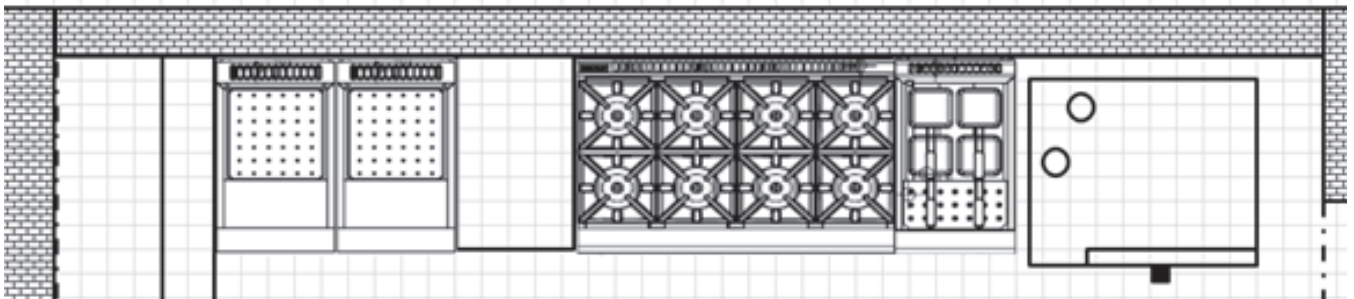
# Starting a New Restaurant or Café?



## Choosing the Correct Equipment

Designing your commercial kitchen should incorporate both food flow and selecting the right equipment for the job.

Just as with any space where efficiency, speed, and accuracy are required, a cooking line must be properly set up to allow for the chefs to perform. There is more to a well-designed cooking line than simply placing equipment under the exhaust hood.



Following are some of the issues to consider when developing the cooking equipment layout.

### 1. The Menu

This may sound basic, but first, consider whether you have the right equipment. The configuration won't matter unless you have selected the equipment required to support the menu and cooking style.

The menu determines the ingredients that are required for each meal and the method in which they are prepared. The menu mix determines the quantity of each product to be prepared.

Both factors must be considered to determine the most effective cooking line layout.

### 2. Work Flow

A common mistake made in the layout of a cooking line is neglecting to properly create specific stations that efficiently and conveniently support the production tasks required. Congestion and bottlenecks in production areas always create problems when the workflow is not considered.



## 3. Code Issues

Some council code issues take precedence over your desired setup configuration.

A deep fryer, for example, must be separated from any source of flame such as an open burner gas range or perhaps a char grill by using a minimum of 300 mm infill stainless steel bench or a vertical heat shield or baffle. This is to prevent the flame from coming in contact with the oil, a flammable substance. It can also prevent water from large stockpots from splashing into the hot oil.

## 4. Employee Safety

The cooking layout should consider the safety of all your employees. Placing a piece of unprotected equipment, such as a fryer or char grill, at the end of a cooking line, near a walk way, poses an unnecessary risk for injury.

Typically, an enclosed or non-cooking piece of equipment should be located at the end of the line to eliminate potential injuries.



Employee safety can also be maintained through equipment specifications and options. The provision of a fryer filter (whether built-in or mobile) will ensure that employees are handling the oil, a potentially hazardous job, in a safe manner. Equipment should also be installed at usable working heights. In Australia, the standard work height is 900mm.



# Starting a New Restaurant or Café?

## 5. Conclusion

There are numerous factors to consider when determining the most efficient equipment layout for your kitchen. Consideration of the issues listed above will ensure that your cooking layout will help, not hinder, the efforts of your culinary team.

Take a moment to review your facility and operation.

When a facility is designed based on the flow of food, the quality of service, risk of cross-contamination, and employee morale all improve. If your facility utilises this approach to design, you can attest to the results.

If not, consider how you can improve the current configuration or operational procedures to better follow the flow of food?



## Business Strategies

Good businesses all have one thing in common...they all have a Business Plan. So what steps should you take to develop your successful Business Plan?

### 1. Your Mission, Vision & Goals.

Define precisely what you want to achieve  
Create an inspiring vision and a mission statement that will always motivate you and your staff  
Set effective goals that will propel you to action.

### 2. Strategies for your Marketing Success.

Develop a long term strategy for success  
Target your business niche  
Identify your Unique Selling Proposition  
Plan your marketing campaign

### 3. Create your Systems.

Systems are the answer ... you will need them for  
Ordering  
Kitchen management  
Office management  
Staff.



### **4. Employing Staff.**

Find out how to employ and keep the best staff  
Train them the way you want things done [your system]

### **5. How to Keep Customers Coming Back.**

Train your staff to give WOW treatment to your customers [as defined by you]. Did you know that 60% of the time customers spend in your restaurant/cafe is waiting time?

Waiting to order  
Waiting for a drink  
Waiting for their meal

Make sure the systems that you implement help reduce this waiting time.

### **6. Control Costs.**

Ordering systems help you to control costs  
Stop indiscriminate spending

### **7. Keep Records.**

Don't be afraid of the financial side of the business. Good record keeping saves you money.

Obviously, there are a multitude of factors that combine to make a business successful. Those listed above are just a few of the essentials.



## **Creating an Effective Business Plan**

Your business plan is the future of your business. So many small business owners just go to work each day with no real idea of where they want to be or how they intend to get there. Little wonder that the failure rate of small business is so high.

Write down your business plan, then keep it open, so you can change it to reflect the ever-changing business environment. It is simply a written statement of your business goals and how you expect to achieve them.

Keeping it open will allow your plan to continue to reflect your current thinking.

This will also help you create a plan to guide your business through the start-up or growth phase, a search for capital, or any other endeavour your small business undertakes.



## Starting a New Restaurant or Café?



What better time than the start of a busy new year to get a leap on your competitors by planning out your year ahead.

Typically, a business plan consists of seven critical elements as listed below. For every element you will need to find a description, using the many tips for avoiding common pitfalls.

- Introductory Elements
- Business Description
- The Market
- Development & Production
- Sales & Marketing
- Management
- Financials

If you require assistance with writing your own Business Plan, then we have a worksheet and a comprehensive guide.

[Business Plan Guide](#)  
[Business Plan Worksheet](#)



## Powering your Kitchen

The food industry is a challenging combination of manufacturing and retail. It requires careful management, control of food and perishables, production, people, hygiene and customers.

Very few businesses include all of these variables as significant elements of success or failure. You must understand that your restaurant or café is also a business.

The skills needed to run a successful business are very different from those required to manage a successful restaurant.



## Information for the Safe Design of Commercial Kitchens

Your restaurant or café cannot hope to succeed without your developing business skills in these three key areas: operational; financial and marketing.

From the very beginning, it is important to remember that in business you always have two sets of customers. The first is your customer that buys your products on a daily basis, and the second type is the customer who will eventually buy your business.

Everything you do in your business should ultimately be geared to both sets of customers.

We hope that the information provided has contributed to the success of your new cafe or restaurant.

### Use our Shopping Cart to Build your Quote

Instructions are:

- Select (click) type of equipment required from the left hand column on any page (example: Dishwashers)
- Select the model you wish to get the quote for and click the buy button. Select your quantity.
- If you would like a quote for any other equipment then simply return to the shop or home page and start again.
- Once you have finished selecting all your equipment click on the "Shopping Cart" link at the top right of the page.
- Select the shipping option from the drop-down box.
- All delivery prices are based on Sydney Metro deliveries
- If you are outside Sydney metro area then even though you must select the delivery option to complete your quote, when we receive your quote we will alter the delivery costs specific to your destination, and then we will resend the updated quote to you.
- Then after checking to make sure everything is correct click Get Quote.

You can also view your quote at any time from anywhere in the site by clicking the "Shopping Cart" link at the top of every page. Complete all your personal details, email, business name and delivery address information.

When you are ready to finalise your quote, click "Get a Quote". Your quote is immediately sent to you by email. Make sure you check your junk box, just in case. We will confirm everything, including delivery costs and stock availability by return email.

Sydney Commercial Kitchens is the premier website for the hospitality industry in Australia. We have been online since 2000, always trying hard to help our customers with every question they had.

Our goal is to supply you with equipment that adds value to your business.

Please feel free to contact us with any questions that you may have. We are here to help!

So till then, we wish you all success



## Starting a New Restaurant or Café?

We hope that you have found this book to be of great value to your business. Certainly the feed-back we have been getting has been very positive.

However the book is work in progress. As business principles change or we find other areas where our knowledge of the industry could likely be of assistance to you we will update the book.

Sydney Commercial Kitchens is proud of the role it is playing in the catering equipment industry through our web site and also through the installations that we do. We would love to provide you with a quotation for your new kitchen and bar area.

We will also be continuing to develop the web site to bring you more information on all products.

Our goal is to develop long term relationships with all our customers. Do a friend a favour!

You may have some friends or business acquaintances that would also benefit from what we offer. Please tell them about us or just drop us an email with their name and phone number. We promise to take good care of them and provide the same standard of service as we did for you.

Don't forget to contact us should you find that now, or in the future, you need some further equipment or just want some advice on some equipment. Please give us the opportunity to discuss this with you.

To maintain our high standards tell us if there is any way you feel we could improve our service. Your comments are most appreciated. In fact, they are very important to us. We want you to know that we really appreciate your business. We look forward to working with you again!

Neil Willis  
Sydney Commercial Kitchens  
Sydney, Australia

# Top 3 reasons to buy from SCK

## 1. Rapid Response Centre

Because we recognise that speed matters we established Australia's first Rapid Response Call Centre. Our promise is that once we know what your catering equipment requirements are, our focus will be in supplying you with that information, quotation or product, ASAP.

And our sales specialists are qualified chefs, we know what you do and how you want to work.

## 2. Peace of Mind

All our restaurant equipment products are supported by the Manufacturer's warranty. Our team will help you make contact if you need it.

On some products we are able to offer additional warranty for your additional peace of mind.

## 3. Reputation

Operating since 1998, Sydney Commercial Kitchens enjoys a highly respected position within the hospitality industry. The trust from our long term suppliers and repeat customers is testament to the quality of service we provide. This has also been recognised by numerous awards for both social responsibility and business services.





**Sydney  
Commercial  
Kitchens**

Phone: (02) 9999 5800

Hotline Help: 1300 881 119

Email: [info@sck.com.au](mailto:info@sck.com.au)

Address: 18/6A Prosperity Parade, Warriewood NSW 2102

[www.sydneycommercialkitchens.com.au](http://www.sydneycommercialkitchens.com.au)