



Hillstone Restaurant, Scottsdale, AZ

schuster | inc

full service upscale dining



Ciro's Italian Kitchen
Escalante's
Gringo's Mexican Kitchen
Hillstone* – Scottsdale
Hilton – R Bar
Hilton – The Pearl
Jimmy Changa's – four locations
Landry's - Willy G's
Legal Seafood* – Boston Harbor
Molina's Mexican Kitchen
Red River Cantina

schuster | inc has been privileged to work with some of the industry's leading operators. In most cases, after completing one project the relationship has continued on to all future work for the client. Often, the relationship has progressed even more to an "on-call" status in order to manage and improve all of their properties.

* While at Jacobs

full service upscale dining



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Jonathan's the Rub
Landry's - Willy G's
Legal Seafood* – Boston Harbor
Molina's Mexican Kitchen

schuster | inc has developed a highly specialized consultancy focused on the hospitality and restaurant industry. Large multi-unity operators routinely seek the services of Schuster, Inc. to elevate their brand, delicately position their operation in the marketplace and, ultimately, improve sales.

After developing nine very successful Mexican restaurants, the Gringo's company approached Schuster, Inc. about a new project. This unit, and subsequent units, are now at the pinnacle of the industry in head counts and sales.

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Pappadeaux* - nationwide
Pappastios* – nationwide
Pappas Bros* - nationwide
Yia Yia Mary's

schuster | inc exerts great effort to analyze and understand the consumer at every level in the marketplace.

Through associations with preeminent operators like Pappas Restaurants, Bludorn, Hillstone, Legal Seafood, The International Polo Club, we have gained a true awareness of the demands of this consumer demographic.

Working at this level in the industry requires constant attention to the prevailing design trends nationally and internationally. We place great emphasis on travelling and experiencing the recent successes and emerging trends. As much as any aspect of our craft, we love learning and observing what really works.

* While at Jacobs. Pappas

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schuster | inc rides itself on a high level of service to very mature organizations. They demand leading edge design skills and acute industry knowledge to compete in intense market settings. With sizable private investments at stake, a design principle must be intimately and passionately involved in all decisions.

* While at Jacobs

hotel dining



Hilton – R Bar – Dallas

Hilton – the Pearl – Houston

Marriott Resort - Seven Hills –
Fredericksburg, TX

schuster Inc and H3D were approached by Hilton to address the floundering food and beverage program at a large full service hotel in the Dallas marketplace.

Hilton was frustrated that the typical hotel restaurant has very limited potential to reach beyond the guest and into the community.

Bold design steps were taken to transform a tired restaurant into a true destination. Sales at this location are the leading volumes for the entire Hilton chain.

Along with full architectural services, the scope of work included concept development, branding, PR management, menu development and culinary staffing.

The restaurant has received many local awards and was named in the top 10 of suburban Dallas restaurants.

fast casual



Pei Wei - national rebranding
Ruggles Green
Bullrito's
Hub Cap Grill
Fuddruckers - international
Luby's - national
Peet's Coffee - Bush, Hobby
Harris County BBQ
Red River BBQ
Buffalo Wild Wings
Cooper's BBQ - statewide

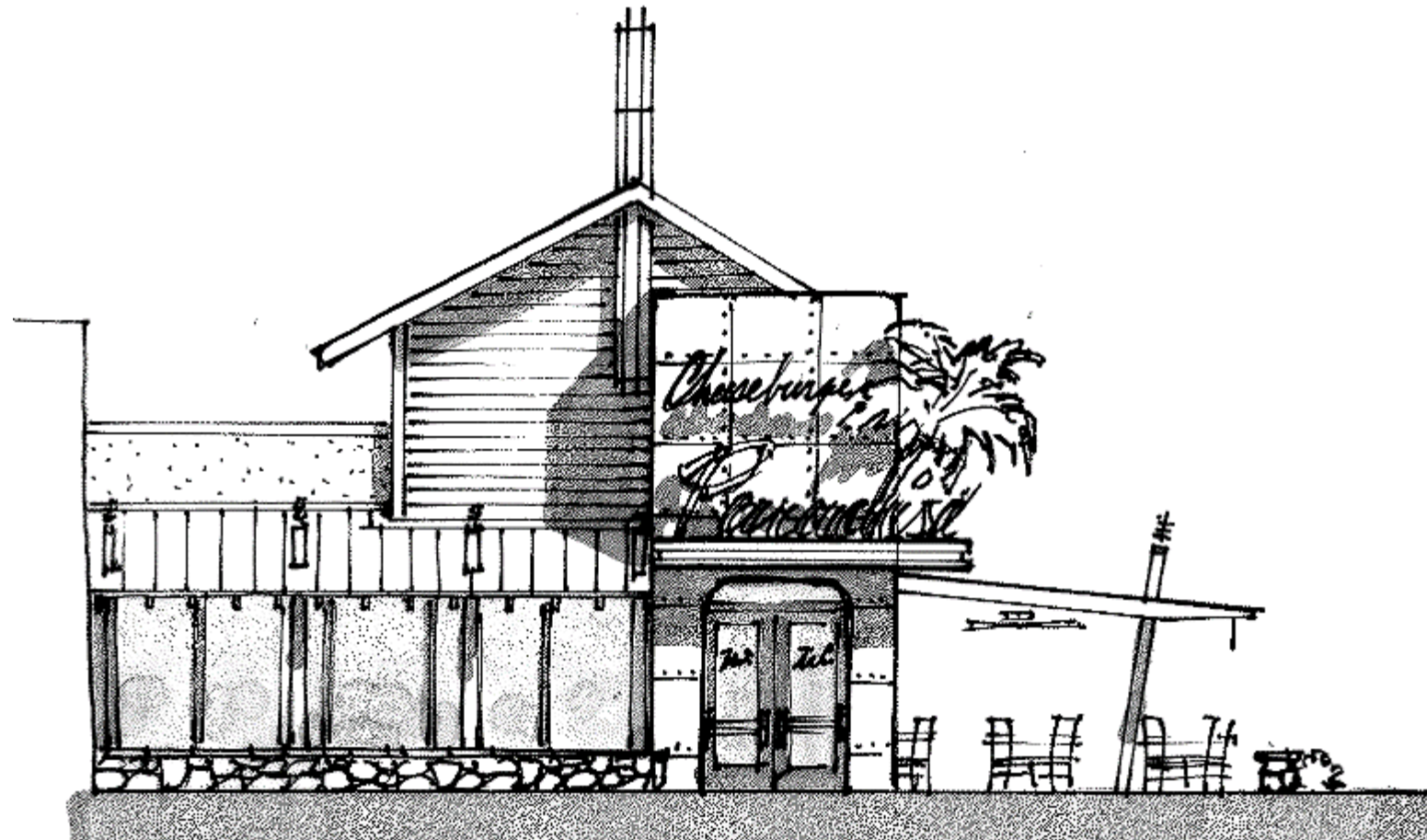
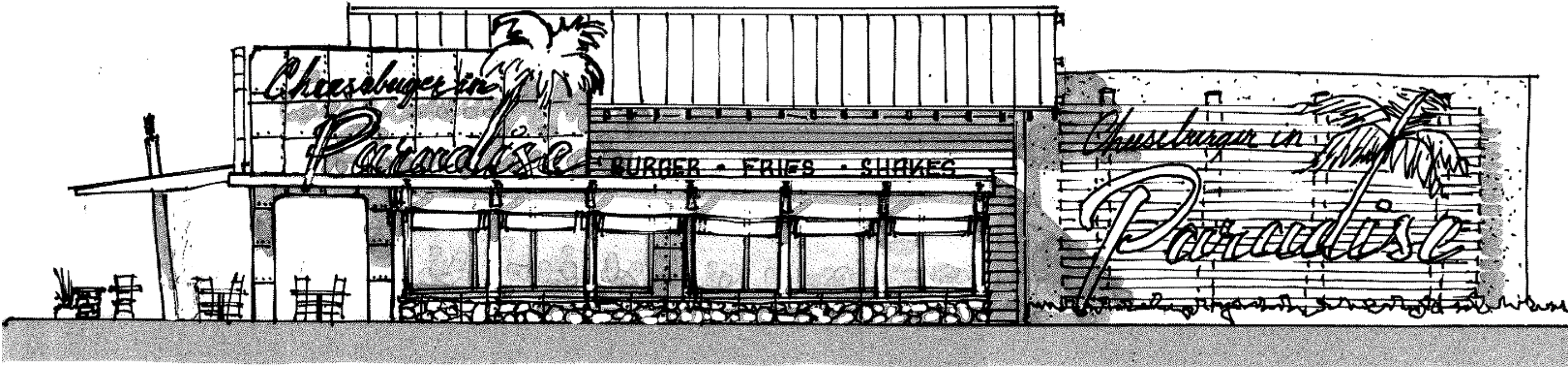
SCHUSTER I inc was invited by Rick Federico, CEO of PF Chang's, to assess the Pei Wei concept, which was not performing to expectations at the time.

An exhaustive analysis and design plan of action was presented to the executive board and it was adopted in its entirety.

The new design was rolled out in Florida and Illinois and sales significantly exceeded all projections.

This re-image and roll-out was also executed with a savings of 20 percent

fast casual



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Ruggles Green
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Peet's Coffee
Harris County BBQ
Red River BBQ
Buffalo Wild Wings

schuster | inc is retained by Fuddruckers to advance their design image across all of their brands.

Pictured is a study of a Cheeseburger in Paradise. The goal was to update a tired and underperforming brand that was inherited with another purchase.

Evolving or advancing a brand is a primary role Schuster, Inc. plays with its clients.

quick service

Wendy's – national
Subway – national
Road Chef - Nigeria

schuster | inc was approached by the owner of leading petrochemical company of Nigeria to create a quick service concept as a co-branded food component to their fuel stations.

Over the course of one and a half years a concept was developed to be the "McDonald's of Nigeria".

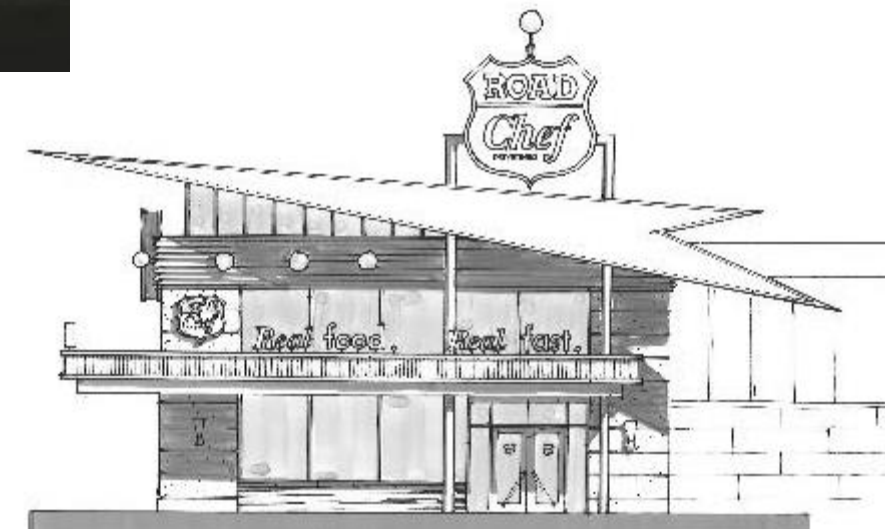
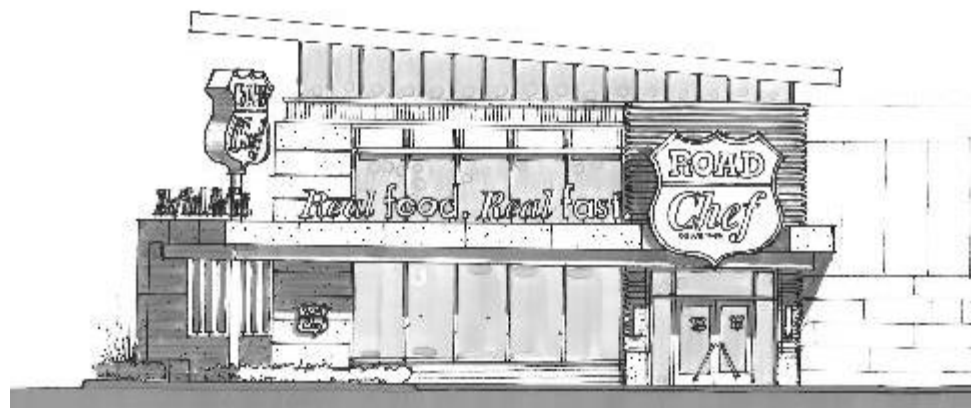
The prototype unit was constructed and has opened to extreme success.

Multiple units are now underway.



First unit now opened in Lagos, Nigeria

Early conceptual sketches



quick service

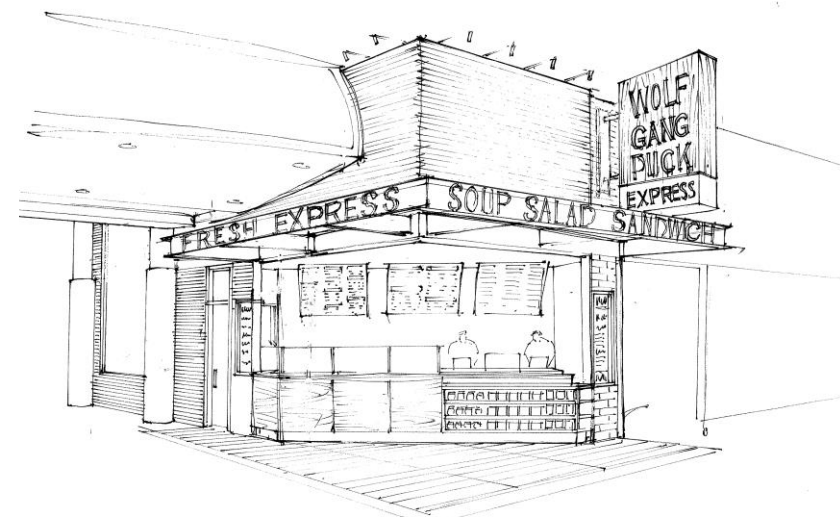
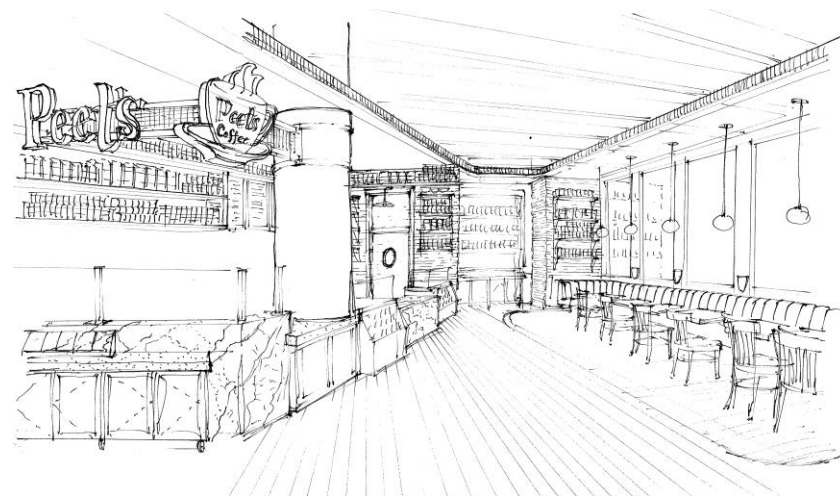


Wendy's – national
Subway – national
Road Chef – Nigeria
Wolfgang Puck – Hobby
Peet's Coffee – Bush, Hobby
Buffalo Wild Wings

schuster I inc has completed multiple units for both Subway and Wendy's.

When a unique opportunity arose in an extremely high profile location at DFW Airport, Wendy's asked Schuster, Inc. for a new and innovative design to showcase their brand in an international setting.

The proposed design created some tension within the development team of Wendy's, but the executive team was determined to present an improved image of the brand.



The unit opened and not only has set sales per square foot records, but has influenced the design strategy for all Wendy's development.

The General Manager of the DFW Airport has commented that he is thrilled to have "the best Wendy's in any airport."

aviation strategy and dining



DFW Terminal C – dining court
Hobby Airport - food and beverage program – planning and strategy

George Bush Intercontinental Airport – Terminal C food court
Wendy's – Hobby, Bush, DFW
Subway – Hobby, Bush, DFW
Peet's Coffee
Buffalo Wild Wings
Wolfgang Puck
Hub Cap Grill
Pink's Pizza

schuster | inc has developed a secondary niche of airport food and beverage design and strategy.

Along with developing many airport dining concepts, Schuster, Inc. has been instrumental in the planning and strategy of entire concessions programs.

Intimate relationships with United Airlines, Southwest Airlines and all of the overlapping government authorities, have been carefully established.

residential

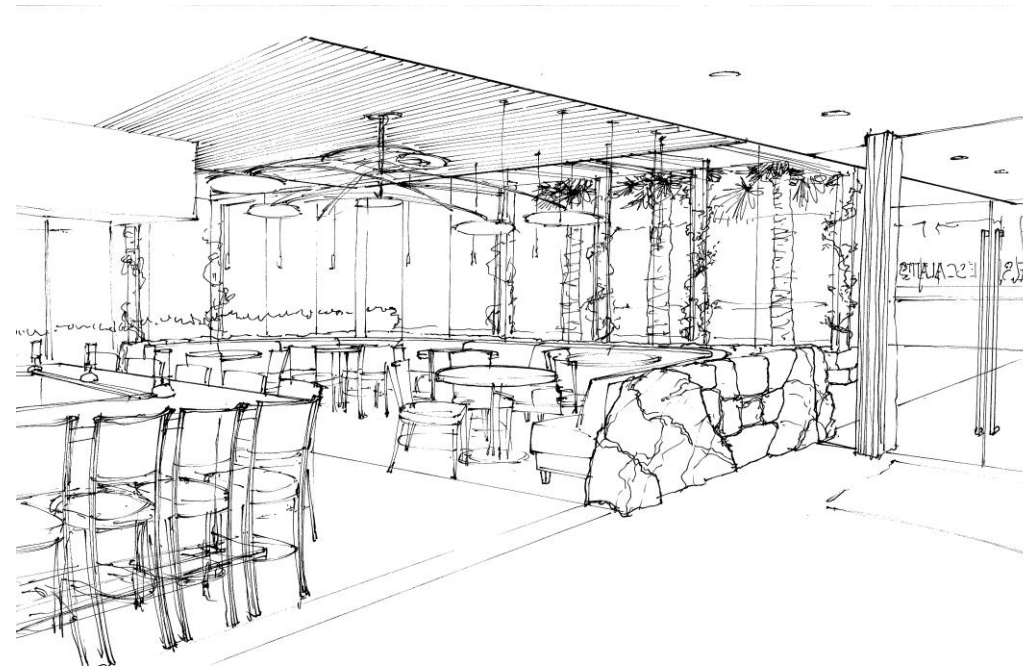
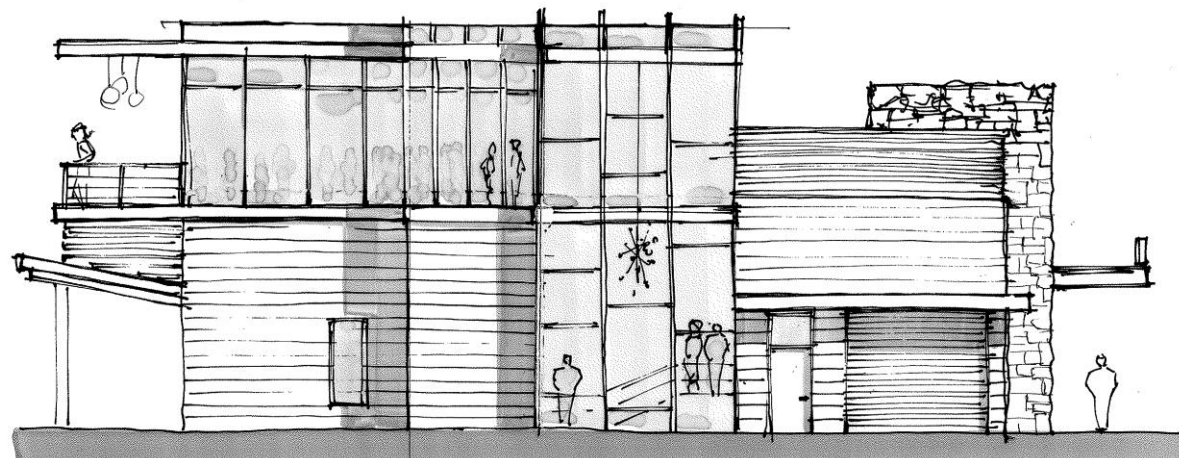


Timber Hill – 6000 sf new construction - Bunker Hill Village
Eagles Wing – 6500 sf renovation
Pine Grove Circle – 7000 sf new construction
Hedwig Drive - 7000 sf renovation
Various yachts

schuster | inc has ventures into other design arenas at the request of specific clients. Both residential and office projects have been successfully completed in isolated cases.

conceptual design

Fluid conceptual design
process



schuster | inc takes pride in, not just design, but in successful restaurants. Spending half a lifetime on the owner-side of design development brings a unique sensitivity to design.

Being educated both here and in Italy also brings a broader design palette.

Working with the industry's leading operators brings a world of experience.

full spectrum hospitality environments



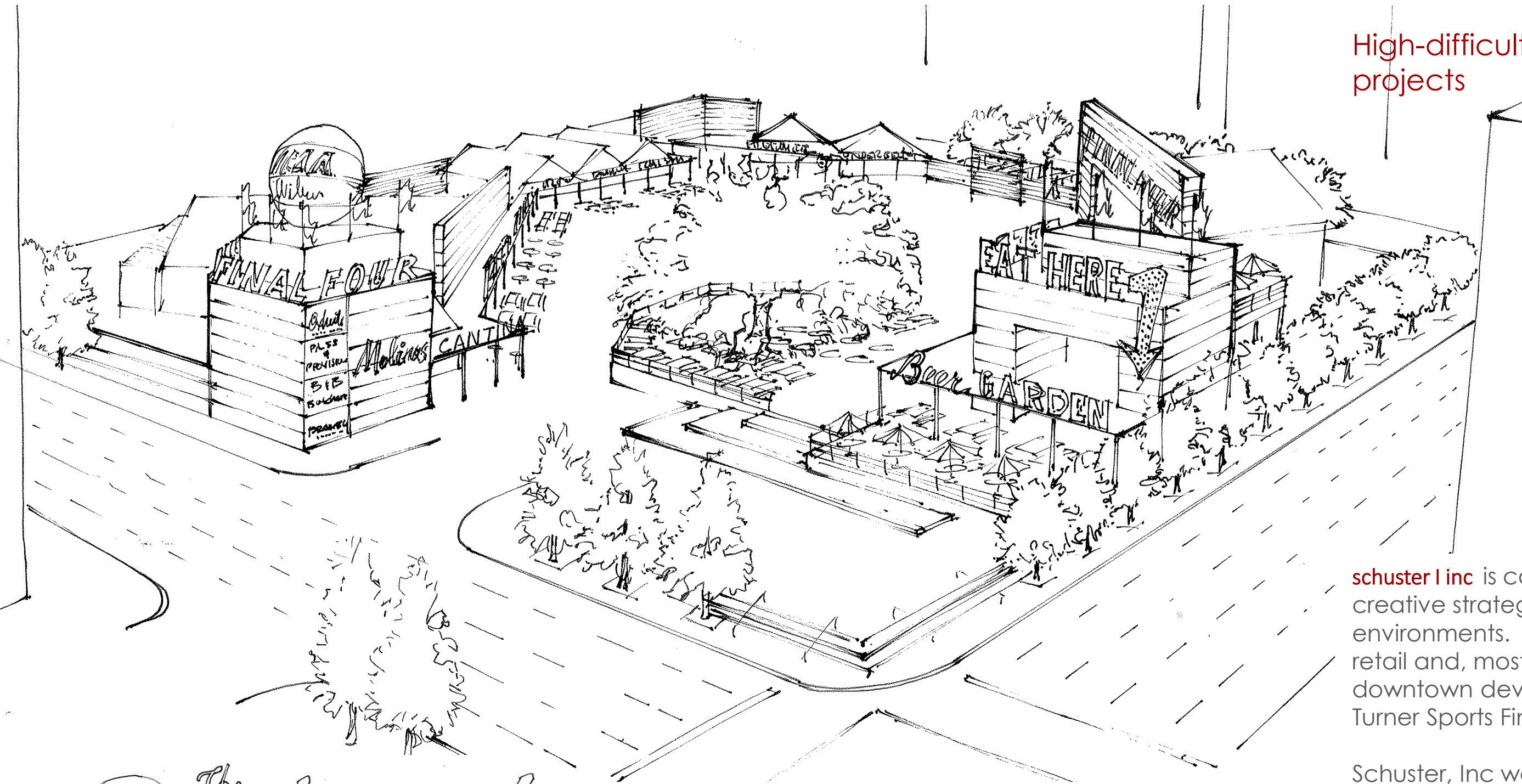
SCHUSTER I inc strives to exploit each component of the hospitality environment. Beyond the dining room and kitchen are the various areas that can truly bring the magic and depth to a restaurant.

Each of these areas bring another dining option to guest that can offer another completely new dining dynamic. Different experiences on different visits.

Full service bar dining, patios, terraces, greens, mezzanines - all can be fully developed to expand and extend the reach of the concept for many years.

non-traditional food and beverage

High-difficulty, high-profile projects



schuster | inc is called upon for creative strategy in intense environments. Airports, urban retail and, most recently, the downtown development for 2016 Turner Sports Final Four.

Schuster, Inc was asked to create a strategy to maximize sales, create energy and "buzz" and most importantly, create branded fan festival environment.

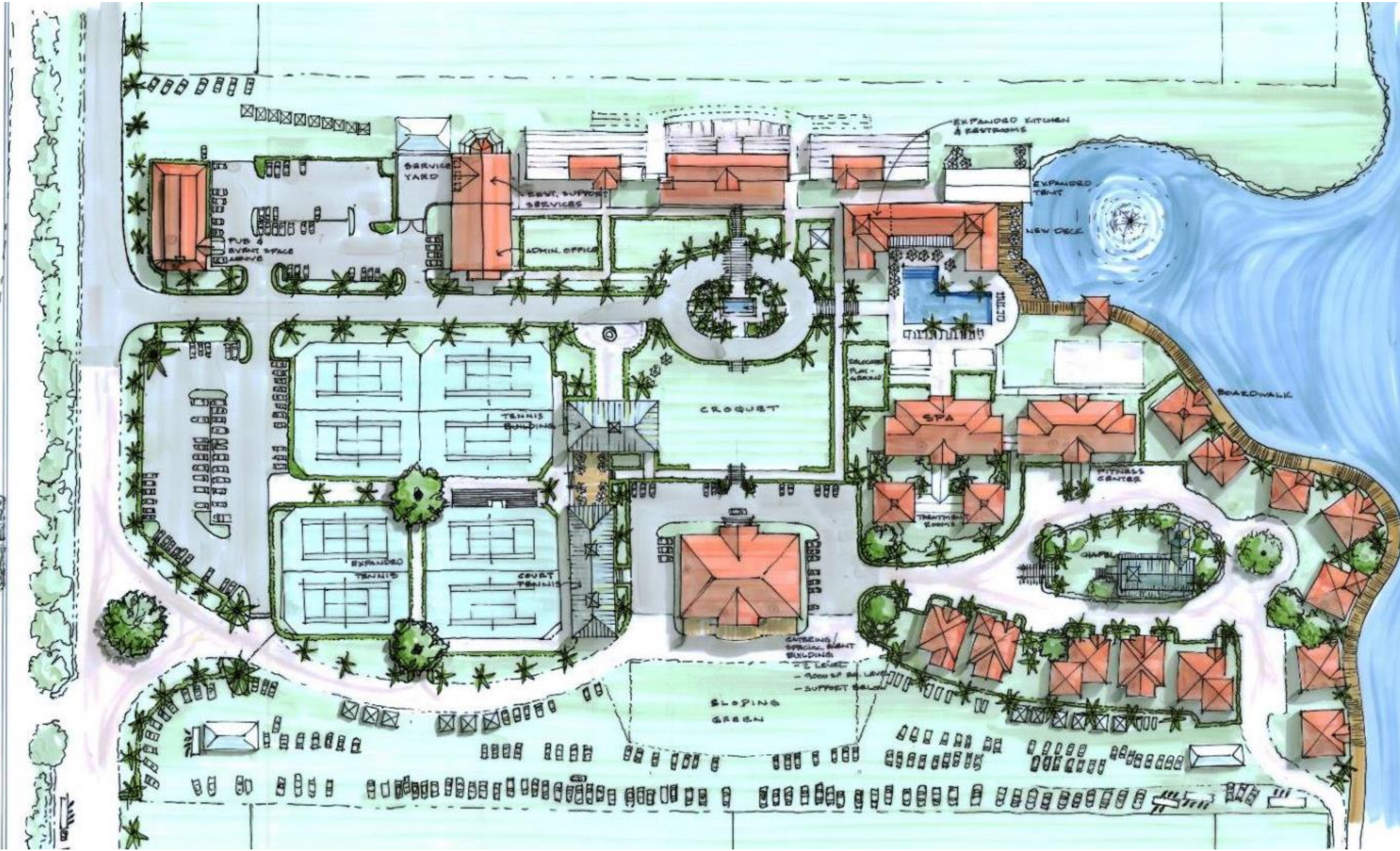
The design was adopted in its entirety and executed fully.

The
Backyard



A TimeWarner Company

non-traditional food and beverage



International Polo Club - West Palm Beach, FL **schuster | inc** was invited to provide master planning services to expand the current services and associated improvements by roughly double. We conducted a charrette with the stakeholders and management team and arrived at the plan above. The process was just under two years and the field two, at the bottom of the image was relocated sixty feet south to accommodate the new plan. IPC is one of the top three polo resorts in the world and home of the US Open of polo.

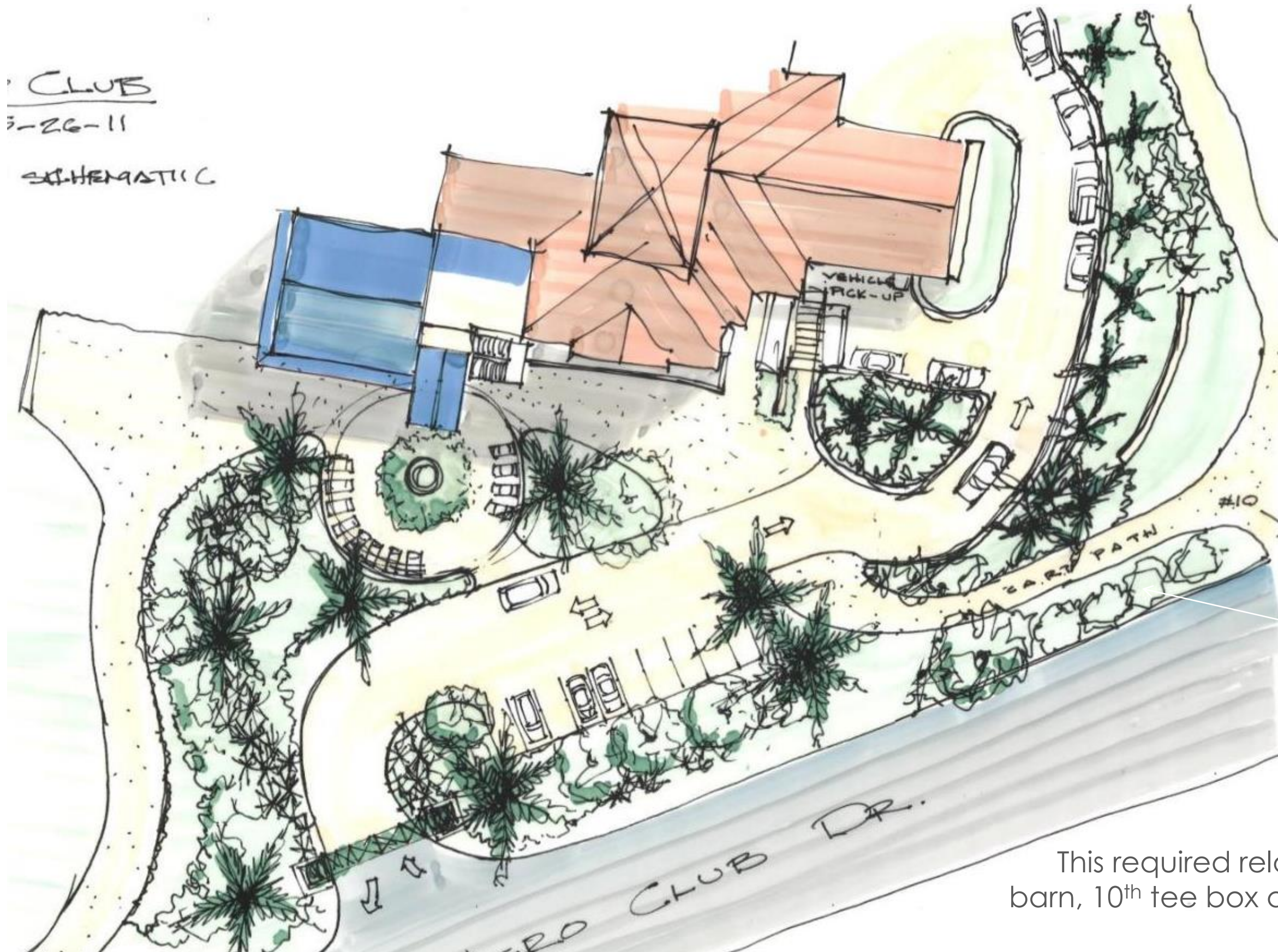


non-traditional food and beverage

International Polo Club
The Wanderers Club
(member golf resort)-
West Palm Beach, FL
master planning



non-traditional food and beverage



International Polo Club

The Wanderers Club
(member golf resort)- West
Palm Beach, FL

Member Golf Drop Off Study

This is one example of a
study on how to improve
the member experience
and elevate it to a new
level.

The current entry was a
common, shared entry and
was a very unappealing
experience.

We created a new private
approach from the street
with a valet drop-off and
pick-up.

This required relocation of the cart
barn, 10th tee box and practice green.



conceptual design

Fluid conceptual design process



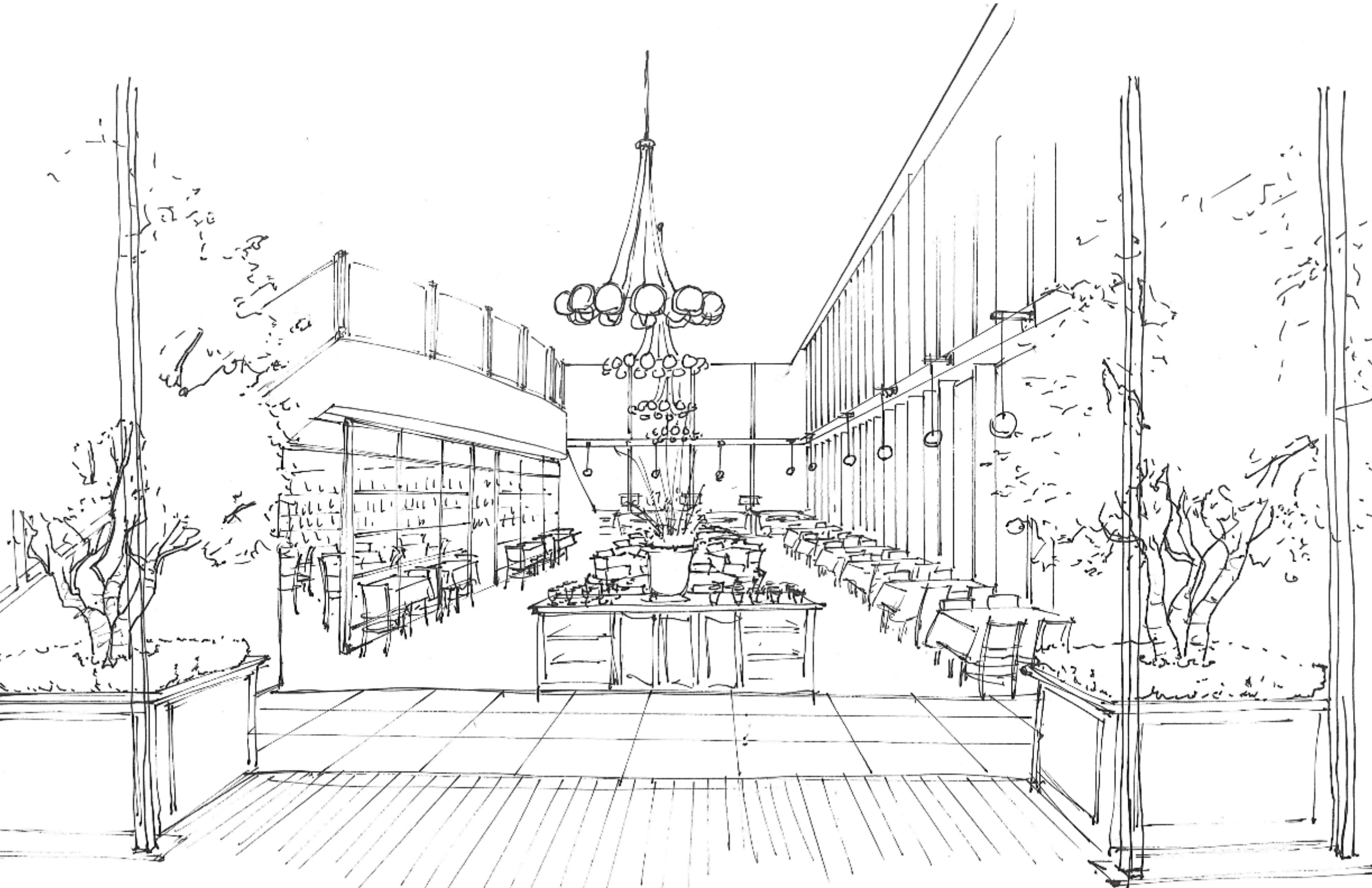
schuster | inc is most often engaged in order to create a brand, revive a brand or advance a brand.

Loose, fluid sketching and modeling are essential in this process – and are a passion at Schuster, Inc.

Both acute design skills and industry knowledge must be second nature to design a success.

These sketches show a study of two possible tower solutions.

competitive conceptual design



conceptual design in high intensity RFP settings

schuster | inc is often a resource for highly competitive competitions in unique environments – from airports, to health care, to foreign resorts.

Spectrum Entertainment and the City of Houston awarded Schuster, Inc and **H3D** the design of the Hobby Center of Performing Arts food and beverage program.

Among the competitors was Gensler.

Entire concessions programs at national and regional airports have been awarded to the clients of Schuster, Inc based in part on design innovation.

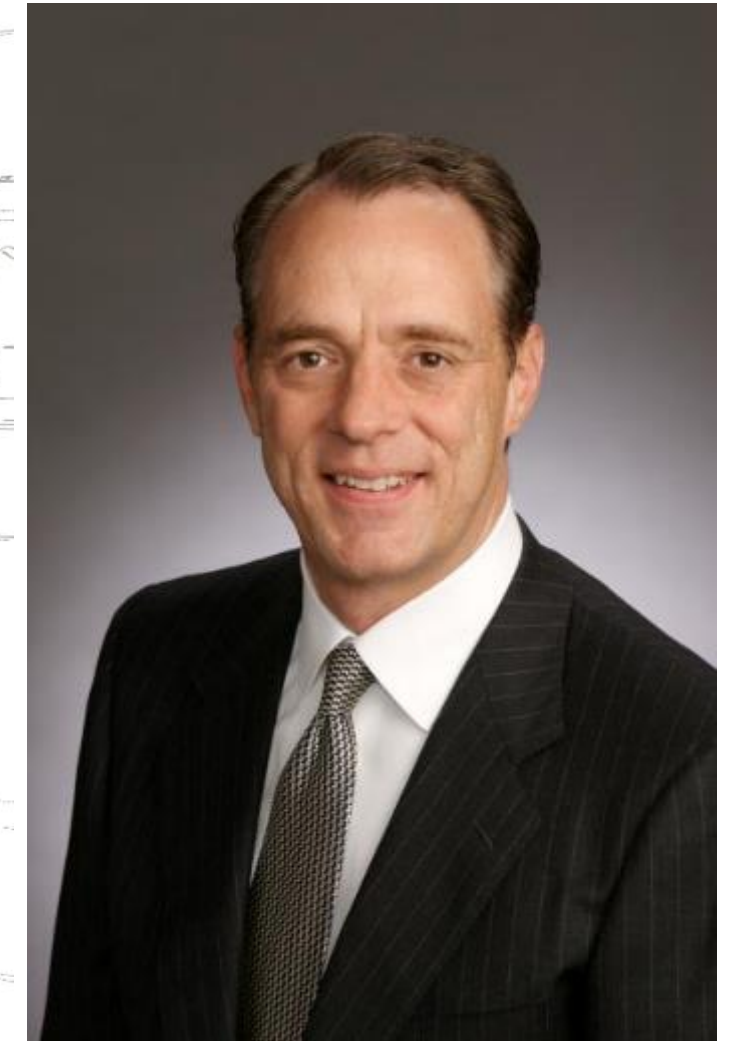
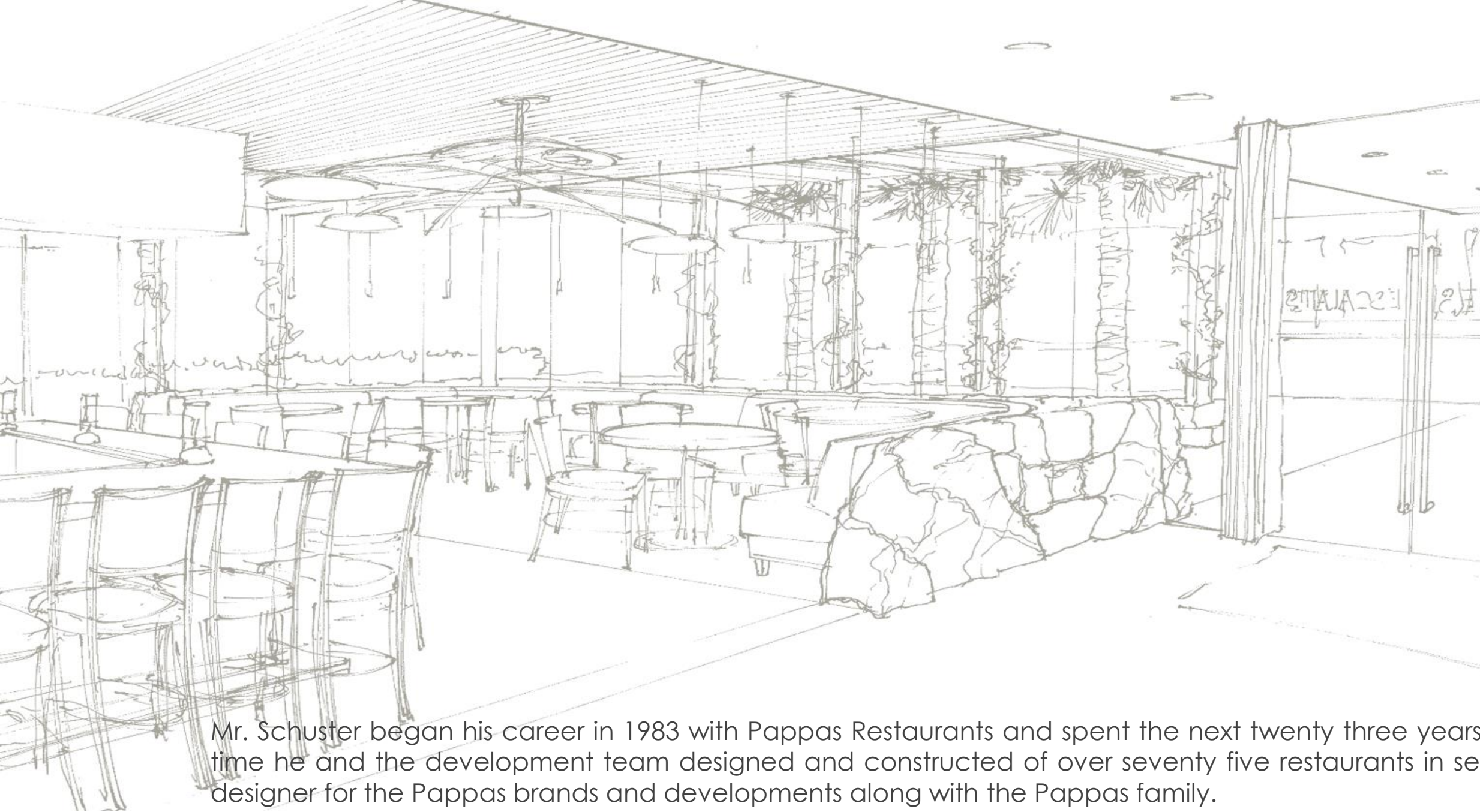
under construction



34,000 square feet of restaurant space currently under construction

schuster | inc is managing several projects under construction currently. Full service architecture is the most common scope of work, but Concept Design Architecture is also offered in collaboration with other local architects.

Construction Administration and Interior Design services are typical and are suggested.



Mr. Schuster began his career in 1983 with Pappas Restaurants and spent the next twenty three years in key development roles. In that time he and the development team designed and constructed of over seventy five restaurants in seven states. He served as principle designer for the Pappas brands and developments along with the Pappas family.

In 2007 he was invited to build a national restaurant and retail design practice within the global design firm of Jacobs. Mr. Schuster assembled a team of veterans and was able secure a roster of clients that are considered leaders in the industry.

In 2010 he began an independent consultancy bringing a broader range of architectural design services and business strategy to a select field of private clients. Notably, all of his previous clients have continued their long-standing relationship with Schuster, Inc.

Along with an on-going relationship with Pappas Restaurants, he has built solid relationships with P.F. Changs, Legal Seafood, Gringo's Mexican Kitchen/Jimmy Changa's, Escalante's, Fuddrucker's, International Polo Club, Wendy's, Hilton Hotels, Turner Sports and many others.

Mr. Schuster's broad experience in virtually all food and beverage settings has afforded him a unique place in the industry. He is now uniquely positioned to offer highly specialized direction that balances architecture, interiors, along with branding and business strategy.