



*fusion  
flavours*  
INTERNATIONAL  
GOURMET

# Let us take you on a flavor expedition

3 It's nice to meet you

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45 Behind the seeds





# fusion flavours

**It's nice to  
meet you!**

Let's spend a few minutes getting to know each other. We'd love to share with you what our brand is all about!



# Variety is the spice of life

We offer healthy, organic, high quality, and environmentally sustainable organic food & flavors from your backyard and around the gastronomic globe at a fair price, so customers can appreciate a variety of tastes and culinary delights.



# Have a seat at our table

We create collective experiences by promoting the interest for food and the personalization of products to meet the variety of customer tastes and preferences.



## **Experience of gastronomic proportions**

Venture into a whole new world of gastronomy with unexpected combinations of flavors and tastes. We share a passion for product knowledge and excellence with our customers.



## **Support is in our roots**

We cultivate personal connections to ensure fresh, seasonal offerings from local and independent businesses.



  
fusion  
flavours

We are an international  
gourmet experience that  
celebrates a global culinary  
culture and brings a world  
of flavors directly to you!



# \* fusion flavours

## Let's get to know you!

Our customers are at the heart of everything we do. It's our promise to bring you the most variety, the highest quality, and the best customer service. We hear you! That's why we continue to research and improve to exceed your expectations.

**Creative.  
Dynamic.  
Young at  
heart.**

Our customers are more than customers, you're family. No matter where your culinary tastes take you, you'll always have a seat at our table.



# EATING HABITS ARE CONTAGIOUS

how the people around us influence what we eat



## OUR FRIENDS INFLUENCE THE HEALTHINESS\* OF WHAT WE CHOOSE TO EAT BY 34.5%

### THE DATA

Data was obtained from 7.68M foods from over 50 countries

### \*HEALTHINESS

Healthiness refers to the average percentile of fit/fat health ratings on the Eatery

MASSIVE HEALTH

ILLUSTRATED BY  
I Shot Him

### SOURCES

1. Abedin S. The Social Side of Obesity: You Are Who You Eat With. Time. 2009.

2. Ball K, Jeffrey R, Gavin A, McNaughton SA, Crawford D. Is healthy behaviour contagious: associations of social norms with physical activity and healthy eating. Int J Behav Nutr Phys Act. 2010; 7:86.

3. Christakis NA, Fowler JH. The Spread of Obesity in a Large Social Network over 32 Years. N Engl J Med. 2007; 357-370-9.

## OBESITY AND HEALTHINESS CAN BE CONTAGIOUS!



37%  
LIKELINESS

PEOPLE ARE 37% MORE LIKELY TO BE OBESE IF THEIR SPOUSE IS OBESE<sup>3</sup>

40%  
LIKELINESS

PEOPLE ARE 40% MORE LIKELY TO BE OBESE IF THEIR SIBLING IS OBESE<sup>3</sup>

## WE EAT THE SAME FOODS AS OUR FRIENDS



In a study with females, it was found that women with friends that consume fast food and soft drinks have a higher intake of these foods<sup>2</sup>



In the same study, women with friends that consume fruits and vegetables eat more of these healthy foods<sup>2</sup>



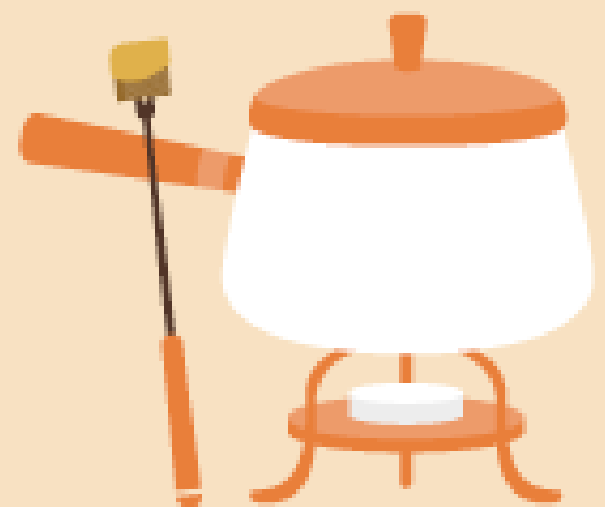
# ETHNIC FLAVORS RULE

— 82% —



**of U.S. consumers**  
say they're willing to  
try new flavors

— 56% —



**of U.S. adults**  
say they're  
adventurous eaters

— 44% —



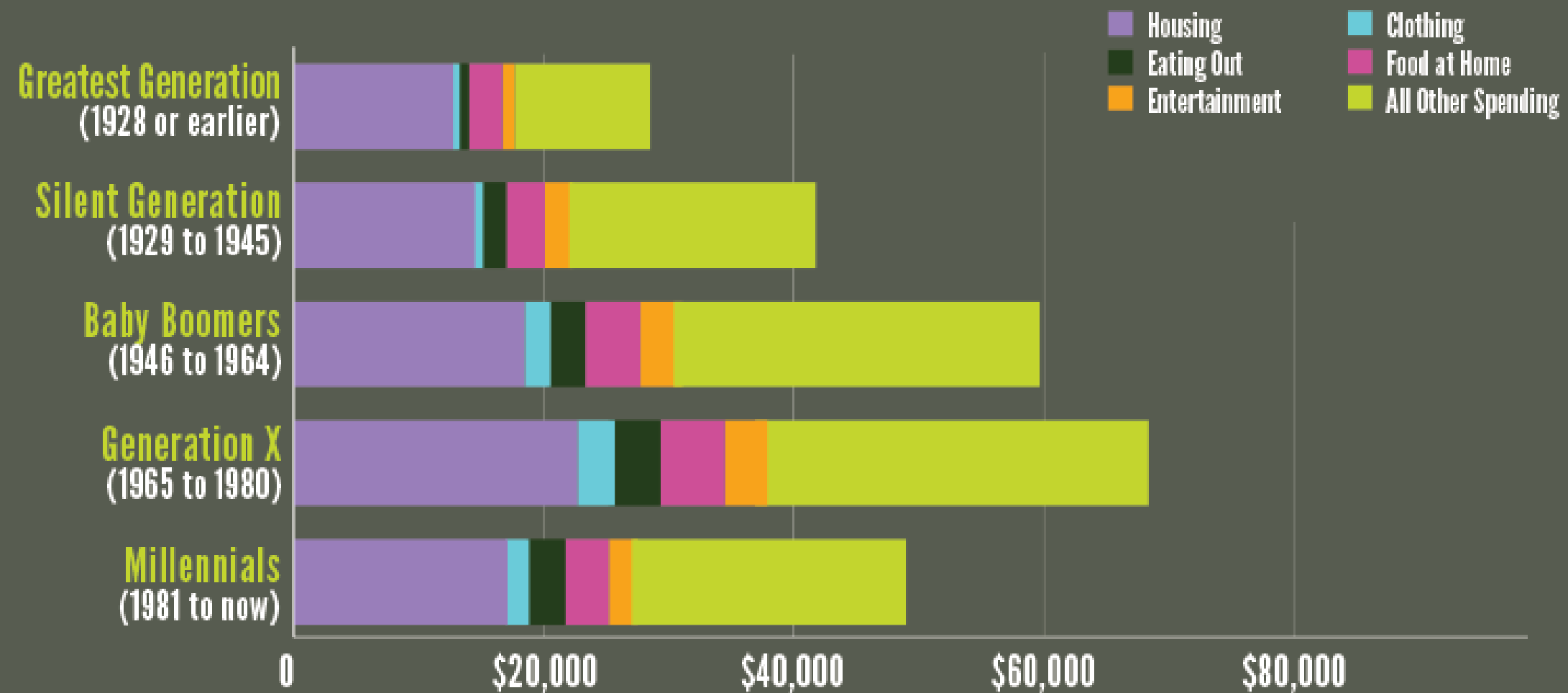
**of all U.S. flavor**  
occasions involve  
ethnic flavors

— 25% —



**of consumers**  
eat hot & spicy food more  
than they did a year ago

# GENERATIONAL SPENDING HABITS BY HOUSEHOLD



Source: bls.gov

Cooking from scratch is being replaced by new meal preparation options



**9/10 shoppers prefer eating at home**

Includes cooking, bringing prepared items home, or having food delivered



Convenience



Cost



Comfort

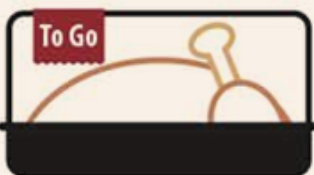


Percent of diners who have prepared meals at home more often in the past year:

U.S. Diners **46%**

Millennials **48%**

Percent of diners who eat grocery store-prepared foods at home:



U.S. Diners **16%**

Millennials **27%**

All generations prefer to dine at home, but their eating habits vary



Silents were most likely to find cooking 'a responsibility not a pleasure'



Millennials enjoy cooking the most

**Meal Habits Then & Now**



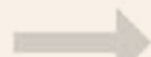
Tried & true family recipes



Recipes from TV, Pinterest & YouTube



Cooking from scratch



Hybrid homemade & meal preparation



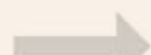
Three meals a day



Fewer meals, more snacks



Cooking as a chore



Cooking for fun

Shoppers aware of the link between diet and wellness shop differently



The majority of shoppers view food labels as very important to their health and wellness concerns when they grocery shop



More than half of shoppers have tried to eat more fruits and veggies in the past year



Shoppers reported increased interest in eating more whole grains and buying foods with fewer preservatives



*\*  
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**Let's get  
technical.**

Now that we've gotten to know each other better, we'd like to share an overview of the new space designed especially for you.



1 North elevation



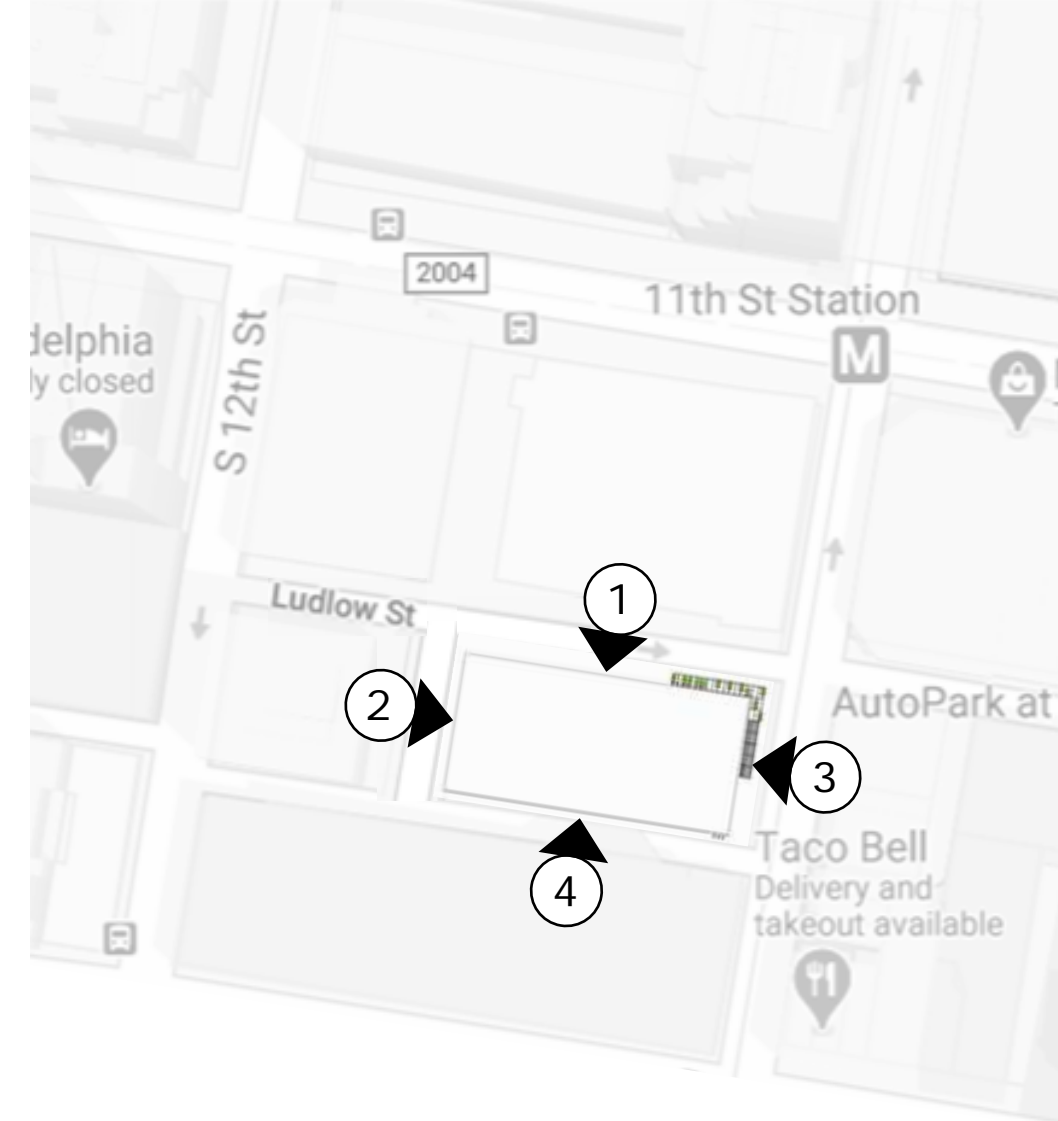
2 West elevation



3 East elevation

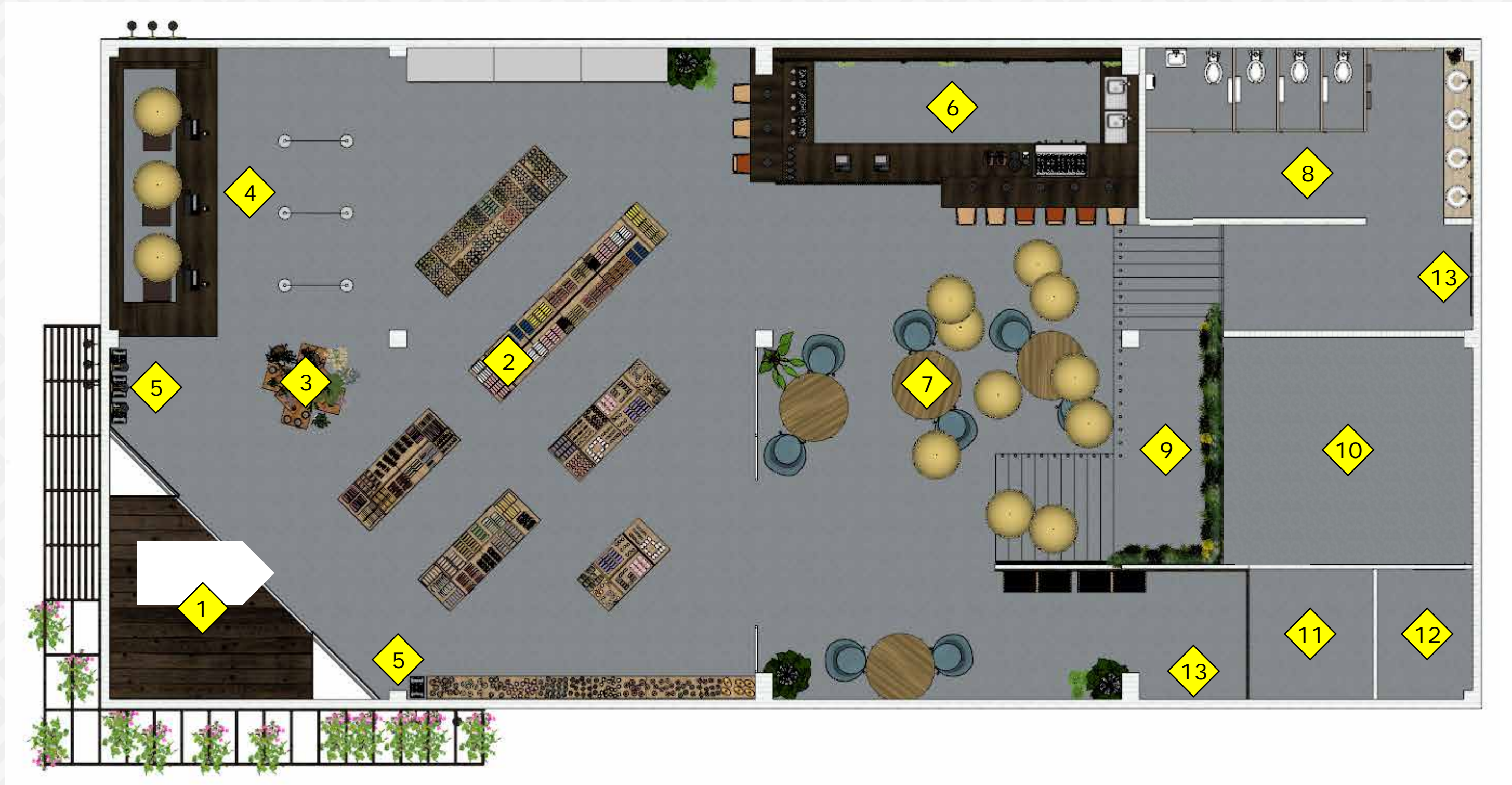


4 South elevation



## Right in the Center (City)

Located in the heart of the city, our convenient location is easy to get to, with a train station and parking garage just a block away - and is within walking distance of several neighborhoods.



**Ground Level**

**Total area: 440 m2**

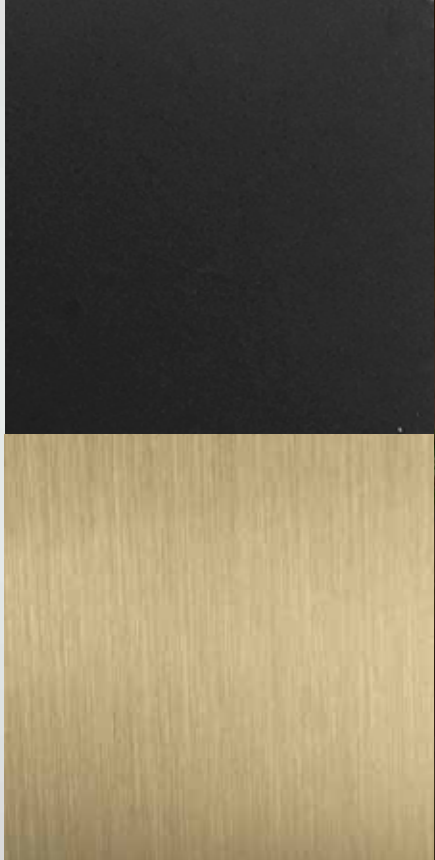
- |                             |                            |                       |
|-----------------------------|----------------------------|-----------------------|
| 1. Entrance/Exit            | 6. Coffee/Tea/Wine shop    | 11. Elevator          |
| 2. Marketplace              | 7. Seating area            | 12. Electrical closet |
| 3. Seasonal vendor showcase | 8. Washroom                | 13. Emergency exit    |
| 4. Cashwrap                 | 9. Stairs/Living wall      |                       |
| 5. Shopping baskets         | 10. Storage/Coworker space |                       |



**Loft Level**

**Total area: 218 m2**

- 1. Soft seating area
- 2. Bar seating area
- 3. Kitchen event/bistro space
- 4. Storage/Freezers
- 5. Coworker restroom
- 6. Elevator
- 7. Stairs/Living wall



# Design in harmony

Mixing elements of modern, urban, and retro styles creates a comfortable and familiar space designed for living in – a home that welcomes us in after a long day, nurtures us and protects us from the hustle and bustle of the city.

Clean lines and organic shapes complement reclaimed oak, teak, and walnut woods.

Brass, white opaque glass, painted brick, and raw concrete materials come together in a medley of flexible multi-use spaces.

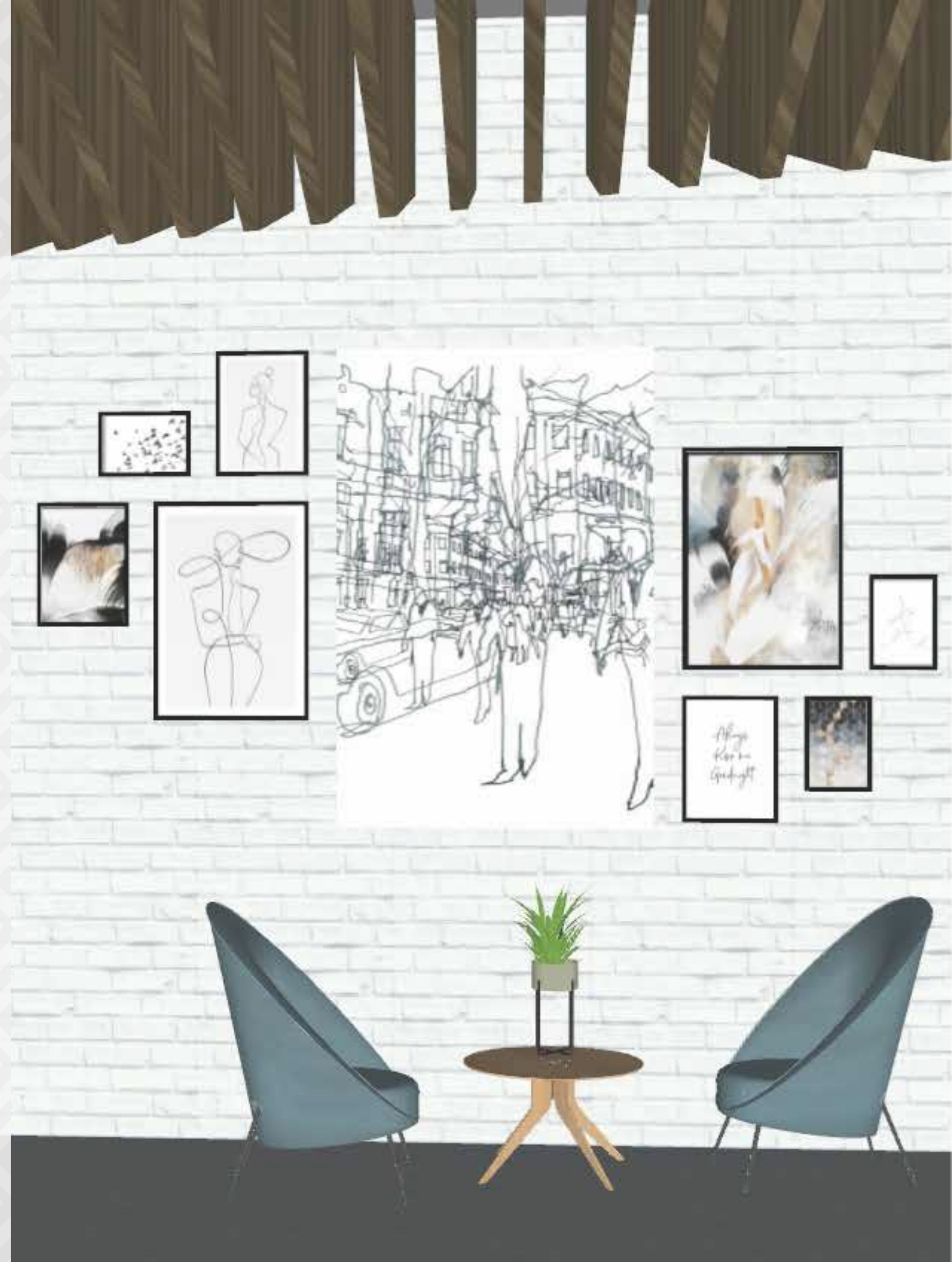




# fusion flavours

**Make yourself  
comfortable.**

Choose your own pace: a quick pick-me-up or savory siesta, we created a space for you to experience the foods and flavors just the way you like it. Enjoy familiar and healthy comforts or find an unexpected culinary delight!

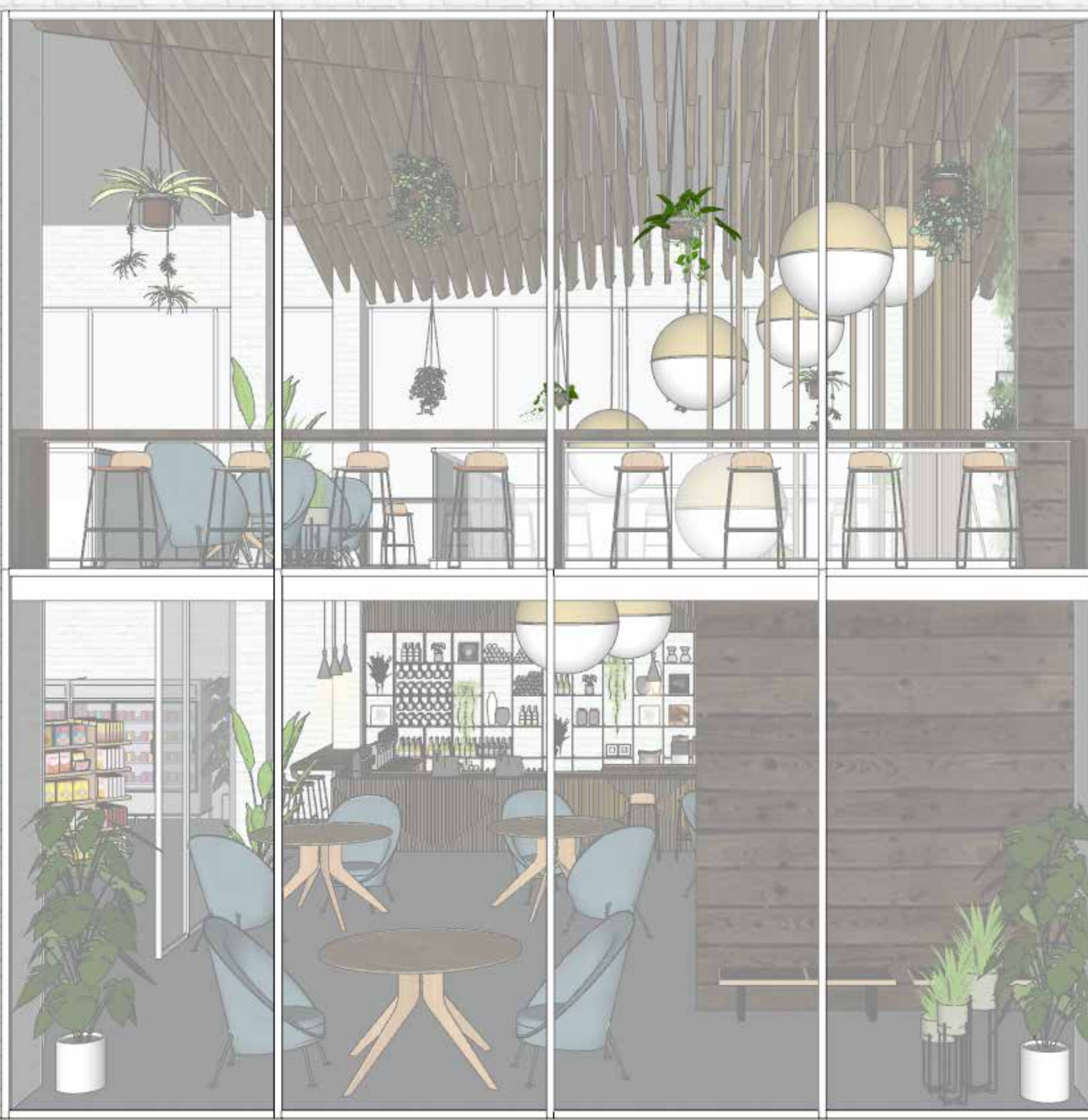




## At the intersection of flavors

The dark wood and chamfered corner contrast with the white painted brick, making the entrance stand out visually and allowing quick and easy access.

Seasonal plants and flowers adorn the overhang, further welcoming guests and providing a preview of what seasonal flavors might be found inside.



# Inside, out

The large glass panels do more than provide natural light inside, they open our space up to the outside world, beckoning you to step in and celebrate a global culinary culture.



# A global bazaar of flavors

Our marketplace is fully stocked with all your favorites as well as an ever changing variety of fresh, local, independent, and global flavors, ensuring that you'll discover something new every visit.

The racking is made from sustainable and reclaimed wood, and is fully flexible to change layout; accommodating fluctuating inventory. There's always a dedicated showcase area for seasonal offers from local businesses.













## It's a (cash) wrap!

Our friendly coworkers are always ready to answer questions, help you find the perfect flavor, and make sure your shopping experience is convenient. The cash wrap is set up to ensure a quick and easy checkout,

so you can be on your way to a home culinary adventure. Shopping baskets with wheels and collapsible handles double as mini carts for ease of shopping and are centrally located for pick up and drop off.

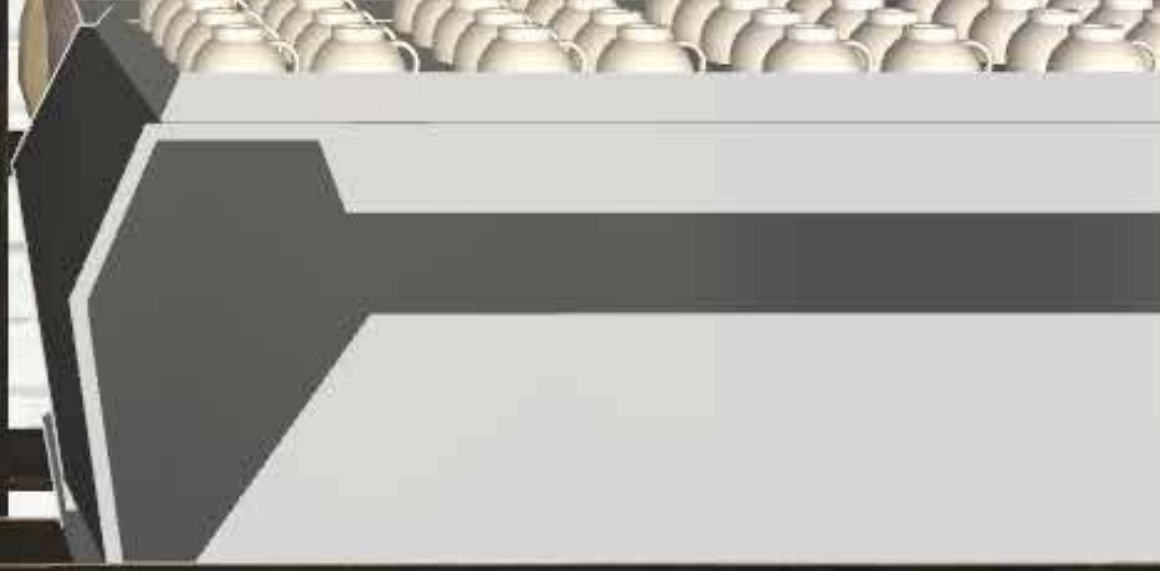
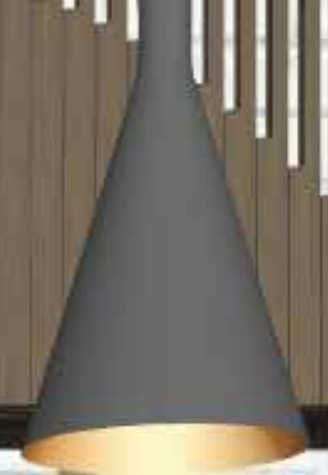
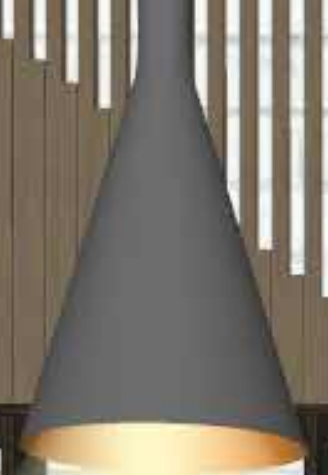


## Sip & savor

Enjoy an array of fine teas, sustainable coffee from local roasters, or try one of our fine wines from across the globe. Our baristas and sommeliers are happy to help you craft the

perfect beverage and tempt you to a tasty baked treat. Grab a seat at the bar, a comfy chair and table, or head upstairs to the loft and enjoy your savory selections.











## Rest (room) assured.

Everyone is welcome here! That's why our restroom is gender neutral. Each stall offers privacy and comfort because everyone deserves a little moment of peace while they're doing business.

Wall cabinets provide extra storage space for supplies to keep the restroom clean and fully stocked. Hooks on the front of the sink counter give your bag or jacket a brief resting place while you wash up. Extra accent lighting above the mirrors ensure your reflection shines as bright as you.





# Take it to the next level

Ascend the stairs to pass by our living herb garden wall (used in our test kitchen) or ride the elevator to enjoy a variety of additional seating in our loft area. Glass railings keep the space open while special panels descend from the ceiling to help dampen sound. Power plugs and free wifi are provided to keep you connected, while lush plants and foliage throughout the space creates a connection to nature.









# Edible explorations

Located at the back of the loft, our open test kitchen is a convertible space that serves as a lunchtime quick service bistro. Retractable doors close in the evening, creating an

intimate space to host local chefs for culinary workshops and is also available to book for private gatherings.









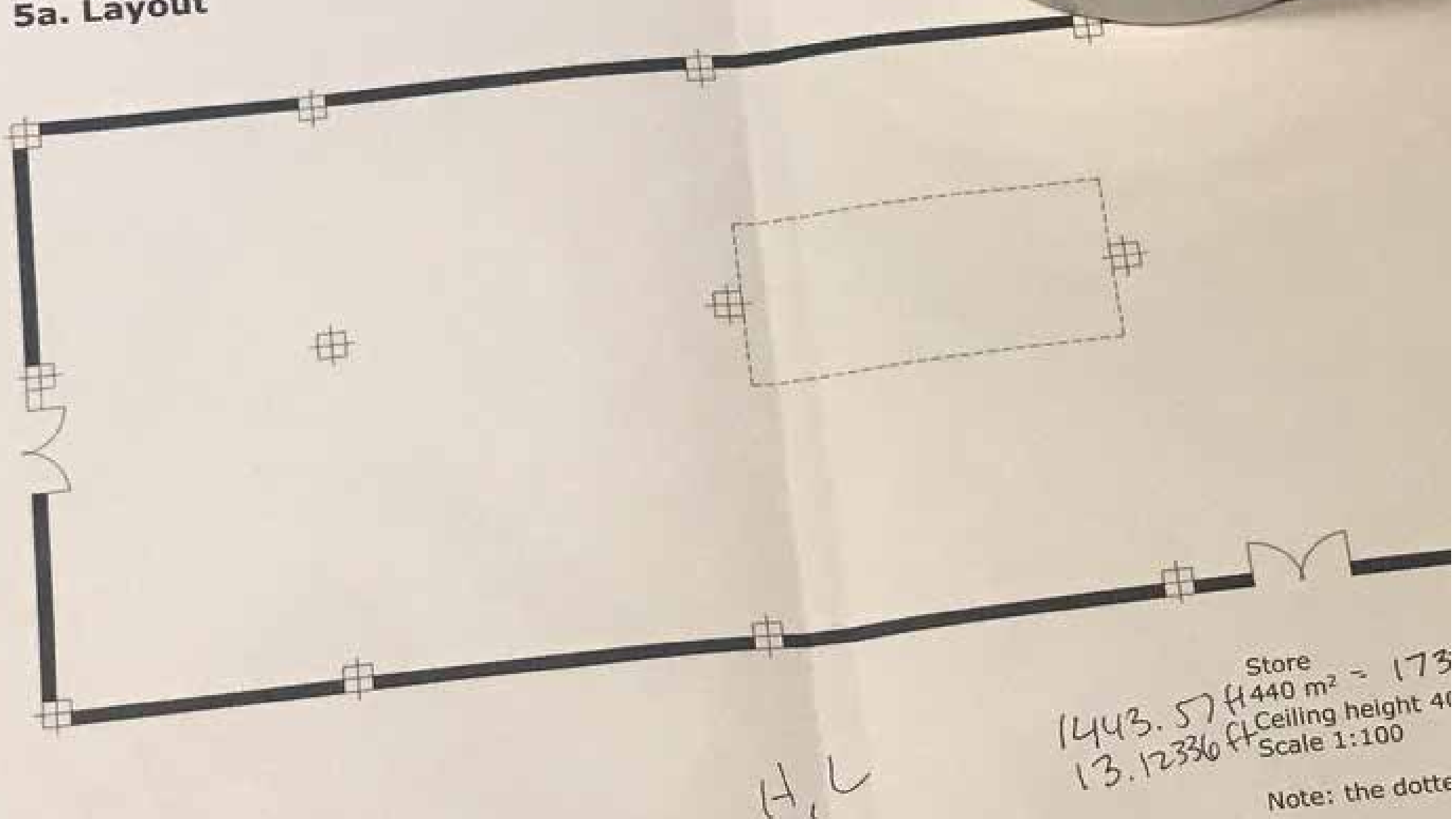
# objectives.

The objectives of the *Fusion Flavours International Gourmet* project are:

1. Selling organic food & flavours for a really good price. They focus on international brands of typical products from different countries, so customers can appreciate the variety of tastes and species. They also want to safeguard crops in danger of extinction.
2. Promote the interest for food and the personalization of products to the customer's preference. The aim is to build and share knowledge and create collective experiences.
3. Reference source of information on the world of gastronomy. They offer customers information on product excellence and let them experience unexpected combination of flavours and tastes.
4. Identify and strengthen small local businesses that produce quality products but do not have the necessary means themselves for adequate development and promotion, nationally and internationally.

**Create a shop design layout using the provided structure and dimensions, identifying areas that directly relate to the brand objectives.**

## 5a. Layout





# research.

With the brand objectives provided, the following needed to be considered:

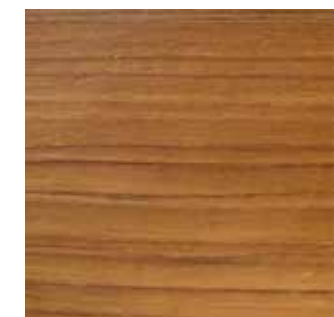
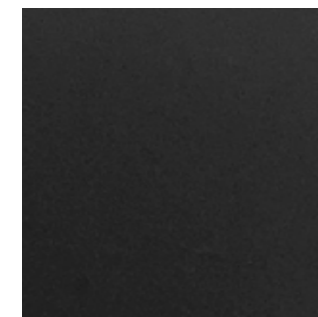
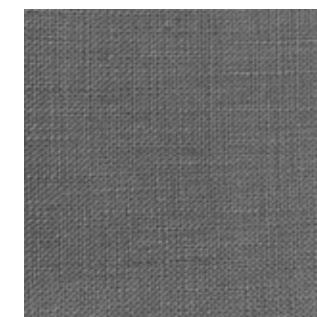
- What is the brand voice?
- What are grocery retail standards and trends?
- Grocery brands: layout, experience, services, perception, customer loyalty.
- What is the target consumer?
- Use of demographic and psychographic data: who are the customers and what motivates them?



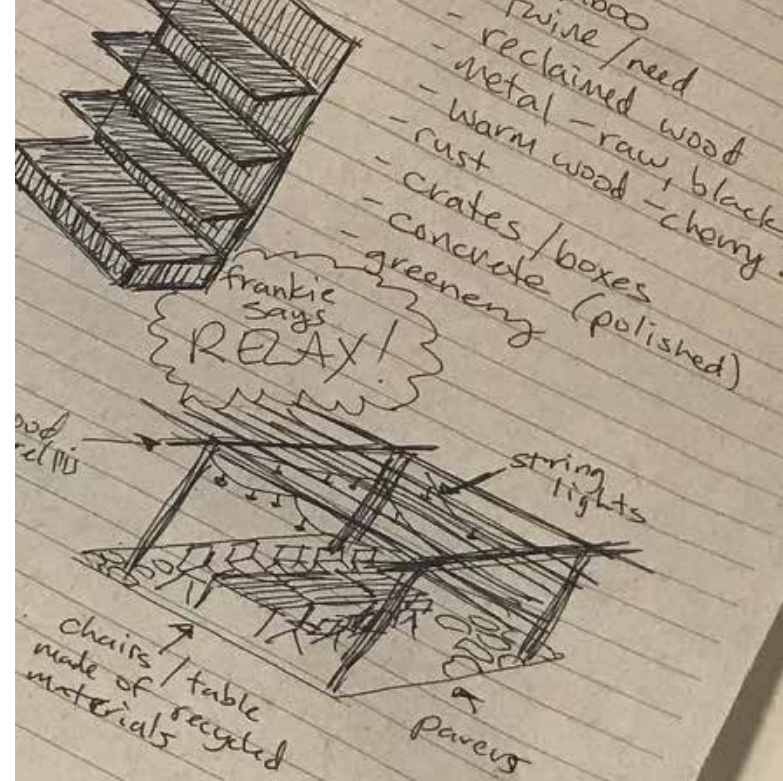


# Explore.

- Café and specialty shop design.
- Interior design styles
- Colors and materials







# concept.

Create rough architectural layout and draft designs in SketchUp.

- Layout: site map function areas (browsing, seating, payment, eating, etc.)
- Fixtures: what is needed to support function in each defined space
- Use existing SketchUp components from library to create first draft





## revise.

- Refine the space design concept: modify existing model components from SketchUp library and solutions from other projects to fit defined space, concept, and style.
- create new components from scratch



## present.

Create the presentation introducing the brand concept and voice, and exhibit the final layout and design space concept. The project is presented as given by a representative of the brand, and not as a design project for review.

This approach creates a space to show the extra thought and consideration taken into not only the design and function of the space, but also highlight the candidate's strengths in presentation and leadership capabilities.



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