

Proposed Opera Bar Redesign



December 11, 2019

Presented by

Scott Fairbanks
Creative Director
Global Gourmet Catering

Garó Eldemir
Director of Concessions
Global Gourmet Catering

1

Proposed Opera Bar Redesign



Objectives

1. First and foremost: **Expand patron experience** and overall sales
2. Elevate bar experience toward a more modern, updated, **contemporary** look and feel
3. Choose elements and pieces that **complement existing restaurant decor**, but also differentiates the bar as a separate environment
4. Make **smart decisions** that don't unnecessarily require the opening of a larger redesign conversation that involves the entirety of the restaurant

2

Recommended Tabletop

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Locally-sourced, sustainably harvested
tabletops crafted of Wild Walnut

Milled and produced in Northern California

Easily maintained Tongue Oil finish

Black table bases



3

Potential Chair Options

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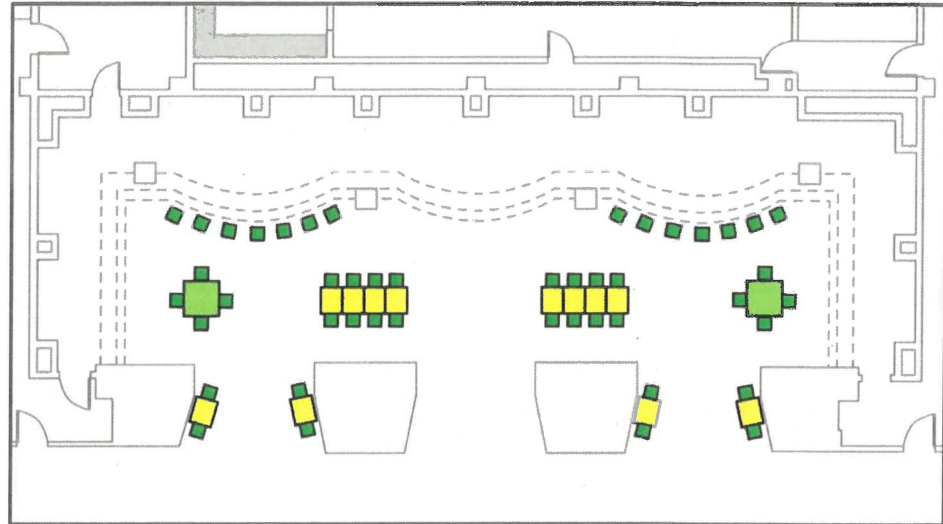
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Potential Floorplan Options

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Floorplan 1

Combination of
High and Low
seating.



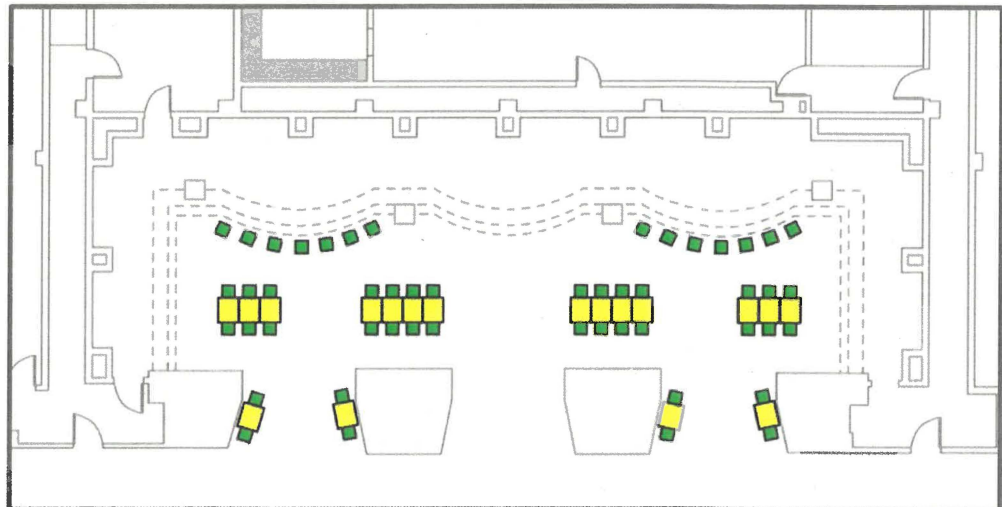
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Potential Floorplan Options

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Floorplan 2:

All High Seating



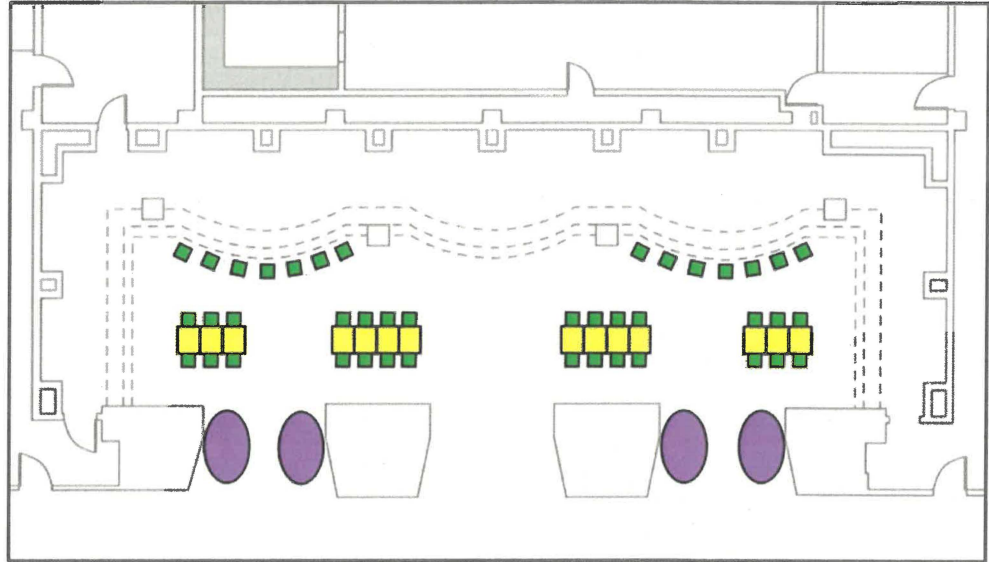
6

Potential Floorplan Options

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Floorplan 3

All high seating
(4) Two guest
booths included



7

Completed Project

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8

Completed Project

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9

Floorplan 3: Booth Seating Details

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(4) Two seat booths

Built and designed by San Francisco custom seating provider

Wood to match existing in space

Booths can be finished in an off white or burgundy leather

Easy to clean

No affect to ADA compliance



10

Budget: Floorplans 1 and 2

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Floorplan 1: Two heights of seating

Floorplan 2: All bar height seating

FLOORPLAN OPTIONS 1 AND 2:

ITEM	QTY	COST	TOTAL
Tabletops	18	200	3600
Table Bases	18	200	2800
Joining/Finishing/Transportation	1	2000	1500
Painting of Walls	1	8000	8000
In/Out of Historic Sconces EST		3000	3000
Barstools	36	1250	45,000
DESIGN FEES		4500	3500
PROJECT Mgmt		3500	2500
		TOTAL	69900
Tuning Fork Design			25000
		TOTAL	94900

11

Budget: Floorplan 3

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Bar height seating within space

Includes booth seating in right/left archways

FLOORPLAN OPTION 3

ITEM	QTY	COST	TOTAL
Tabletops	14	200	2800
Table Bases	14	200	2800
Joining/Finishing/Transportation	1	2000	1500
Painting of Walls	1	8000	8000
In/Out of Historic Sconces EST		3000	3000
Barstools	28	1250	35,000
Booths			8000
DESIGN FEES		4500	3500
PROJECT Mgmt		3500	2500
		TOTAL	67100
Tuning Fork Design			25000
		TOTAL	92100

12



12/5/2019

To the San Francisco War Memorial & Performing Arts Center Board of Trustees,

After our first year on the War Memorial Campus, we have come to a better understanding of the business needs and our guests' desires. As such, we have made a fair amount of menu adjustments to meet and exceed the needs and wishes of our partners and our patrons. At this point in our experiences, we feel confident in the product breadth and quality that we are providing and hope you can concur. We have listened, grown, adapted, and improved, effectively minimizing the complaints of our patrons.

Due to multiple factors including the continuing increases in wages, cost of quality goods and services, and market competition, Global Gourmet Catering is seeking a price increase on select, base level items in all three of our houses as well as a structural change in the pricing guidelines provided by the War Memorial. I've attached our pricing spreadsheet for your review, with the requested changes noted in yellow.

Currently, the War Memorial provides a price range at which GGC must provide food and beverage products within. GGC is proposing the removal of the range in favor of a base level price to be set by the War Memorial. GGC would maintain quality food or beverage items in each category at the base level price point in all houses. All premium product pricing would henceforth be determined by GGC, taking into account the guest experience and perception, market price, cost of goods, and all other expenses of our business.

While we are very conscientious of our patrons' budgets, we are also aware of the support we can provide to the War Memorial Performing Arts Center by maintaining our status as a competitor in quality and premium experiences in the Performing Arts and Concert venues of San Francisco. Our partners on this campus provide the highest quality of artistic performances with world-renowned artists. As food and beverage providers, it is our challenge to ensure the experiences of our patrons mirrors this level of excellence. To do so, we have focused our efforts on increasing the quality of the goods and services provided. We hope you have seen such improvement since making the decision to award Global Gourmet Catering the contract and we look forward to continuing to provide quality experiences for our guests.

Thank you for your consideration.

Melissa Gartner
General Manager
Global Gourmet Catering
San Francisco War Memorial & Performing Arts Center



Approved 5/12/16 Approved 4/13/17 GGC initial **PROPOSED**

ITEM	9/1/16	5/31/17	8/1/18	1/2/20
Café at the Opera House				
Buffet - Opera Season	40.00	45.00	48.00	48.00
Buffet - Ballet Season	40.00	45.00	48.00	48.00
Buffet - Sunday Brunch	NA	NA	38.00	38.00
Buffet - Children (age 14 and under)	20.00	20.00	20.00	24.00
Buffet - Sunday Brunch Children (age 14 and under)	NA	NA	NA	19.00
Ala Carte Items (minimum 3 items)	14-23.00	15-24.00	10-32.00	10 & up
Plated Desserts	10.00	10.00	10-13.00	10 & up
Coffee/Tea if Ala Carte (included in Buffet)	3.50 (12 oz.)	4.00 (12 oz.)	4.00 (12 oz.)	4.00 (12 oz.)
Intermission Bar Beverages - Opera House/ Davies Symphony Hall/Herbst Theatre				
Cocktails	10.00	10.00	10.00	11.00
Cocktails - Premium	13.00	14.00	14.00	14.00
Irish Coffee	13.00	14.00	14.00	14.00
House Wine by Glass (New House Wine effective 9/1/16)	11.00 (6 oz.)	12.00 (6 oz.)	12.00 (6 oz.)	13.00 (6 oz.)
House Wine by Glass - Large 9 oz.		18.00	18.00	19.00
Premium Wine (6 oz.)	13.00 (6 oz.)	13.00 (6 oz.)	13.00 (6 oz.)	varies
Domestic/Imported Beer (12 oz.)	8.00	8.00	8.00	8 & up
Sparkling Wine by Glass (6 oz.)	12.00	13.00	13.00	13.00
Champagne Split (187 ml)	17.00	17.00	17-28.00	17 & up
Champagne Split (375 ml)	45.00	45.00	45-47.00	47.00
Soft Drinks (12 oz.)	4.00 (12 oz.)	4.00 (12 oz.)	4.00 (12 oz.)	4.00 (12 oz.)
Bottled Water - Sparkling (12 oz.)	4.00	4.00	4.00	4.00
Bottled Water - Still (16 oz. effective 2018)	5.00	6.00	6.00	6.00



Intermission Bar Food - Opera House/ Davies Symphony Hall/Herbst Theatre				
Sandwiches	6-10.00	6-10.00	6-13.00	9 & up
Salads	13-17.00	13-17.00	10-17.00	13 & up
Fruit & Cheese Plate/Charcuterie Plate	13.00	13.00	15.00	15.00
Desserts (Cakes & Tarts)	10.00	10.00	10-13.00	10 & up
Cookies, Brownies & Sweets	3-5.00	4-6.00	4-10.00	4 & up
Candies (Truffles & Mints)	4-5.00	4-5.00	5.00	4 & up

War Memorial: Price Comparisons of Selected Beverage Items – December 2019

ITEM	Global - SFWMPAC		Curran	ACT Geary Theater	SF JAZZ	Masonic (Global Gourmet)
	Current	PROPOSED Changes In Bold				
House Wine by Glass (6 oz)	12.00 (6 oz.)	13.00 (6 oz.)	14.00 (5 oz.)	10.00	NA	9.00 (5.5 oz.)
House Wine by the Glass (9 oz)	18.00 (9 oz.)	19.00 (9 oz.)	18.00 (8 oz)	NA	14.00 (8 oz.)	12.00-14.00 (5.5 oz.)
Cocktails (Well)	10.00	11.00		NA	NA	9.00
Cocktails (Call/Premium) (Ketel One Vodka, Bombay Sapphire Gin, Remy Martin Cognac)	14.00	14.00	16.00	12.00	14.00 (8 oz.)	12.00
Irish Coffee	14.00	14.00	NA	14.00	NA	NA
Domestic/Imported Beer (12 oz.)	8.00 (12 oz.)	8.00		8.00	8.00	8.00 (12 oz)
Sparkling Wine by Glass Pot Clement Brut	13.00 (6 oz.)	13.00	18.00	12.00	14.00 (8 oz.)	12.00 (7 oz.)
Soft Drinks	4.00 (12 oz.)	4.00	6.00	4.00 (12 oz.)	5.00 (12 oz.)	4.00 (20 oz.)
Bottled Water Sparkling 12 oz	4.00	4.00		3.00	5.00	4.00 (16.9 oz.)
Bottled Water Flat 16 oz.	6.00	6.00		3.00		
Coffee if Ala Carte	4.00	4.00		3.00	NA	NA