

PROVEN SUCCESS

DM&A has had great success in renovating and reinvigorating retail areas. Below is an actual example of a success story that we were able to facilitate.

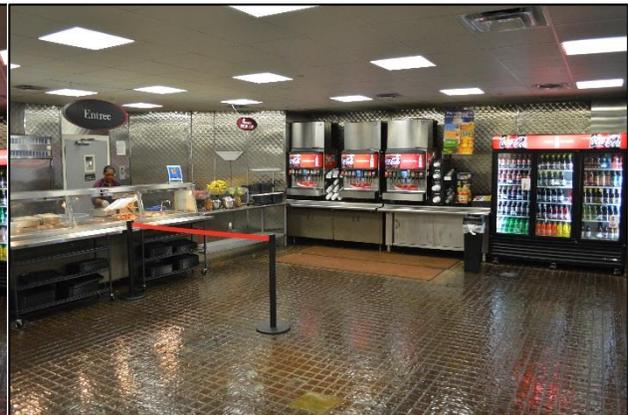
GUEST SATISFACTION SUCCESS

One major challenge for healthcare establishments across the country is providing ways for employees to get through the café or bistro with their food within a limited amount of time. By shifting resources and removing unnecessary clutter, we are able to facilitate greater flow through the café or bistro area and allow for employees to get what they need in a timely and effective manner.

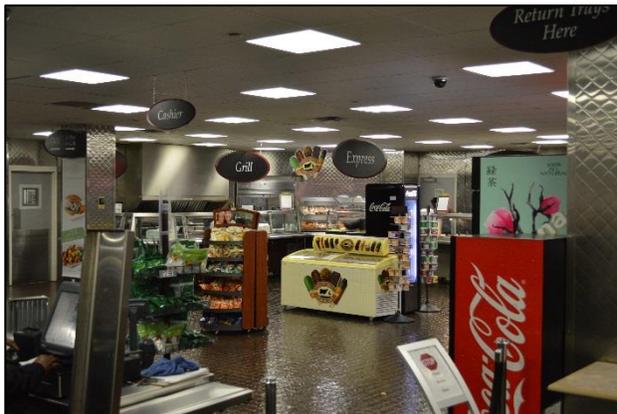
Before



After



Before



After



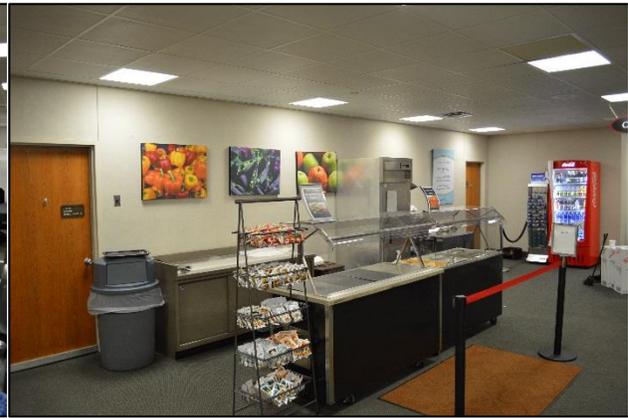
Many guests and staff members at the same property had been asking for healthier lighter options to traditionally heavy, calorie dense and fatty foods.

As a solution we created a new salad station with the resources that were available.

Before



After



The following is an example of a dish that was featured on the new salad station.

**PONCHATOULA
STRAWBERRY
SALAD**

*Fresh Ponchatoula
Strawberries served on a
bed of baby lettuce,
topped with our
homemade Strawberry
Balsamic dressing and
Candied Pecans*



The need to update the seating area was very apparent and necessary to accommodate more guests and provide a comfortable dining experience.

Before



After



As the physical area took shape it was important for the food to match the surroundings as well as the goals of the organization. Which, like most healthcare centers was to make dishes healthier, while still being appetizing. Below are examples of some of those dishes.

Before



After

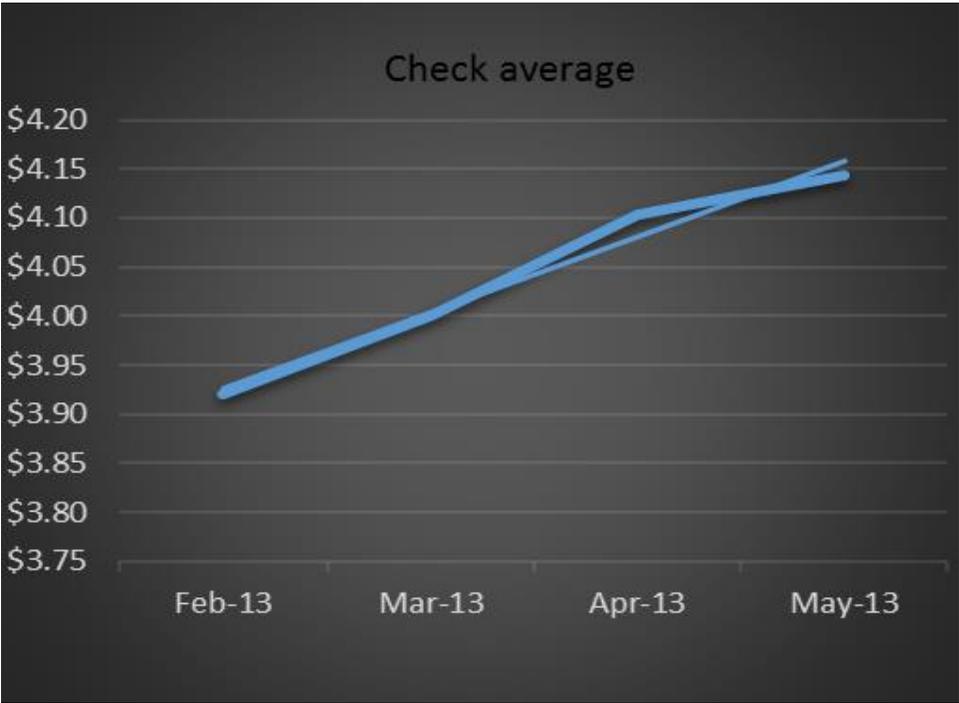


FINANCIAL SUCCESS

Through these changes we were able to increase retail sales just over 10% and raise the check averages through a minor renovation, brief training and instilling a few simple principles in the staff and management.



Below is a snapshot of the first few months that we monitored while there in this operation. They continue to this day to improve and grow sales.



Month	Net Sales	Rings	Check Average
Feb-13	\$196,025	50,011	\$3.92
Mar-13	\$213,536	53,382	\$4.00
Apr-13	\$227,504	55,439	\$4.10
May-13	\$223,440	53,919	\$4.14

YOUR INVESTMENT IN THE FUTURE

The biggest investment in the future is done by bringing on 2 additional qualified culinarians to facilitate the future of the café-fresh, made-to-order food.

For the infrastructure, we anticipate a modest investment for a few small wares, a bakery case and signage to create an attractive and consistent brand(s).

Past Client Retail Reference

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