

restaurant development + design

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THE CONSUMER:

How 3 Brands Are Working to Keep Their Eyes on the Prize p40

KFC Revamps Historical First Location

KFC started as a small cafe in North Corbin, Ky., over 50 years ago. Today, the Sanders Cafe, owned and operated by JRN, Inc., pays homage to the chain. It's a restaurant and museum that is on the National Register of Historic Places.

NELSON Worldwide recently completed a reimagining of the historic space and brought to life a modern, fresh take on the legacy brand. The restaurant-museum concept set out to honor the past, create meaningful connection and foster shareable moments.

Some of the concepts NELSON integrated to bring the brand's story are listed below.

- A "Return to Roadside" design approach, a one-of-a-kind concept that allows NELSON to build upon the existing design with a "sympathetic addition" to emphasize the Colonel's legacy of hospitality, showmanship and quality
- An engaging, low-tech display with interactive overlays that enhance the KFC story to tap into the museum and exhibit experience
- Touchless photo ops embedded throughout to capture moments of excitement as guests navigate through the establishment
- Midcentury design elements and retro-inspired furniture selections in a space dubbed Colonel Harland Sanders' Iconic Sitting Room, which draws inspiration from the Colonel's original home, which is adjacent to the restaurant
- A test kitchen that pays homage to the process of perfecting the Colonel's original recipe

Reader Report

In terms of restroom design, you are:

57%

Reemphasizing the focus on cleanliness and privacy in the wake of the pandemic

24%

Sticking to the minimum requirements because it's not a revenue-driving space

12%

Creating restrooms that have strong design elements to encourage guests to take selfies or linger

7%

Other



Images courtesy of NELSON Worldwide