

# **ZOE'S KITCHEN**

**PRESENTED BY: MIA-MYLINE MEDINA**



# ZOES KITCHEN MANIFESTO

" From our beginnings in Birmingham, Alabama, to our headquarters in Plano, Texas, Zoës Kitchen has been passionately sharing the Mediterranean diet and lifestyle for more than 20 years. And we're just getting started — whether it's experimenting with new recipes or opening new locations across the country, we never sit still. We'll continue to innovate and grow as quickly as we can find recipes, locations and team members that meet our high standards of excellence. Serving fresh, delicious food will always be at the heart of what we do. But Zoës Kitchen is also about serving people. Whether it's enabling a family to relax and catch up over a satisfying meal or maintaining a work environment that nourishes each individual's happiness and success, we never forget we're in the people business. Great food happens to be what we sell."

<https://zoeskitchen.com/about>

# ATMOSPHERE

## Pros:

- Open floorplan
- Vibrant color scheme
- Plenty of windows (natural light)
- Welcoming/ Inviting
- Casual
- Indoor/Outdoor seating
- CLEAN

## Cons:

- One person bathroom
- Poor lighting in the bathroom



# SERVICE

## Pros:

- Welcoming Cashiers
- 10 min. serving time
- Utensils and drinks are self-serving

## Cons:

- N/A

# AMENITIES

**A paper form of the menu is provided at the front door.**

**Symbols are used to mark menu items that are vegetarian, vegan, gluten free, ect.**

**Allergen and Nutrition information is made readily available through pamphlets at the front of the building.**

**15 minute parking spots are reserved for the business. Private parking is available.**

**Pre-made meals are kept at checkout and labeled with the date and time they were made (always fresh) for quick transactions.**

**Online ordering and catering are available. Take-out only.**

**FREE WiFi**

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## Allergen Information

Allergens present in dish will be marked below.

BOWLS & ENTRÉES	DAIRY	EGGS	FISH	SHELLFISH	TREE NUTS	PEANUTS	WHEAT	SOY BEANS	VEGAN	GLUTEN FREE
(Alpha/Beta) Chicken Roll-Ups	✓						✓	✓		
(Alpha/Beta) Steak Roll-Ups	✓						✓	✓		
Boxed Lunch - Chicken Roll-Ups	✓						✓	✓		

[illegible]



# QUANTITY VS. QUALITY VS. PRICE

