CASE STUDY:

dairiO

Refreshing the Interior of a Classic Fast Food Joint

Dairi-O has been serving up America's favorites – burgers, hot dogs, and milkshakes – since 1947, when the chain was founded in North Carolina. Dairi-O's original location was a takeout joint, but the chain quickly grew to one of the South's best-loved sit-down restaurants.

LOCATION:
Asheboro, North Carolina

REAL ESTATE TYPE:
Free Standing

CONSTRUCTION TYPE:
New Build

PROJECT SCOPE:
Design, Space Planning, Manufacturing, Sourcing, Installation, Program Development
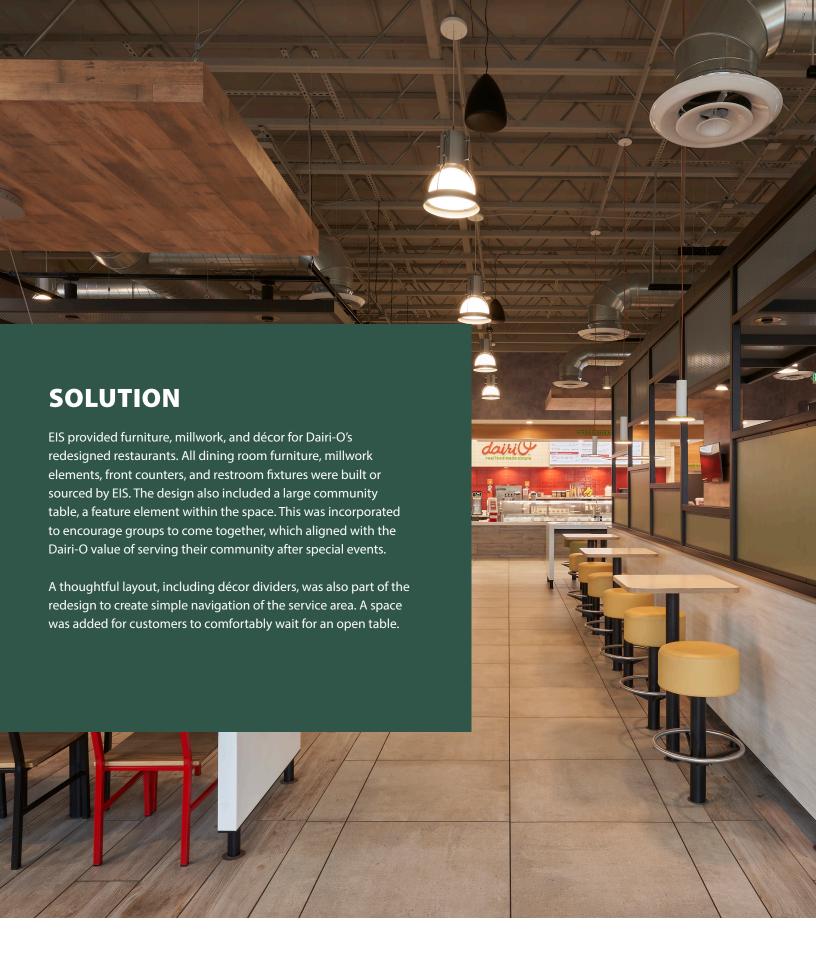
GOAL

When Dairi-O approached Elkay Interior Systems (EIS), they were looking for unique ways to update their restaurants. The original Dairi-O locations had a grassroots feel, but now, more than 70 years later, they were ready to embrace a new look while honoring their valued traditions. With a new design in mind, Dairi-O needed EIS's help with bringing this modern restaurant refresh to life and rolling it out to several new locations.

CHALLENGE

Though Dairi-O had a fresh, new design ready, it wasn't as easy as building, shipping, and installing the elements. Getting EIS's furniture and décor to match the brand's approved designs was an obstacle. Elkay Interior System's Design team went to work, spending hundreds of hours reworking the design to be able to build the best quality furniture and millwork elements while sticking to Dairi-O's vision.

SOLUTION

EIS provided furniture, millwork, and décor for Dairi-O's redesigned restaurants. All dining room furniture, millwork elements, front counters, and restroom fixtures were built or sourced by EIS. The design also included a large community table, a feature element within the space. This was incorporated to encourage groups to come together, which aligned with the Dairi-O value of serving their community after special events.

A thoughtful layout, including décor dividers, was also part of the redesign to create simple navigation of the service area. A space was added for customers to comfortably wait for an open table.

RESULTS

Utilizing EIS's product lines and offerings while tailoring our products to the Dairi-O brand elevated the interior décor to make it scalable solutions for future projects and locations.

EIS successfully worked with Dairi-O to build two new locations with the refreshed design, with more new stores and remodel projects on the horizon as the chain continues to grow.

This solution is right for restaurants looking for guidance on refreshing their existing design or restaurants in need of assistance with rolling out an existing design. EIS will guide you through the entire process, whether you are building new stores or updating your current locations.

To learn more about EIS call
800.837.8373
or visit
elkayinteriorsystems.com

ELKAYINTERIORSYSTEMS.COM