

# CASE STUDY: *Tim Hortons*



## Multinational Coffee Chain Enters the China Market

Canadian-based Tim Hortons is a multinational restaurant chain serving gourmet coffee, tea, and fresh baked goods. Since opening in 1964, the chain has become one of the quickest growing chains, boasting more than 5,000 locations in 14 countries.

### CLIENT:

Tim Hortons Asia

### LOCATION:

Hangzhou, China

### REAL ESTATE TYPE:

In-Line

### CONSTRUCTION TYPE:

New Build

### PROJECT SCOPE:

Design, Engineering, Space Planning,  
Manufacturing, Sourcing, Installation



*“The quality of EIS’s products is the best among other suppliers in the industry. The variety of products for both front and back of house make the designer’s ideas a reality. We would be happy to recommend EIS.”*

**ALAN TAN**  
Project Manager  
Tim Hortons Asia



## GOAL

In 2019, Tim Hortons desired to enter the China market to open 100 new stores in 2020 and 200 locations in 2021 across China, including plans for the Golden Maple flagship store in Hangzhou. With this aggressive growth plan in mind, they started looking for a cost-efficient solution to create and execute their strategy.

Tim Hortons was drawn to Elkay Interior Systems, a family-owned company with a global presence, strong financial position, and single-source business model. The two partnered and got to work with the goal of positioning Tim Hortons as a major player in China’s coffee and tea market.

## CHALLENGE

Entering the China market posed several challenges for Tim Hortons. They needed to localize their business model and branding to make sure their brand would have strong differentiation and

resonate with those in the China market. Traffic was also much higher than in other markets, so optimizing the space and ensuring staff could handle the traffic was essential.

Tim Hortons wanted to quickly expand in the Asia market, making the lead times a challenge for EIS. They needed to move swiftly, working with Tim Hortons approved design to fulfill the restaurant’s needs for workstations and furniture, client approvals, manufacturing, installation, and open the new store in just four weeks.

Additionally, the global pandemic made this project more complicated than most. On-site servicing was a challenge with social distancing. Project management continuously developed new regulations for the job site, so collaboration with all parties involved was essential to ensure everything was completed within the tight timeline while adhering to the local regulations.





## SOLUTION

EIS designed and engineered custom countertops, stainless steel kitchen elements, cabinets, and dining room furniture, ensuring each piece would fit the look and feel Tim Hortons requested without sacrificing functionality or quality.

Traffic flow and space planning were also provided, so the workstations, cabinets, and counters could accommodate large volumes in the store without crowded workspaces. We led the entire project from concept to completion, and the store was ready for opening day in July of 2020.





## RESULTS

Together, EIS and Tim Hortons brought the Hangzhou flagship store to life. Notable features of this location include contemporary furniture with various seating options for customers, sleek countertops on the modern front counter, and state-of-the-art commercial kitchen equipment in the stunning two-story location.

**This solution is right for** restaurants looking to develop and execute a programmatic rollout of multiple new store locations and clients wanting to take advantage of a single-source model rather than working with multiple vendors. Our global, end-to-end services allow us to enter a project at any stage and deliver an exceptional experience specific to the needs of clients. Tim Hortons and EIS continue to work together to achieve success across Asia.



To learn more about EIS call  
**800.837.8373**  
or visit  
[elkayinteriorsystems.com](http://elkayinteriorsystems.com)

[ELKAYINTERIORSYSTEMS.COM](http://ELKAYINTERIORSYSTEMS.COM)