

CASE STUDY:

Grate
MODERN MAC & CHEESE

Wisconsin-Based Comfort Food Restaurant Opens Two Cozy Locations

Established by the Roaring Fork Restaurant Group, Grate Pizza, Mac, & More is putting its sophisticated twist on the ultimate comfort food – macaroni and cheese. Grate boasts not only of their “cheesehead” heritage but also their use of locally sourced ingredients, including Wisconsin dairy products and Patrick Cudahy premium meats. These are the backbone of the restaurant and inspiration for the concept.

CLIENT:

Roaring Fork Restaurant Group

LOCATION:

Menomonee Falls, WI and Greenfield, WI

REAL ESTATE TYPE:

In-Line

CONSTRUCTION TYPE:

New Build

PROJECT SCOPE:

Marketing, Branding, Design, Space Planning, Manufacturing, Sourcing, Installation



“The experience and support that EIS brought to the table provided us with a level of reassurance when it came to all stages of the process. It was smooth and seamless, and we were treated with the utmost care and attentiveness.”

ABBY HANSEN
VP of Marketing
Roaring Fork Restaurant Group



GOAL

Grate approached the Elkay Interior Systems team with the concept of creating a place of “gathering” and had five words to describe their vision: simple, crave-able, rooted, sensorial, and social. Grate needed assistance with the restaurant’s marketing, branding, design, sourcing, manufacturing, and installation.

CHALLENGE

For any new restaurant, the goal to maximize the space to its fullest is often a hefty feat, and Grate was no different. The footprint of the square footage and the goal for seating capacity proved to be the biggest challenge. The main objective of the design was a clear flow from entry to exit and ease of movement between the customers and the staff.



SOLUTION

Serving as a turnkey solution for customers, EIS was a natural fit for the project. EIS took the concept and ran with it, creating an entire brand that incorporates elements local to their Wisconsin roots, which was most important to the Grate team. These elements include the cream city brick that covers the leading wall and pays homage to the restaurant's locality and the natural wood soffits and industrial textures that are so prevalent throughout. The front of house design establishes an airy warmth to give the restaurant the "homey" feeling the client wanted. Not only did the designers combine touches of Milwaukee, but they also included high-tech features such as charging stations and USB ports on the tables and booths, along with purse hooks, taking a smart design approach.

The restaurant has a mix of seating options to accommodate its unique footprint, including faux leather booths, solid surface counters and stools, and stand-alone modular tables and chairs. The open kitchen concept gives the space balance with an open feel and allows customers the opportunity to view their gourmet creations.



RESULTS

Including Elkay Interior Systems in the complete development and launch of Grate Pizza, Mac, & More resulted in the opening of two Wisconsin locations in 12 months, an industry design award, a feature on Travel Channel, and thousands of satisfied customers!

Best New Concept Launch January-February 2019 issue, restaurant development + design magazine

Travel Channel's Food Paradise Feature

This solution is right for restaurateurs looking to launch their imagined concept, with full marketing, design, space planning, manufacturing, sourcing, and installation needs. EIS will guide you in bringing your vision to life from concept to completion.



To learn more about EIS call
800.837.8373
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