



Sir Eats a lot

Overview

The restaurant concept at Cook Children’s was updated to be less of a typical “hospital restaurant” experience and more of an exciting neighbor restaurant for it’s long stay patients and families. This hospital is a critical care facility with average patient stay being 45-60 days. The new concept had provisions for bed-ridden patients and cancer patients to enjoy a sit down meal outside their hospital room. Also, the concept offered meals to go that would enable parents to relieve each other and go home to tend to the rest of the family with a convenient sit down meal in hand.

Solution

Propel named the restaurant concept to echo the “Disneyworld Cinderella Castle” atrium appearance. Signage, interior graphics, menus, packaging and to go stations were designed and implemented.

Impact

The concept by itself was a huge success. The work complemented a great concept and has been recognized by local advertising clubs. The patient faces when they arrive are priceless.

sirEATSALOT
MEANSALOT!

