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Bojangles Updates Design

Buzz

November 18, 2016



Fried chicken and biscuits chain **Bojangles'** unveiled a new restaurant design concept execs say was aimed at propelling the fast-growing chain to its next stage of success.

Construction has already begun on the first new concept restaurant on Laurens Rd. in Greenville, S.C., where the new store will replace an existing unit. The new 3,900-square-foot restaurant will boast a variety of features designed to greatly enhance the customer experience when it opens in early 2017.

Created by renowned San Francisco-based brand strategy, retail and guest experience design firm Tesser, Bojangles' new design features a distinctive, contemporary exterior that combines brick, tile and steel canopies. Bold graphics celebrate the brand's heritage: "Famous Chicken 'n Biscuits" and "Made from Scratch Since 1977." Soft lighting and planters alongside the building and in the drive-thru lane give the restaurant a welcoming feel.

Upon entering and proceeding to the counter, guests will witness biscuits being made fresh every 20 minutes by a Bojangles' Master Biscuit Maker. Colored crocks replaced steel warming trays to give the food display area a more inviting appearance, with increased use of glass adding to the visual appeal.

The new design's dining room features Wi-Fi, multidevice charging stations, high-top community tables, and a variety of seating options to accommodate various-sized groups. New uniforms for all Bojangles' team members will complete the updated look.

Randy Icard, Bojangles' vice president of construction and development, has said efforts are already underway to remodel three existing Bojangles' next year in the company's hometown of Charlotte, North Carolina. Many of the design elements found in the new prototype will be incorporated into these remodels.

