



Shades of Green

Orlando, FL

Overview

Shades of Green is a resort hotel located on the grounds of a major amusement theme park in Orlando, Florida. This Armed Forces Recreation Center (AFRC) gives military personnel and their families a place to enjoy a relaxing vacation on a budget.

“Our integrity has been demonstrated over the years with our military customers, so they hold us to a higher standard. That has helped us earn a reputation for truly being their partner because they know we are there to help,” said Steve Litton, Project Manager for TriMark Gill Marketing.

Problem

- Need to create new food and beverage options in the lobby of the resort
- Construct and design new four-part kiosk around rock-like structure in lobby
- Custom fabricate commercial equipment to fit unique shape and size of kiosk
- Allow for egress of traffic in and out of the dining area and the amusement park
- Project had to be approved by both Shades of Green management and an internationally recognized brand name



Solution

TriMark Gill Marketing collaborated with Shades of Green staff including Engineer Robert Kimmell and Food and Beverage Director Sean Schaming. Together, they created a multi-purpose kiosk that offered options for breakfast, lunch, dessert, and cocktails.

Equipment Solution

TriMark Gill Marketing selected high quality, customized restaurant equipment that would last longer, provide better value and execute a wide variety of menu applications. Customized equipment included:

- Two Traulsen under-counter refrigerators
- Custom-designed and built Corsair® curved front counters with laminated base, storage doors, curved sneeze guards, and 100 AMP electrical service
- Custom-designed Corsair® walk-up bar with open areas to accommodate roll-in equipment





Logistical Solution

A busy walkway led to the lobby dining room. On the other side, a hallway led to an area where guests traveled to catch buses in and out of the amusement park. The new design had to allow for the egress of traffic, while still bringing in customers and business to the kiosk.

A job like this demanded constant oversight, communication and project management. Steve Litton, Project Manager for TriMark Gill Marketing, made numerous job site visits to evaluate the progress and make revisions to the plan. “The nature of this project required us to think creatively,” he said. “There really weren’t any surprises because we anticipated problems and stayed on top of everything.”

Design Solution

The kiosk design complied with strict GSA regulations, while earning the approval of both the customer and this internationally recognized brand. The customer insisted that the kiosk fit in with the décor of the lobby and follow the design of both the resort and the theme park. “They are very protective of their brand,” said Litton.

Countertops were curved to fit the unique layout of the kiosk, and the colors and finishes had to complement the designs in the lobby. While it is common to use stainless steel fixtures in the military, the customer requested aluminum, so the team incorporated aluminum in the kiosk design.

Results

- Using customized equipment from Corsair®, a Vollrath® brand, the team from Shades of Green and TriMark Gill Marketing transformed a small coffee service into a profitable, multi-purpose kiosk
- Kiosk offers “We Proudly Serve” Starbucks coffee, grab ‘n go sandwiches, gelato ice cream, and a small bar
- The kiosk is a busy, thriving gathering spot for resort guests

Integrity, Service and Reputation

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