



ProvidenceG

Providence, RI

Overview

Dating back to the 1920's, the former Providence gas building was abandoned until recently. Today, the multi-story, energy-efficient ProvidenceG includes luxury condominiums, corporate suites, a posh banquet hall, and three restaurant concepts. G Pub, a basement-level gastro pub, specializes in burgers, hot dogs, and comfort foods, along with a vast array of craft brews on tap. The Rooftop at ProvidenceG features South Beach-style décor, custom cocktails, wood-fired pizzas, and a raw bar; and Garde de La Mar offers seafood and French cuisine.

“Our goal was to be successful and TriMark United East has helped us with that goal,” said Brendan Moran, Property Manager and General Manager of ProvidenceG.

Challenges

- Building had to be gutted and brought to code before the three restaurant concepts could be developed
- Kitchen design supports 200 customers in the basement pub; 100 people at the ground level restaurant; and 200 on the rooftop deck
- Deliver and install heavy kitchen equipment for rooftop, including a 3,500 lb. pizza oven
- Two-year project required clear and open communication, attention to detail and persistent follow through

Solution

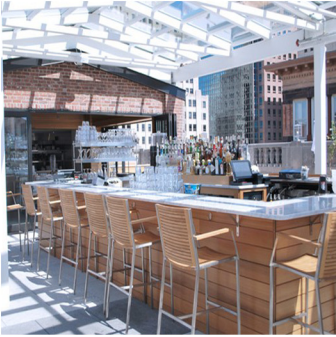
Start at the Beginning

TriMark United East started with an empty building that had to be gutted and brought up to code. Once that happened, the first restaurant concept to be developed was G Pub. Featuring three Karaoke rooms, two pool tables, 14 televisions, a custom bar, and three full-service stations, the 200-seat restaurant's kitchen had to be designed for quick service and efficient work flow.

“While the pub was still under construction, getting heavy kitchen equipment into the space was challenging. It took a lot of communication and coordination with the subcontractors,” said Ray Carmadello, III, Contract Sales for TriMark United East.

For example, the team brought in a 15-ft. double overshef ceiling to be mounted over the chef's line. Hanging the shelf safely and securely was approached like every other challenge: “Do your homework first, and hunt out issues ahead of time,” said Jim Conway, Project Manager for TriMark United East.





But once everything was in place, the equipment operated smoothly. “The equipment that TriMark United East sourced and recommended is easy to operate, speaks to our menu and can do two or three things at once,” said Brendan Moran, Property Manager and General Manager of ProvidenceG.

Up on the Roof

Meanwhile, at the Rooftop at ProvidenceG, a crane hoisted up a 3,500-lb. wood-fired pizza oven imported from Italy. “The pizza oven, once set in place, was built into the brick wall. It was made to look like it’s part of the original building,” said Carmadello. Overseeing the delivery and installation, took clear communication and follow through. “TriMark United East developed a great relationship with all the subcontractors. The whole process has been great,” said Moran.

In the end, the oven became a big focal point of the restaurant, and pizzas are now a popular item on the menu. Customers also enjoy specialty cocktails and a raw bar around a custom-designed rectangular outdoor bar. Other equipment includes Randell refrigerators, Perlick bar equipment, two walk-in refrigerators, and Vulcan ranges and ovens. All the equipment was prepped and staged in the TriMark United East warehouse, and installed within a short timeframe.

Garde de La Mar

At Garde de La Mar, seafood and French cuisine takes center stage. This 100-seat restaurant features an open kitchen. Customers get a sneak peak of their food being prepared. The kitchen features 12 heavy-duty burners, two fryers, custom cold ice pans, refrigerated sandwich units, and Vulcan chophouse broiler ovens. Downstairs is the prep kitchen, ice machines and dry goods area.

With two restaurants already completed and opened, Garde de La Mar was executed smoothly. Minor issues, such as lowering the shelving in the dry goods area, were addressed immediately and with ease.

“We got them equipment they needed, when they needed it and they seemed happy. It reflects well on us because they used us for their third restaurant. Plus, we’re also taking care of their smallwares,” said Conway.

Results

- GPub, Rooftop at the ProvidenceG and the new Garde de La Mar restaurants revitalized the previously vacant building and surrounding neighborhood
- The restaurants have reported positive growth and sales in the first few months
- Grand opening attended by Mayor of Providence and community leaders

The ProvidenceG, and its three restaurants have all “breathed new life into this neighborhood,” said Carmadello.

“The TriMark United East team works hard, and they really know what they’re doing. They make my job easier,” said Moran.