



Beech Tree Cantina

Hyannis, MA

Overview

Guests of the Beech Tree Cantina in Hyannis, MA dine under the shade of a 240-year-old beech tree located on the outdoor patio. TriMark United East was brought in to elevate the tabletop presentation to complement the unique ambiance, menu and cuisine of this Cape Cod Mexican restaurant.

“I wanted to try something new and different for the plate presentation. I went over a few samples with TriMark United East and I found something that was spot-on,” said General Manager Jared Pane.

Challenges

- Create tabletop presentation to complement menu and atmosphere
- Update and replace the furniture
- Specify equipment to expedite menu items more efficiently

Tabletop Solution

General Manager Jared Pane knew that the table settings at the Beech Tree Cantina were due for a facelift. Although the colored plates were typical of most Mexican restaurants, Pane decided that he wanted to create a whole new look for both the 113-seat dining room and the 100-seat patio area. “I wanted to try something new and different for the plate presentation. I went over a few samples with TriMark United East and I found something that was spot-on,” said Pane.

Pane worked with TriMark United East’s Sales Representative, Joe Dellamano, to help him find modern dinnerware that would reflect the restaurant’s uniqueness. “Pane asked to see something new and exciting—something that no one else had,” said Dellamano.

Pane chose Tuxton China’s Artisan Mojave line. The new dinnerware lifted the old tabletop setting into something that was fresh and modern. “It’s a good mixture of plates and accessories. My Chefs are able to be a little more creative, and they’re experimenting with different things,” he said. The TriMark United East team also brought in new accessories such as bud vases, salt and pepper shakers, chip baskets, and more.





Furniture Solution

Along with the new tabletop settings, the furniture inside the 113-seat dining room has had an update as well. “We brought in new bar stools, and earthy, farmer-style tabletops, said Bob Hovsepian, Vice President of Sales Development for TriMark United East. “Customers are already complementing them on the new furniture,” he said.



Equipment Solution

The TriMark United East team also added another line in the kitchen to expedite orders. They replaced equipment and added new equipment to ensure smooth operations in the back of the house. “We added a second line to take some of the pressure off the main line,” said Hovsepian. Some of the new equipment included a charbroiler, convection double-deck oven, bottle washer, Randell worktop freezer, and Vulcan fryers. Additional equipment included Southbend convection oven, Star charbroiler, Star hot plate, Advance equipment stand, Panasonic microwave, and Perlick bottle cooler.

Results

- Tabletop settings delivered a complete dining experience for the customer
- New furniture updated the look and feel of the restaurant
- Additional line expedited menu items and inspired Chefs to create new menu items

“I’m always looking for new ways to make my restaurant better. TriMark United East helped me do just that,” said General Manager Jared Pane.