



Planning the Interior

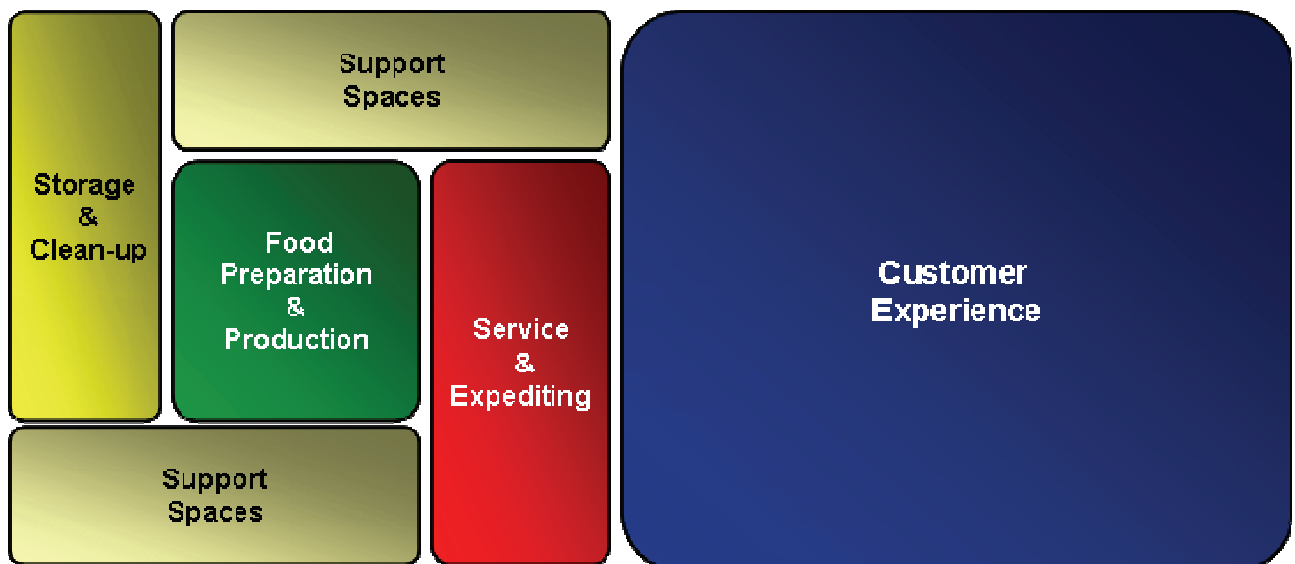
Introduction

This topic provides guidelines to assist in planning the interior of a Pizza Hut® restaurant. To help in the planning process, the restaurant interior is divided into 5 restaurant modules that cover the layout of both free-standing and in-line restaurants. Understanding the interdependence of these modules is important to the overall planning of a Pizza Hut restaurant and the efficient execution of Pizza Hut economic and ergonomic principles.

Although building construction begins on the outside, the planning process for individual restaurants begins with the interior. Determining the interior layout and space requirements makes it possible to design an exterior that accommodates the layout and space required.

In this section, guidelines are presented for the interior modules that make up a Pizza Hut dine-in restaurant. These modules are:

- Food Preparation and Production
- Service and Expediting
- Customer Experience
- Storage and Clean-up
- Support Spaces



The free-standing, in-line, and large in-line sample restaurant layouts presented in the tools for this section illustrate these restaurant modules.



Customer Experience

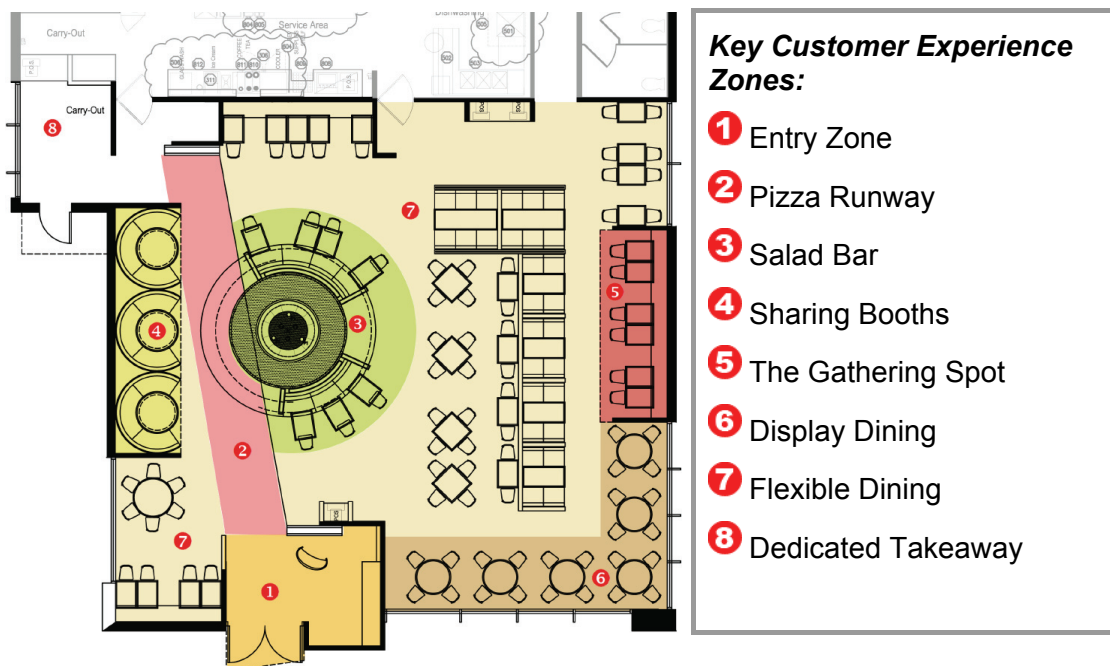
The Customer Experience module includes all spaces where customers enter the restaurant, are greeted, wait for a table, enjoy their meal, or conduct takeaway transactions. Understanding and implementing the space planning concepts outlined in this section are critical to ensuring that each customer enjoys a unique Brand experience.

The goal in this restaurant module is to create a comfortable ambience for friends and family to share pizza in a relaxed, fun atmosphere. The interior atmosphere in the restaurant is where the Pizza Hut Brand Experience comes to life most vividly for customers.

The following 8 areas should be of primary focus when designing the key Customer Experience zones within a Pizza Hut restaurant.

The space planning process includes the following steps:

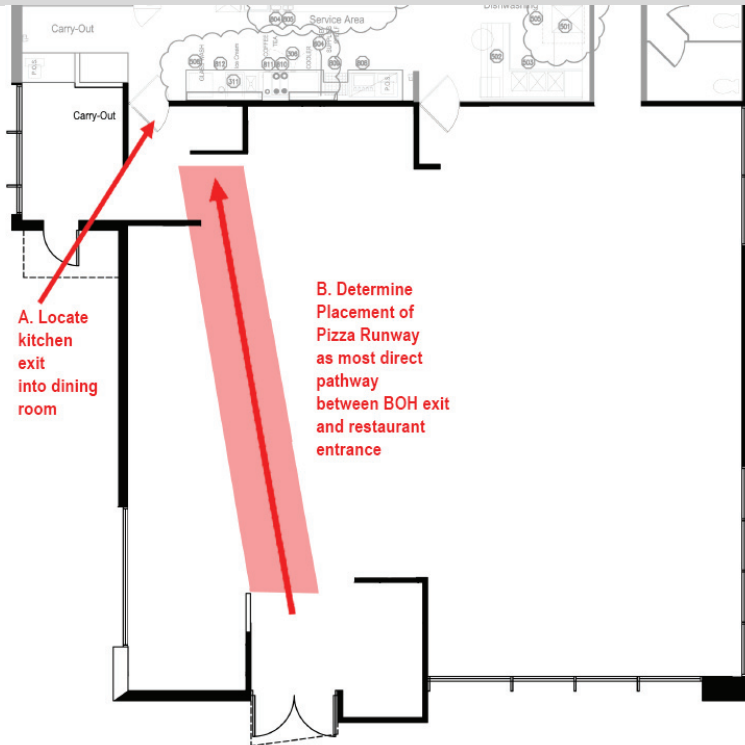
1. Determine optimum seat count based on dining room footprint.
2. Locate the kitchen exit (into dining room) and place the Pizza Runway.
3. Establish the Salad Bar placement.
4. Place signature Sharing Booths.
5. Define location of the Gathering Spot.
6. Layer in the Display Dining Zone.
7. Balance with Flexible Dining seating.
8. Plan the customer “Takeaway” experience.





2. Locate the kitchen exit (into dining room) and place the Pizza Runway

- A. After BOH planning and flow has been established, locate the exit from kitchen/BOH where servers will bring food into the dining room.
- B. Define the Pizza Runway — it should be the most direct path between the BOH exit into the dining room and the restaurant main Entry Zone; it functions as the primary pathway through the dining room for both customers being seated and for servers bringing food from the kitchen to the customers' tables.
- C. If the floor plan does not allow for a straight line pathway, shift focus to manage the customers' sight line as they enter the restaurant and look past the host stand.





[4-15: Dedicated Takeaway Flow Diagram](#)

Seating Guidelines

Achieving the right number of seats and mix of seats is critical to building and maintaining a healthy dine-in business. The following guidelines should be referenced early in the planning process when considering a specific site or new design:

- The seating ratio to meet casual dining standards is 1.5 to 1.7 seats per m² for dining areas.
- Dining rooms accommodating more than 100 customers have a greater tendency to attract dine-in customers.
- Required seating capacity is based on projected peak hour sales and [day part data](#).
- Seating type and layout decisions should be based on a combination of anticipated average group size, customer mix, and general design principles for laying out an attractive seating environment.
 - Pizza Hut's worldwide experience shows that in central/downtown and business district sites, many customers dine alone or in pairs, suggesting that a higher number of [deuce tables](#) and counter seats is appropriate.
 - In lunch Markets, seating should be primarily 2-seaters.
 - In suburban locations or as part of a shopping centre development, customer mix is broader and tends to include larger parties and families with children, indicating a need for more flexible table layouts that can address large and small group needs.
 - Providing a variety of seating types (booths, loose tables and chairs, settees) has been shown to be an attractive draw for customers and increases their overall experience satisfaction level.
 - Provide a variety of table-top options to accommodate singles, couples, and large groups, while optimising table turns. Flexible use of 2-top tables should allow you to create 4-top and 6-top options.

The following tools provide furniture templates and clearance recommendations as guidelines for planning dining room layouts.



[4-16: Dining Room Furniture Template](#)



[4-17: Dining Room Furniture Clearance Guidelines](#)