



brand strategy

branding

graphic design

environmental design

operations engineering

driving growth with a new prototype

D'Angelo is a home-town-favorite with more than 200 locations in New England. In preparation for expansion through franchising outside its core region, the company wanted to become more competitive by elevating the brand and improving unit economics. WD Partners offered D'Angelo an efficient and effective way to develop a prototype that would reposition the brand and improve profitability at the same time.

The new store reflects D'Angelo's sub-shop heritage as a comfortable, "neighborhood place." Light levels are lower and more residential throughout the dining area, with brighter task lighting at the order counter. Multiple woods, tile, and colors give the space warmth and texture. Framed photos of the Boston area cover the walls. The new name and logo, packaging, uniforms, menus, menu boards, and other visual components further support the elevated brand positioning. A variety of table options not only maximizes the seat count but gives guests choices. To reduce the perception of wait time, guests are engaged as soon as they walk through the doors with a menu wall. Once the order is placed the guests are able to watch their meal as it is freshly prepared.

results

Operational changes resulted in increased efficiency, productivity, and a reduced kitchen footprint, and the overall profitability of the restaurant. Comparable store sales increased by 36%. Speed of service is reduced. Ticket amounts and dine-in traffic are up. Ninety-eight percent of guests that participated in consumer research rated the store environment as a 4 or 5 out of 5. Franchisees love what they've seen. D'Angelo CEO Tom Galligan reported that sales in the remodeled units increased 20-30%, which is significantly above the 10% expected.

