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WD Partners designs new “contemporary homestead” restaurant for Bob Evans

WD Partners has designed a new restaurant for Bob Evans Restaurants. The first “ground-up” prototype, at 1981 Harner Drive in Xenia, Ohio, opened on Monday, August 17.

The “contemporary homestead” restaurant was inspired by the Bob Evans family farm, in Rio Grande, Ohio— where Bob and Jewell Evans raised their family. The interior still will be familiar and comfortable to Bob Evans’ current customers, but has a more modern look and feel, with a variety of seating options and free WiFi.

“The contemporary homestead prototype is an integral part of our chain-wide innovation plans,” said Randy Hicks, Bob Evans president and chief concept officer. “We’re working to energize our people, enhance performance and present our brand in a new way.”

Among the changes that Bob Evans guests will find at the Xenia location:

- flat-screen TVs and free WiFi
- an “eat-in kitchen”
- Bob’s Table, a large, round farmhouse table for gatherings
- a variety of flexible dining spaces, and levels of privacy
- an updated palette of colors, materials, lighting and furniture
- new interior graphics
- a new retail area with new merchandise
- new staff uniforms
- curbside carryout

WD Partners has been working with Bob Evans Restaurants for more than 30 years. Starting as a general architectural practice in 1968, WD focused on serving multi-unit stores and restaurants by the early 70s.

WD’s success was built on vertically integrating the services a company needs to create new concepts and enhance relationships with consumers at retail, as well as the specialized requirements for building or remodeling locations across the country. WD’s clients include Safeway, Starbucks, McDonald’s, Frito-Lay, and Benihana.

About WD: WD Partners helps retail and restaurant brands innovate through strategy, design, architecture, and implementation services. The results are enhanced customer experiences, higher sales, improved profitability, and faster return on investment. WD Partners works for the leading regional and global brands. For more information, please visit www.wdpartners.com.

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