

# Union House F&B Project

## Strategic Insights

# Content

- Local Offerings
- Market Analysis
- Identity Strategy

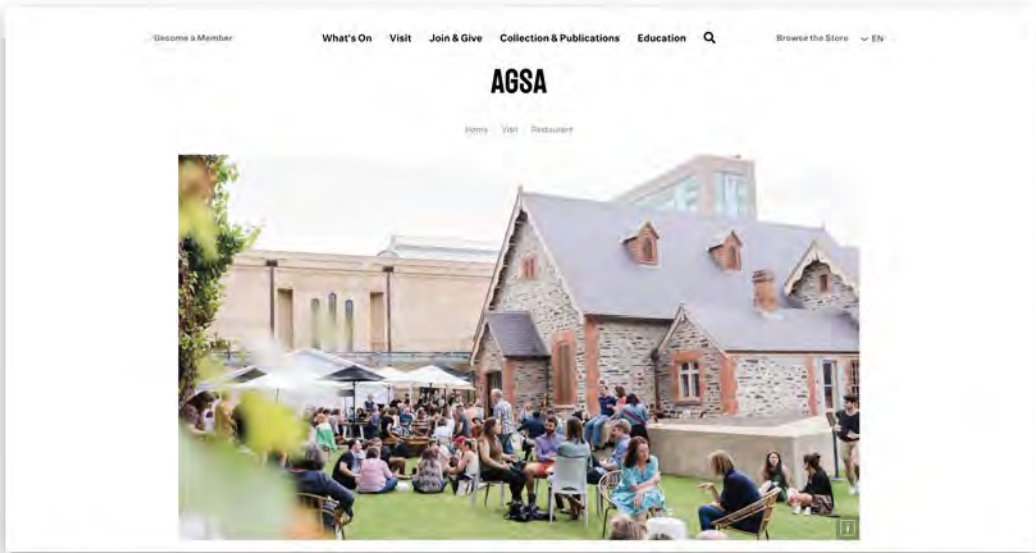
# Local Offerings: Cafe/Restaurants



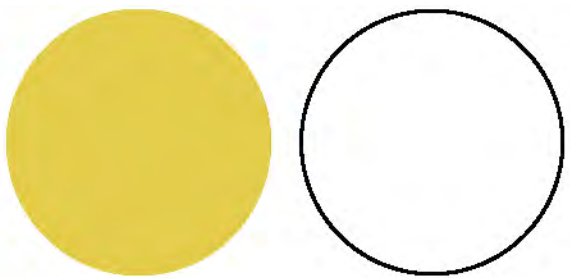
AGSA\_Eat

Visual Branding

AGSA\_eat



Colour Palette



Notes

It's quieter

It's more upmarket

Lawn/garden area

Location is good

Opening times:  
10am-4.30pm

2.9 ★★★★★

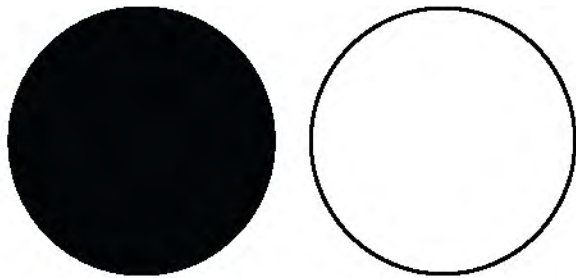
The Wine Centre

Visual Branding

National  
Wine Centre of  
Australia



Colour Palette



Notes

A very formal setting

Functions &  
Corporate events

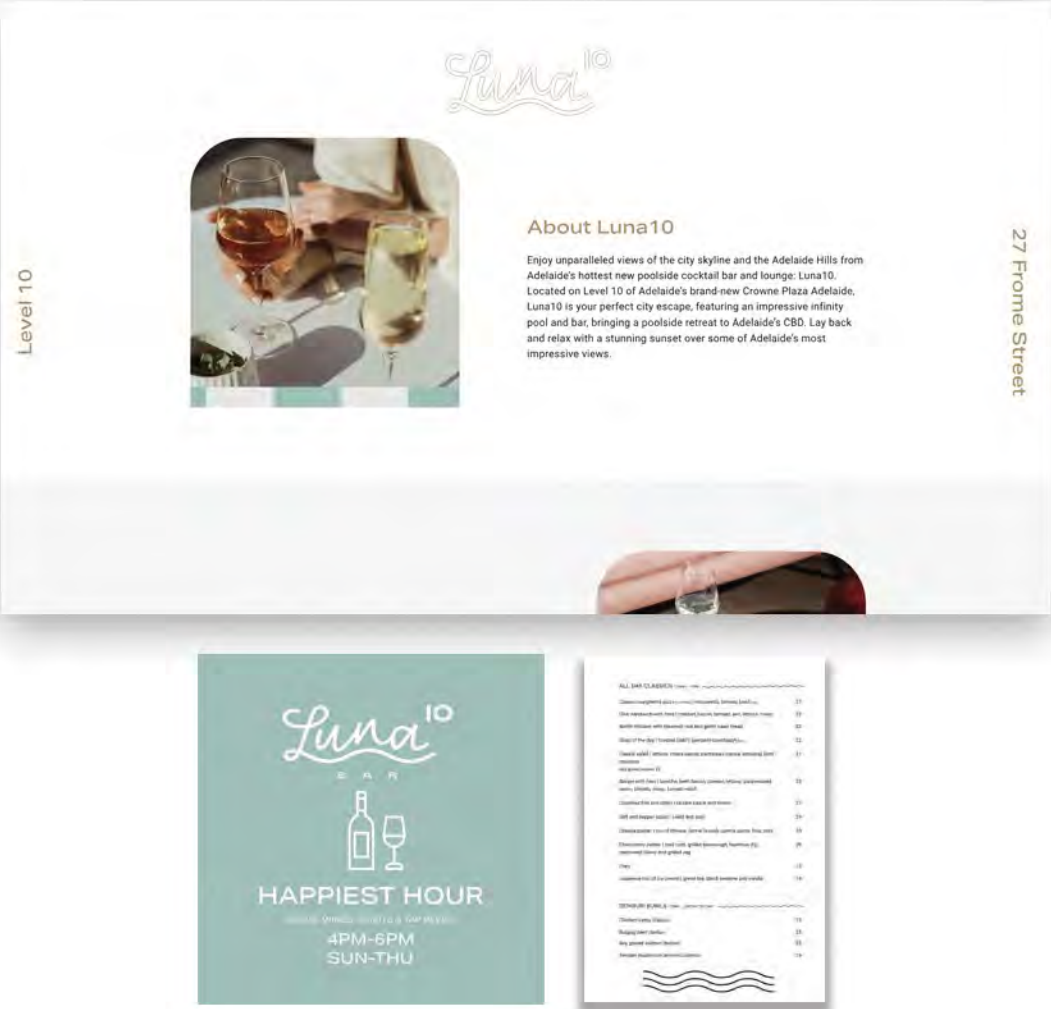
4.4 ★★★★★

Opening hours:  
8am - 5pm Weekdays  
Friday: 8am - late



Crown Plaza: Luna10

Visual Branding



Colour Palette



Notes

Open:  
10:00 am – 11:00 pm  
7 Days

Casual formal

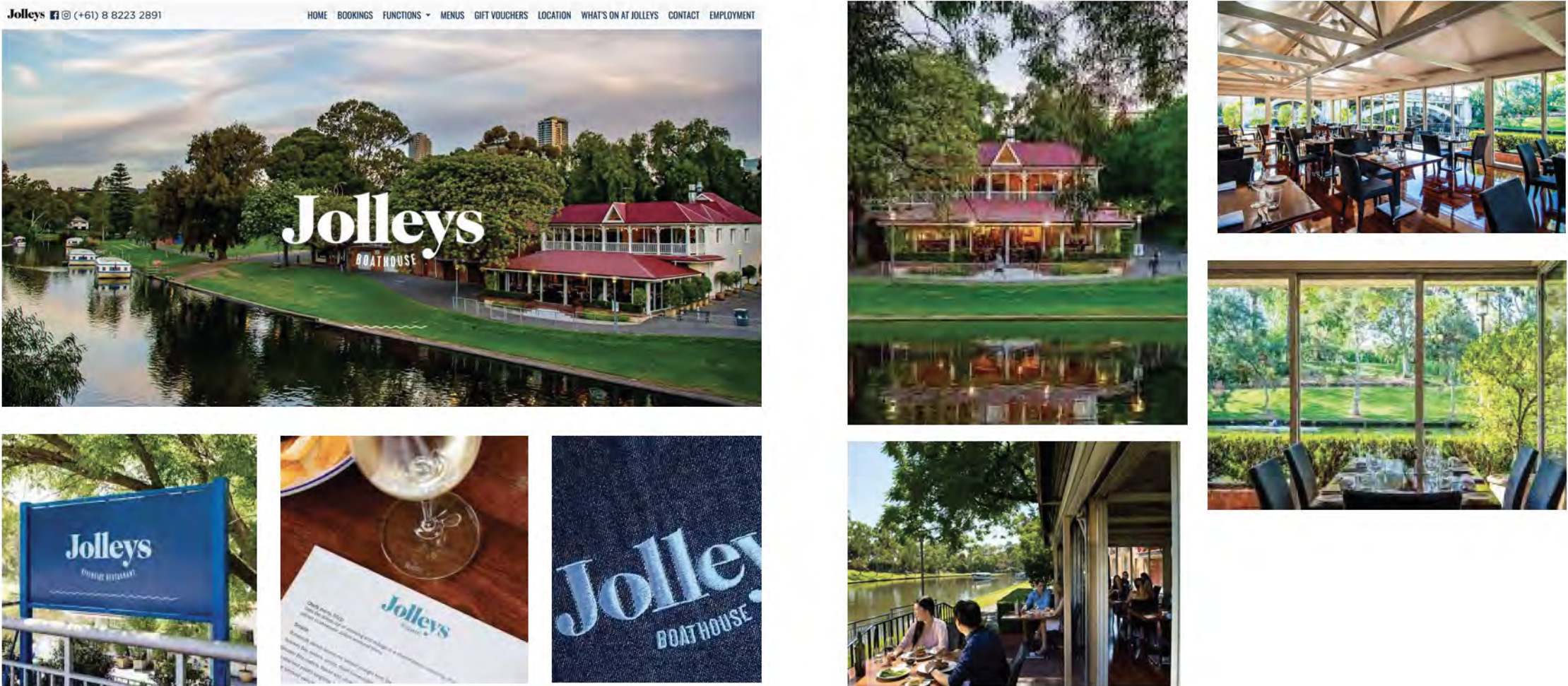
Great view of  
Adelaide Hills

A nice interior fit and  
nice atmosphere

4.2 ★★★★★

Jolley’s Boat House

Visual Branding



Colour Palette



Notes

Weekdays Open:  
12-4pm  
6-9pm

Great view of  
of the River Torrens

4.2 ★★★★★



The Gardens Kiosk

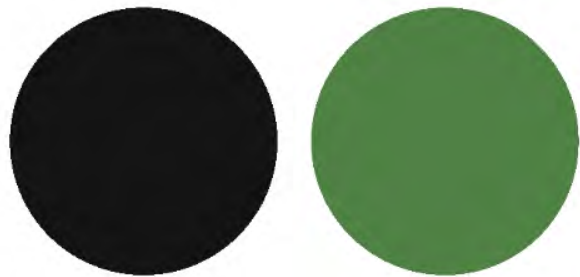
Visual Branding

Exterior/Interior

the botanic  
gardens  
cafe, kiosk & events



Colour Palette



Notes

Opening hours:  
8:30am - 4:00 pm daily

Great location by the  
Botanic Gardens

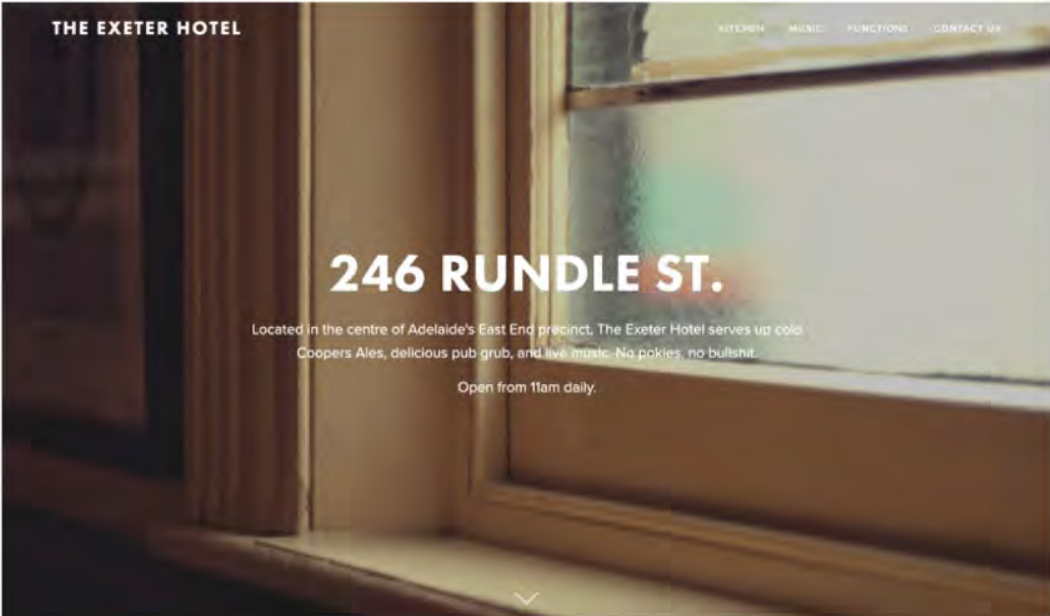
3.7 ★★★★★

Exeter Hotel

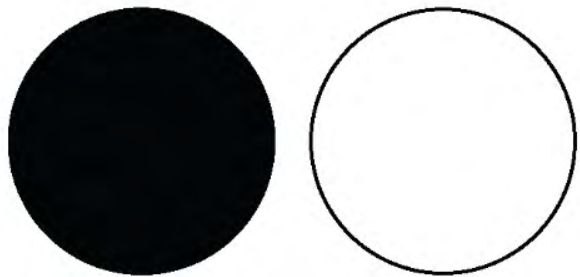
Visual Branding

Exterior/Interior

THE EXETER HOTEL



Colour Palette



Notes

Opening hours:  
Open from 11am daily.

A very casual pub  
setting

A place to go for after  
work drinks

Good location with  
affordable food price

4.3 ★★★★★



Stone and Chalk Events (Lot Fourteen)

Visual BrandingExterior/Interior



Colour Palette

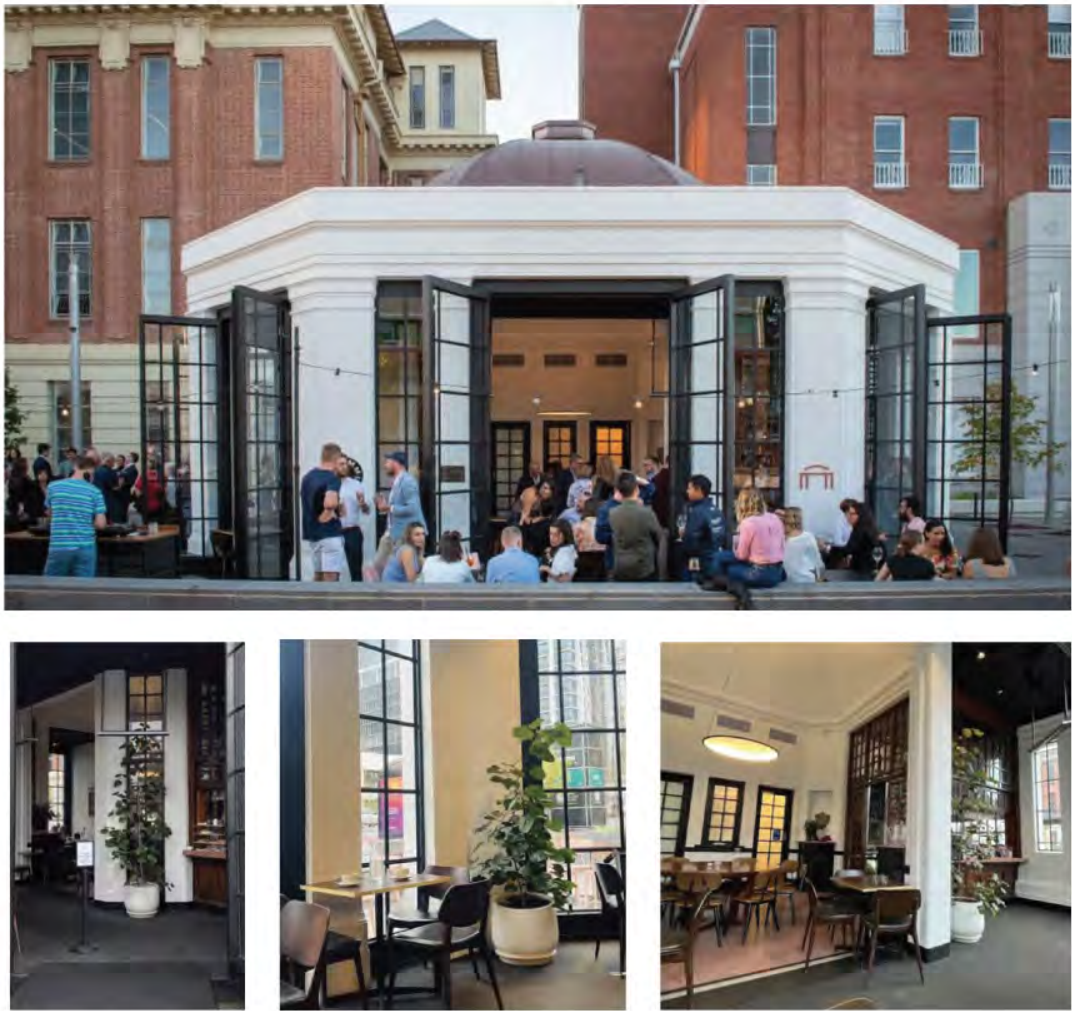
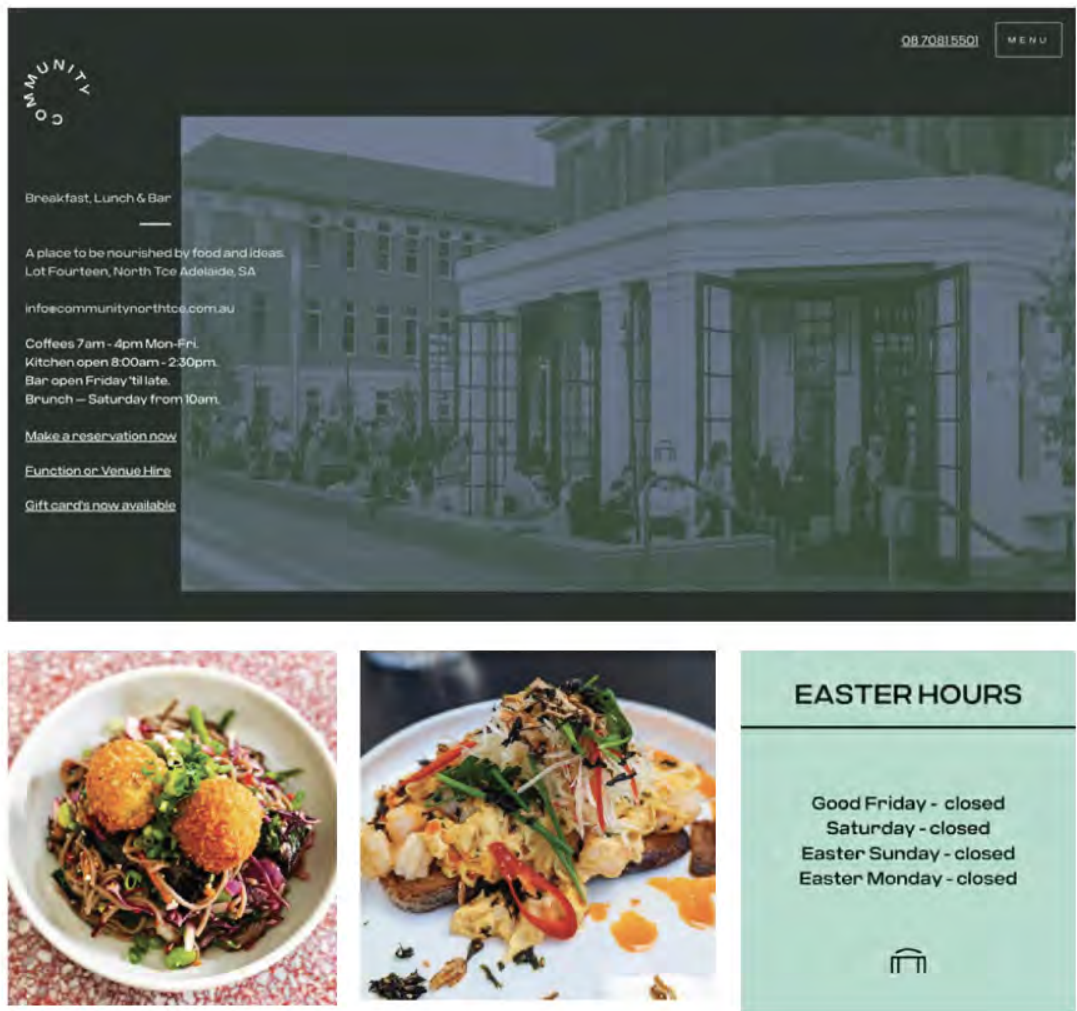
Notes

Co-working space for Adelaide startupsEvents & hosting

4.8 ★★★★★

Community (Lot Fourteen)

Visual BrandingExterior/Interior



Colour Palette

Notes

brunch Monday to Friday: 8am - 2.30pmSaturday: 10am - 2.30pmOffers function and venue hires

4.4 ★★★★★



# Universities



Alere Cafe (Flinders University)

CAFÉ  
A·LE·RE



Notes

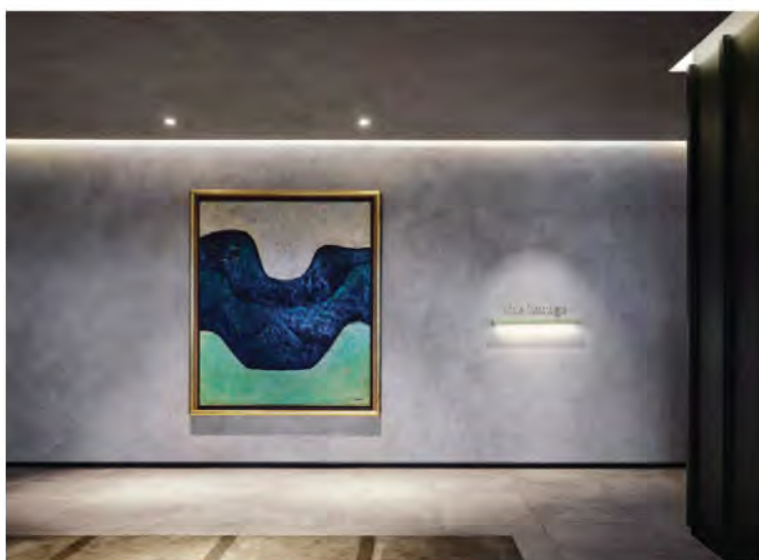
Cafe Alere wins Cafe Dining Award

A great staff & student hangout in the heart of the Flinders University

A relaxed environment

The Lounge (UNSW Sydney)

the lounge



Spaces



**Bar**  
This space is perfect for a coffee, snack or drink. With it's extensive, bookings are not required.



**Dining**  
The main dining area is located in the centre of the venue and the ideal space for lunch and casual meetings. Table bookings are required between 12pm-3.30pm.



**Semi-private**  
The venue has a selection of four semi-private spaces accommodating 2-12 people and includes sliding doors and curtains to create a semi-private space.



**Private dining**  
The private dining room is a completely private space suitable for up to 14 people. The space includes a bar, enabled air and is suitable for catered private meetings. Food and beverage orders are required when booking this space.



**Terrace**  
Located at the rear of the restaurant our spacious Terrace provides views of the campus and Sydney skyline a great place to enjoy a morning coffee or enjoy the evening sunset. Heating and heaters make this subterranean space perfect all year round. There are three cubicles seating up to 12 people and this space is available for hire 7/7 and group.



Notes

Hybrid space for academics

Hybrid space for acadesophisticated restaurant, bar and terrace for exclusive use by UNSW staff, alumni and their guests.

The Lounge is UNSW's new hybrid space for academics to meet, work, dine and entertain, driven by the need to retain and build staff, cross faculty academic collaboration and the alumni community.

Accommodate individual and large groups

to socialise, engage and network.



308 Queen Street (The University of Queensland)

308 Queen Street



Notes

308 Queen Street is the go-to destination for premium professional development, networking and event opportunities

Heritage building renovated

executive conference, events and provide training space

free co-working and collaborative space for UQ alumni and community with complimentary coffee, tea and wifi.

Patina (The University of Queensland)



Notes

Modern and contemporary

relaxed dining with an emphasis on paddock to plate philosophy

Two menus for formal and casual dining

Fresh seasonal produce and local seafood that is sourced daily by the kitchen brigade

Spectacular backdrop of the Brisbane River and Story Bridge.

Opening hours: 10am-9.45pm

Located in iconic heritage listed building, Customs House.



# Key Insights

**Most of the restaurants open 10-11am and close at 4pm so there's not much option outside of those hours for catchups and formal meetings**

**A lot of the cafe/ restaurants feel outdated and doesn't have a strong modern and contemporary presence**

**There is no like for like restaurant that has the offering in the same precinct / availability (opening hours) / and connection to the university**



# Market Analysis



Main Focus

Internal

External

Uni Staff

Post & Under Grad Students

Alumni

Neighbouring Institutions

General Public



# Market Insights

**In reviewing the local area offerings, the following has have been identified as key insights:**

- There is a need and want for staff and students to hold casual and professional meetings that have food and coffee outside the hours of 10am - 4pm appropriate offering are not currently available.**
- A want for a contemporary space that creates a community and a sense of pride.**



# Identity Strategy



## Dining scale: Offerings

### Casual Dining

- Low price point but higher price point than fast food
- Sometimes it's self Service & pay at the counter
- Fresh ingredients
- Deliveries and takeaways available

(We are here)

### Upscale Casual

- Affordable price point but still have high quality and diverse food options (familiar/regional favourites)
- Flexible zones from casual seatings to more private settings (Have different menu price point to reflect this)
- Environment is relaxed and inviting
- Contemporary and modern atmosphere and interior fitting
- Table service available
- Deliveries or takeaways available

### Sophisticated Fine Dining

- A very high price point
- Typically multi-course accompanied by wine pairing or elegant a la carte
- Formal atmosphere
- Full table service / very attentive
- No deliveries or takeaway



# Upscale Casual Atmosphere

**Restaurant staff's uniform is simple and consistent but not formal**

**Guests are seated and served by wait staff in booths or tables.**



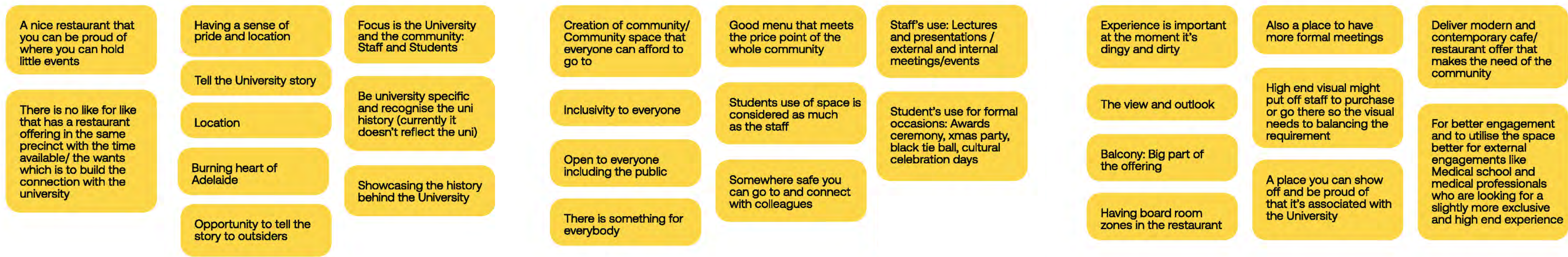
**Upscale casual restaurants typically feature a relaxed atmosphere. Table settings are usually more elaborate than those found in fast-casual restaurants, featuring cloth napkins, glassware and elegant flatware and no table cloth.**



**Menus feature quality chef-driven dishes celebrating local produce. Upscale casual restaurants typically charge prices that are slightly higher than those found in fast-casual restaurants, but lower than those found in fine-dining restaurants.**







## Our History

## Our Community

## Our Destination

What makes UHR unique is the strong sense of place and the close connection to food and wine culture which holds a strong focus on alumni wine. It's a place of storytelling as much as it's a place to connect. The connection to the University of Adelaide's rich history, builds a more distinct and memorable identity that people can relate to and build a strong connection with.

The UHR brings the community of the University together. From the menu price point to the decor of the interior, all these considered details will be inclusive and accessible for all types of demographics; staff, students and the public. This restaurant is a safe and inviting space that's accessible to everyone for all different types of occasions.

The atmosphere of the restaurant will hit all five senses. Everything from the contemporary interior, modern branding, the view of River Torrens, the link to the University's history and the food and service. A combination of all these unique elements coming together will really make the restaurant a special destination that people would want to come again.



# What will make this offering unique to University of Adelaide?

**Our History**

**Our Community**

**Our Destination**

**Having a bigger and  
meaningful connection**



