

The Brewed Awakening Coffee Bar

Argyle High School (Argyle, TX)

Argyle High School's Child Nutrition Director wanted to create a Starbucks atmosphere for her students by adding a coffee bar. To get the kids excited about the concept, she held a contest to name the coffee bar. The winning name was "The Brewed Awakening." The custom logo Multiteria reproduced did indeed create excitement! In addition to Espresso based drinks they serve a variety of smoothies.

CHALLENGE

Coffee and other specialty beverages are popular with high school students, so the Child Nutrition Director knew it was a good option for adding additional revenue. The problem was finding a space for it and keeping it self-contained since the main kitchen wasn't close in proximity.

SOLUTION

Multiteria's Essence™ counter had the perfect look and feel for the coffee shop atmosphere. Multiteria and Lakeside customized the counter to provide maximum functionality in a small space. The front counter

accommodates the espresso machine and a large glass merchandiser for specialty waters, fruit and pastries. An undercounter refrigerator and backcounter provide storage for ingredients and supplies. There is even room on the counter for all the equipment and space to do smoothies. In keeping with the Starbucks look, Multiteria also created a small utility counter with a cutout for trash and an area for utensils, straws, etc. Finally Multiteria tied everything together with a custom logo for The Brewed Awakening brand.



MATERIALS USED

- Essence™ Counter with custom graphic logo on front; stainless steel top; load center for POS and coffee machine; black toe plate on front
- Essence™ counter with black laminate and locking doors on front for storage; stainless steel top
- Essence™ Counter with black laminate; cutout for trash; front and back locking doors and stainless steel top