

# SALAD BAR RETROFIT: THE NEW SELF-SERVE MICROMARKET



Not long ago the restaurant industry responded to consumer demand for a greater variety of healthy food by adding an ever-growing list of salad options to their menus. This became a precursor to the eventual rise of the salad bar trend.



The appeal of adding a centrally positioned salad bar to their dining room was an option that few restaurant owners turned away. As this idea continued to evolve, it became clear that restaurants weren't the only businesses incorporating this into their menu. School cafeterias, corporate dining halls, hospitals and grocery stores were all more than eager to embrace this self-serve option.

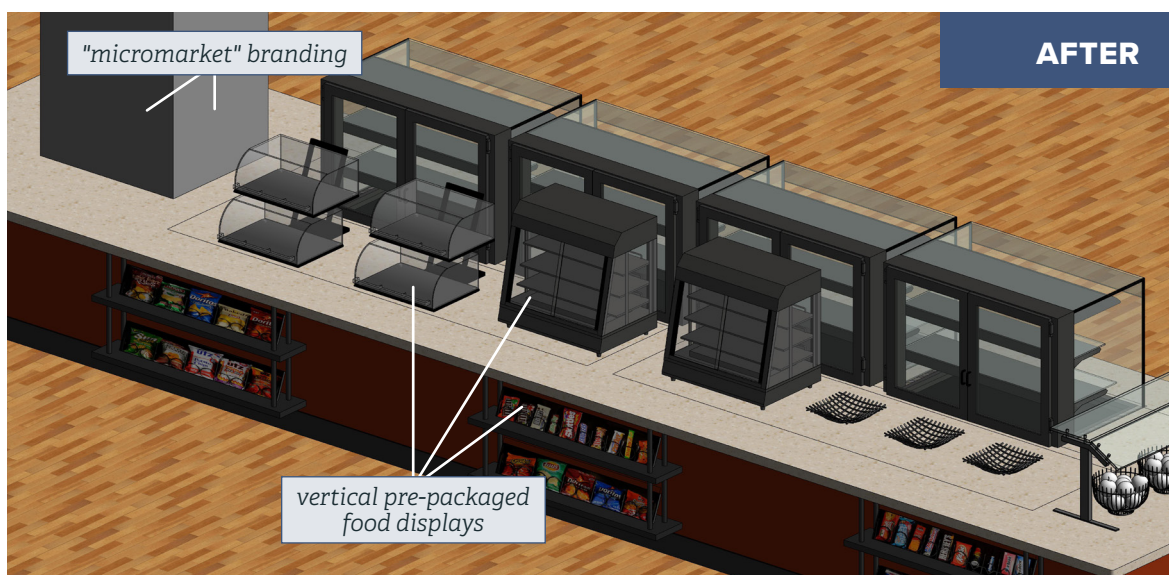
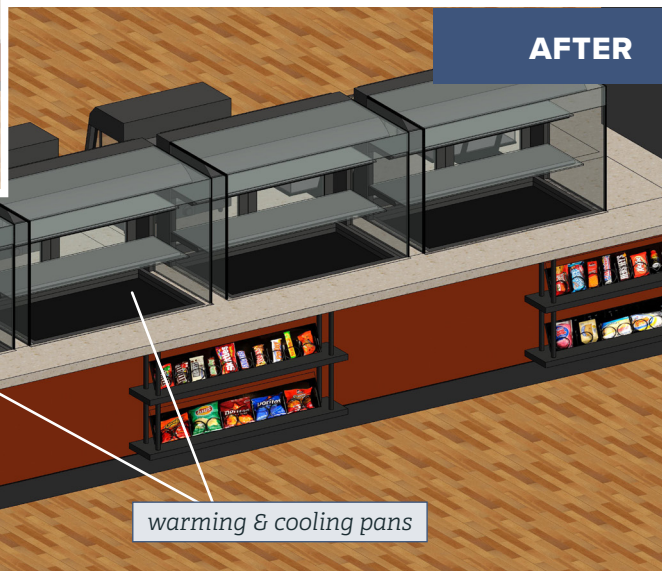
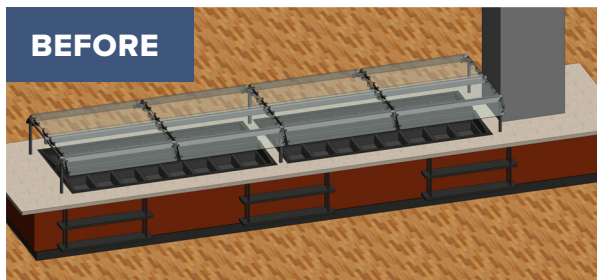


Fast forward to 2020 and the once popular salad bar has quickly become a near relic. Through increased concerns over health and safety, the salad bar was one of the first restaurant offerings to be hit the hardest. Where once they were a destination for families enjoying a meal, they now sit unused and taking up space.



But there are options. Through simple and efficiently designed modifications, the salad bar can once again be resurrected with new life. Taking the following steps to retrofit your salad bar will transform it into a new, self-service "Micromarket":

1. Remove existing guards and drop-in warming and cooling pans
2. Update the trim and install vertical cases that showcase your pre-packaged products
3. Fill unused space with strategically placed baskets to organize extra items
4. Decorate columns and walls with eye-catching, "Micromarket" branding
5. Convert your horizontal salad bar with a vertical, pre-package food display
6. Invite customers to select items from a newly renovated, grab-and-go island



Contact a Boelter Foodservice associate to learn more about retrofitting your existing salad bars and how they may positively affect your business.

# Boelter®

LET'S PURSUE YOUR PASSION.

N22 W23685 RIDGEVIEW PKWY. WAUKESHA, WI 53188

**1.800.BOELTER | BOELTER.COM**