

# restaurant development + design

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# BUZZ

who's doing what



## Crafted Americana at The Ridge

A destination in the Midwest for golf vacations, weddings and more, The Ridge Hotel in Lake Geneva, Wis., revamped its dining spaces to go along with a new lobby, reception area, coffee bar and other upgrades as part of a \$4.5 million renovation.

During the design concept phase, Lori Mukoyama, vice president of CallisonRTKL, the design firm that led the restaurant renovation, guided the hotel team in a session to think about the type of mood and emotions they wanted to create using words and materials as their guide. The result is Crafted Americana, a fun, relaxing restaurant with an upscale supper club vibe.

The 2,580-square-foot space was divided into three zones: a small lounge space near the front entrance with built-in bookshelves, sofas and plush chairs; an upscale but relaxed main dining room that overlooks the resort grounds; and a long bar at the back with flat-screen TVs and seating that overlooks the main dining area.

During the day, the windows allow natural light to flow in. At night, large, round chandeliers cast a subtle glow over

Eames-inspired chairs; chocolate brown, tufted faux leather high-backed booths; and sleek Corian tabletops. At the bar, Edison bulbs with exposed fixtures cast light over black-and-white tiling for a more casual feel.



Photos courtesy of CallisonRTKL

### BEVERAGE BONANZA

*The first in a three-part series on beverage-fueled restaurants begins on page 42.*

## 4 of 5

*consumers drink tea*

## 87%

*of Millennials drink tea*

## 44%

*of U.S. coffee demand comes from people aged 19 to 34*

## 48%

*of consumers between the ages of 18 and 24 drink coffee daily (up from 34% in 2008)*

## 60%

*of consumers between the ages of 25 and 39 drink coffee daily (up from 51% in 2008)*

## 18%

*of consumers have had an espresso-based beverage in the past day (up from 7% in 2008)*

## 36%

*of 18- to 24-year-olds have consumed an espresso-based beverage in the past day (up from 13% in 2008)*

*Data culled from the Tea Association of the USA, the National Coffee Association, and research firms YouGov and Datassential.*