



# F.Y.I.

Consultants to the Best in Foodservice Planning and Engineering  
Late Autumn 2006

**HOPKINS**  
CONTINUALLY  
IMPROVING WITH  
EXPERIENCE

## EDUCATION KPF:

Univ. of Michigan  
Ross School of  
Business  
*Polshek Partnership:*  
Westchester College

## WORKPLACE

*Beyer Blinder Belle:*  
General Theological  
Thurgood Marshall  
*Gensler:*  
Corporate Board  
The New York Times  
Williams & Connolly  
*HDR:*

Texas Cryptologic Ctr  
*HOK:*

Exxon Mobil  
NOAA  
Consolidated Labs  
*HSMM:*

Redstone Arsenal  
*Kling/RTKL:*  
FDA Campus  
*Rafael Vinoly:*  
Van Andel Institute  
*Kramer/SmithGroup:*  
Nasif Building

## RECREATION

*Bill Bowling:*  
Acorn Hill Winery  
*Beyer Blinder Belle:*  
Nat'l Sports Museum-  
*Fentress Bradburn:*  
Army Visitor Center  
Marine Corps  
Museum  
*Moshe Safdie*  
Kansas City  
Performing Arts Ctr.  
*Pelli Clarke Pelli:*  
CT Science Center



**Yep, we do that too!**

Dear Associate,

*Does the absence of a problem yield happiness? No!*

*This is why the advantages of innovation are fleeting. After a brief stint of glory, the innovation becomes the status quo. Only by comparison can innovation and superior design declare its value. Only by continual improvement is value retained.*

## WHAT MATTERS

### Going Hoodless and other 'What' News

Leaving the past and competitors in their dust, some forward thinking equipment manufacturers are heeding the demands of innovative foodservice consultants like HOPKINS and many of our clients, to rescue operators from labor intensive, ugly equipment with heavy maintenance costs.

A specification may be the only limelight to shine on this equipment. As with most heroes, passing time obscures their value.

### What #1 - Thermal shelves and frost tops elbow out steam tables and ice baths.

Attracting more customers with a sleek display instead of the chow line steam table that evokes memories of elementary school and WWII would be advantage enough, but more importantly, thermal shelves which are just hot plates with stone or tile inlay promote small batch cooking. The food is fresher and less is wasted. What else? The display can easily go from hot to ambient to cold. Versatility matters!

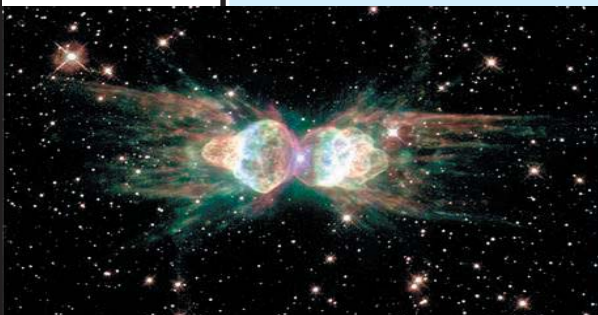


Paula Rego, The Dance, 1988

### What #2 - Throwing out the dispenser

Ebenezer Scrooge's faithful bookkeeper Bob Cratchit, may have a tough time counting the pros and cons on this one, but the advent of bottled beverages over soda dispensers has HOPKINS refusing to look back. Beverages are finally unchained from the area nearest the cashier station where they needed to be to prevent spills. Even better, the colorful labels, health appeal, and varied bottle shapes (especially in elegant open-front display-refrigerators) make the dispenser look like the tugboat beside the Lear Jet. It's also good to leave beverage-making up to the factories. over...

THE PRICELESS INGREDIENT OF EVERY PRODUCT IS THE HONOR AND INTEGRITY OF ITS MAKER.  
- David Ogilvy



*If we lived in a dual universe with the way it is and the way it could be side by side like two open windows on a computer screen, and we could slip from one into the other and back then the advantage would be something thoroughly enjoyed and appreciated.*

*What the advantage is, whether it's appreciated or not matters. Simply put, 'what' matters, if not to the user then to the larger circle by way of how it affects the company, the building, and our world. Let's never stop seeking the advantages of innovation.*

*Who you choose as your foodservice consultant also matters! Our designers travel far and wide to research innovations for your new projects. Let's solve problems together.*

*Until we meet again, may your harvest be abundant, and your winter white.*

Lynn Hopkins

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### Lynn's letter continued...

*P.S. Before you ask, my picture is not in the HOPKINS Knowledge Bank, not because I am not a resource you can trust, but because I'm a little vain and didn't like any of my photos. If you want to see me, let's get together in-person. As for my role, I am the rainmaker in-chief. The buck stops here, temporarily, and then I spend it.*

por cooking oven cooks with the food's own moisture content. This new cooking process preserves nutrients, speeds cooking time and extends hold times. It even monitors the temperature and moisture content during cooking and holding. It doesn't even require a gas line or a fire suppression system! With 100% energy efficiency (no energy loss) and 97% food efficiency (very little shrinkage) the machine is practically an answer to prayer.



Richard teaching the staff to make pie.

### Going Hoodless continued...

As post mixing syrup and CO2 wasn't always foolproof.

### What #3 - Combi-ovens: the good idea with a past of broken promises.

Many operators shunned steam and convection combi-ovens because they couldn't find enough college graduates willing (sometimes, able) to use them. The ovens were so complicated that they were either ignored broken or unbroken. Rather than kill the machine, manufacturers figured out how to retool them for the simple minded busy cook. The answer is a three position switch. Getting over their reputation will be a climb, but this good idea should prevail. After all, even Apple came back stronger than ever.

### What #4 - Hoodless Bliss

This is the moment HOPKINS has longed for; we finally have a good solution for the client who wants it all, a hot menu and no hood. The new controlled va-



por cooking oven cooks with the food's own moisture content. This new cooking process preserves nutrients, speeds cooking time and extends hold times. It even monitors the temperature and moisture content during cooking and holding. It doesn't even require a gas line or a fire suppression system! With 100% energy efficiency (no energy loss) and 97% food efficiency (very little shrinkage) the machine is practically an answer to prayer. In fact, compared to other ways of cooking a roast where the shrinkage can be significant, this

puppy pays for itself by selling those extra portions rather than vaporizing them.

Even with these advances, Mother Nature gives the overall foodservice equipment industry a C rating for sustainability. It's so easy for manufacturers to ride the wave of the status quo, especially when dollars keep rolling in for older designs. It takes insistant consultants like HOPKINS to urge them to improve.

As with manufacturers, so it is with consultants. A willingness to invest in time for research and to develop innovative solutions serves the design team, the owner, the operator, and even cafeteria customers. A long line of beneficieries begins with 1 smart person. It is a Wonderful Life!

### HOPKINS Knowledge Bank A TRUSTWORTHY RESOURCE

Presented in order of the number of years that our professionals have been accumulating knowledge and experience, HOPKINS offers your company a broad range of relevant professionalism. Consider HOPKINS your knowledge bank.

**Sarah Ferraro** holds a BS in Psychology, *cum laude* from the University of Pittsburgh where she held honors from the Psi Chi and Golden Key honor societies. Sarah is our glue.

**Chris Buscetta** holds a BS in Mechanical Engineering from Michigan State. As associate designer, Chris' work is fundamental to HOPKINS quality. Start with Chris to answer your technical questions and to coordinate submission information.

**Gabrielle Hessman** holds a BS in Political Science and Communications from Clemson, and a JD from Washington School of Law. She is a new member of the DC Bar and an MBA candidate. Brielle is HOPKINS new assistant manager and in-house council.

**Richard Hopkins** holds an AA from the Culinary Institute of America. With over thirty years of experience in foodservice and project management, Hopkins brings a wealth of knowledge and a passion to provide the best service possible to his projects.

**Beth Tucker**, a *cum laude* graduate of Smith College and trained attorney, has devoted herself to the field of architectural marketing. Beth provides much of the polish that makes HOPKINS shine.

**Warren Schneider's** 5-year BS degree in architecture from Western Reserve, and engineering credits from Purdue have been applied to foodservice design for over forty years. It is safe to say that Schneider is the country's most knowledgeable foodservice designer. Working with Warren is a pleasure.

