

OEA

*Orlando Espinosa
Associates*



Experience Counts

*Foodservice Design &
Management Advisory Services*



49+ Years Experience 3,500+ Projects

Orlando Espinosa, a **Top Achiever Consultant** with Foodservice Equipment & Supplies (FE&S) took an unconventional path to becoming an independent foodservice design consultant—and he credits that path as key to his success. Espinosa brings a globally informed and unique perspective—insights he shared with Rita Negrete-Rousseau in a recent FE&S Magazine interview.

Espinosa's depth of knowledge spans a wide range of foodservice applications including some of the most complex foodservice facilities across all 50 states, Puerto Rico, and internationally. His portfolio includes the design and construction of operations for five Summer Olympic Athlete Villages, offshore installations, and Fortune 100 corporations such as Boeing and Lockheed Martin.

Espinosa remains personally involved in every project, leveraging decades of expertise and a deep network of industry specialists.

Prior to founding OEA, he served as Vice President of Design at ARAMARK, where he managed a team of 100 and oversaw more than 500 projects. He is a sought-after speaker and expert contributor for leading industry organizations such as NAFEM, FCSI, and Foodservice Design Boot Camp. Additionally, Espinosa consults with manufacturers on new equipment concepts and go-to-market strategies.



From Concept To Completion, Let OEA's Experience Guide You

Orlando Espinosa Associates is your full-service solution for designing and executing a foodservice operation that your staff, employees, or guests will enjoy for years to come. We plan menus, spaces, and workflow based on current facts, not guesswork or premade templates.

All projects begin with in-depth research on the habits and preferences of your guests and the needs of your organization. We have decades of experience collaborating with architects, facilities planners, and vendors to design foodservice spaces and configure the right equipment and setup. Even after everything is in place and has operated for some time, OEA will continue to partner with you when it is time to refresh menus, facilities and operational practices. OEA will partner with you to make adjustments as needed.

The OEA team includes experts in data collection and analysis, financials, creative design, function and workflow. We have partnered with many of the largest corporations, healthcare systems, colleges and universities, convention centers, transportation hubs, hotels and resorts across the U.S. and around the world. We thrive on complexity and can rise to any foodservice design challenge. And we make the process educational and enjoyable!

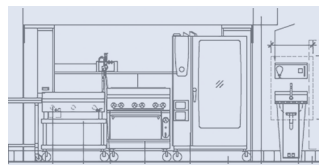
Our Process is Proven

OEA's process has been the key to success for thousands of foodservice design and operations projects.



Discover

We conduct fact-based research and surveys to identify the goals and requirements of your planned foodservice operation as understood by key stakeholders, from finance to human resources. OEA reviews the demographic profile of guests and models the financial impact.



Develop

Based on discovery, OEA creates a detailed Program (road map) to guide the project. This plans out everything from service areas and menus to operations and design specifications. It also includes a first-draft budget for review, which is then revised with key stakeholders' input.



Deliver

Once the Program (road map) and budget are approved, the OEA team collaborates with architects, engineers, and suppliers to oversee completion. Our MAS (Management Advisory Services) team also works with the operator on training, menus, and improving the customer experience when open.

OEA Handles Every Aspect of Foodservice Operations

Master Planning

Working with the architect and client to identify:

- Current conditions, future renovation, or growth of foodservice offerings
- Locations based on population and traffic patterns
- How to best meet the needs of the customers during all parts of the day

Programming

Creating a Program (road map) based on facts and information gathered through individual and focus group interviews to understand:

- Client, customer, and operator needs and objectives
- Current and projected participation
- Operating cost (profit & loss versus subsidy)

Foodservice Design

Concept-to-Completion services including:

- Ideation, themes, concepts, and menus
- Schematic design, design development, specifications, and cost
- Construction administration, final inspection, and closeout

Management Advisory Services

MAS is the cornerstone to the success of your foodservice operation by providing:

- Owner/operator consultation
- Fresh eyes audits
- Menu development, pricing, and implementation
- Training, sanitation, and sustainability

Management Advisory Services (MAS): An Overview

Initial Meeting and Information Exchange

Great food service design doesn't stop at function and flavor; it embraces sustainability, efficiency, and responsibility. MAS is where operational expertise meets scalable foodservice operations.

Fresh Eyes Audit

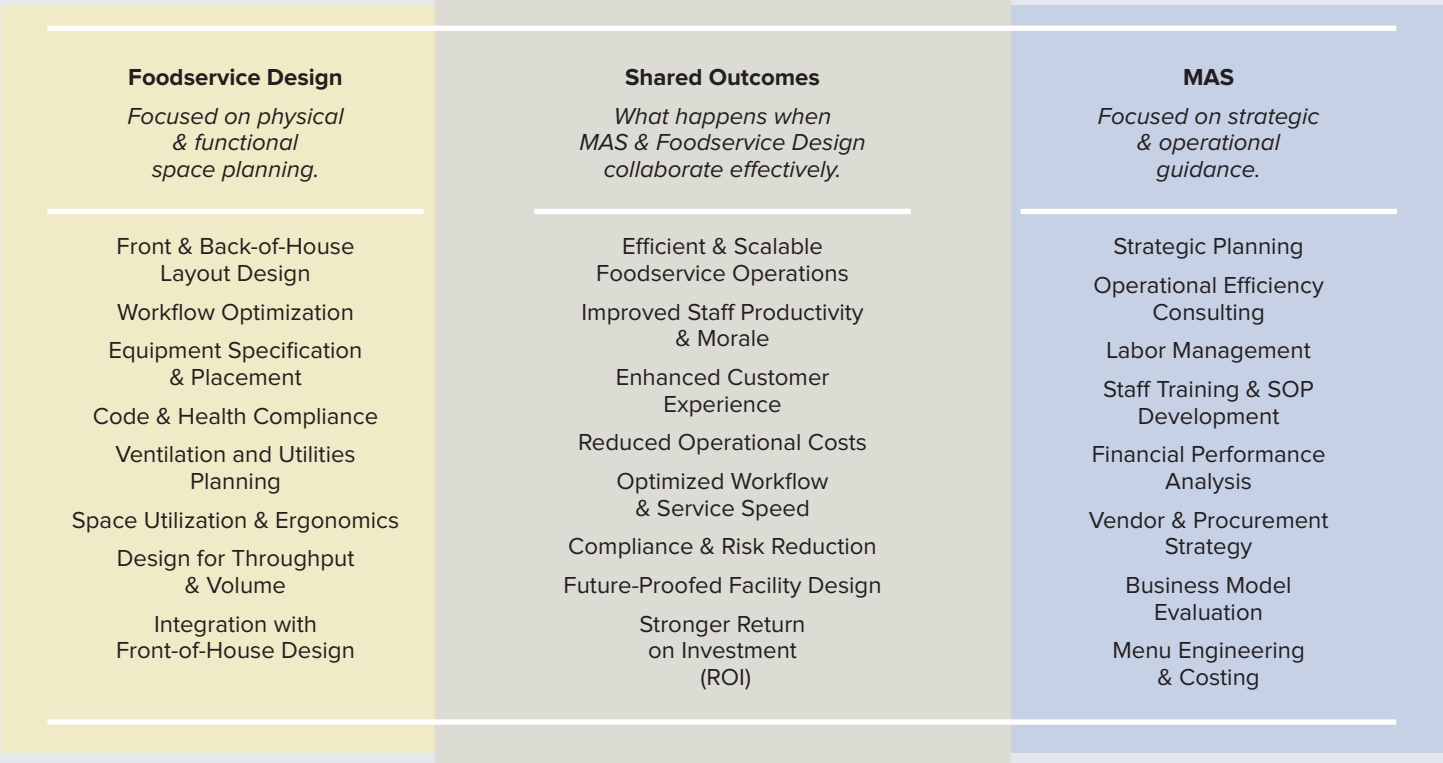
We start by developing a fresh eyes audit: an objective review of a foodservice operation or facility by someone who hasn't been directly involved in its development or day-to-day management. The idea is to bring in a new perspective—"fresh eyes"—to spot issues, inefficiencies, or missed opportunities.

Complete Operational Audit

An operational audit assesses the overall efficiency and effectiveness of a foodservice establishment's operations.

It is an in-depth report on the production flow throughout your space. We review every step -- from prep to plating -- and make sure the it aligns with your menu vision, equipment, staffing levels, and training needs.

This includes evaluating procedures related to food safety, quality control, purchasing, inventory management, kitchen operations, customer service, and compliance with regulations.



OEA Creates Foodservice Solutions for Every Sector

Airports & Transportation

- Full-Service Restaurants
- Bars
- Private Dining
- Airport Lounges
- Quick-Service Restaurants
- Self-Serve Food Markets



Business & Industry

- Corporate Headquarters
- Regional & Satellite Offices
- Manufacturing
- Assembly Plants
- Nuclear Facilities
- Aircraft Manufacturers



Convention Centers

- Private Dining
- Clubs
- Cafés & Lounges
- Carts & Kiosks

Historic Sites & National Parks

- Concessions
- Hotels & Lounges
- Restaurants & Catering
- Private Dining



Healthcare

- Hospitals
- Medical Centers
- Rehabilitation Facilities
- Retirement Centers

Correctional Centers

- Jails & Prisons
- Private Correctional
- Juvenile



Hospitality & Leisure

- Hotels, Resorts, Casinos
- Amusement Parks & Theme Parks
- Country Clubs
- Quick-Service Restaurants & Carts
- Restaurants
- Food & Beverage Trucks



Athlete Dining Facilities

- Summer & Winter Olympic Games
- Pan American Games
- Commonwealth Games



Education

- University
- College
- Trade School
- K-12 School Systems
- Charter Schools

Restaurants & Catering

- Fine Dining
- Private Dining
- Quick-Service Restaurants
- Clubs
- Centralized Production
- Ghost Kitchens
- Portable Kitchens



Military & Veteran Facilities

- Medical Centers
- Hospital Kitchens
- Cafeterias
- Coffee Shops & Kiosks
- Snack Bars

“ Foodservice at any iteration of the Olympic Games is complex not only because the volume is so massive and the facilities temporary, but also because of unique cultural and nutritional challenges. The host country assumes that athletes coming to China or Greece or wherever will eat the local food specialties. And they will, but only after their competition.

At the ramp-up and during their competition event, Olympic athletes are on very strict diets, so kitchen staff have to really focus on preparing the right food. Cooks must prepare, every day, both athletes' special pre-competition fare and more indulgent post-competition dishes based on authentic national and international recipes. ”

— Rita Negrete-Rousseau, “Top Achiever Consultant Interview with Orlando Espinosa,” *Foodservice Equipment & Supplies Magazine*, April, 2024



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Management Advisory Services (MAS)

Where Culinary Proficiency Meets Environmental Responsibility

Great foodservice begins with a strategic plan—one that prioritizes operational efficiency, scalable operations, financial sustainability, and regulatory compliance. MAS is where operational expertise meets environmental mindfulness and foodservice efficiencies. We start by developing an in-depth analysis of the current or new operations from prep to plating. Our team focuses on optimizing production flow, aligning the design with your menu, and consulting with you on equipment needs, your staffing model and training systems. We help you think ahead, matching culinary ambition with realistic timelines.

If you're planning a project and want to explore how culinary proficiency and sustainability can work hand-in-hand, we would love to start that conversation with you.



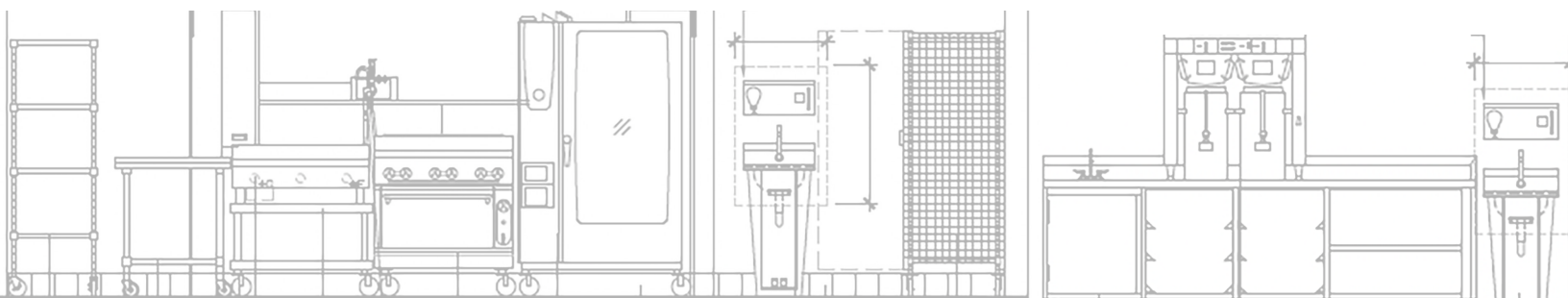
Management Advisory Services That Works as Hard as You Do

From guest-facing appeal to back-of-house flow, we create plans with a clear goal: your operational success and business growth.

We turn spaces into experiences and layouts into revenue—blending retail energy, efficiency, and smart investments into every project.

We provide detailed, site-specific support documents that help bring your kitchen and team to life:

- Standard operational procedures
- Staffing charts
- Comprehensive training materials
- Production matrices
- Recipes tailored to your operation
- Ordering and receiving guides
- Food safety and HACCP plans
- Cleaning and sanitation programs
- Financial accountability



Bring Your Vision to Life—Deliciously and Sustainably

What Happens When MAS and Foodservice Design Collaborate?

Foodservice design and MAS aren't just complementary—they're interdependent. When planned together, your operation benefits in multiple ways:

- Efficient and Scalable Foodservice Operations
- Improved Staff Productivity and Morale
- Enhanced Customer Experience
- Reduced Operational Costs
- Optimized Workflow and Service Speed
- Compliance and Risk Reduction
- Future-Proofed Facility Design
- Stronger Return on Investment (ROI)



The result?

A well-orchestrated, environmentally responsible operation that runs smoothly and supports your team—from opening day forward.

Your Operation, Fully Evaluated

Fresh Eyes & Operational Audit

We begin with a Fresh Eyes Audit: an objective review of your foodservice operation by someone not involved in its day-to-day management. This new perspective helps uncover inefficiencies, blind spots, and missed opportunities.

Our Complete Operational Audit takes a deeper dive into how your operation functions. We assess workflow, staffing, equipment use, and training to ensure alignment with your menu and concept. The audit also reviews key areas like food safety, quality control, purchasing, inventory, service, and regulatory compliance—giving you actionable insights to optimize performance and support long-term success. Services can include the following:

Back-of-House (BOH) Layout & Workflow

- Are workstations laid out logically for flow (receiving → storage → prep → cooking → service → dishwashing)?
- Are there clear paths for dirty vs. clean dishes, raw vs. cooked food?
- Are there pinch points or high-traffic collisions?
- Is the BOH layout scalable for busy periods?

Labor Efficiency

- Are staff walking excessive distances between tasks?
- Is there enough space for multiple staff at key stations?
- Can prep and service be done simultaneously without disruption?

Equipment Placement & Functionality

- Is each piece of equipment located for efficient use within the workflow?
- Is equipment appropriate for the menu and volume?
- Are there redundant or underutilized items?
- Is ventilation adequate and compliant?

Storage & Inventory Areas

- Is there enough dry, refrigerated, and freezer storage?
- Are storage areas easily accessible from receiving?
- Is product rotation easy (FIFO compliance)?
- Are shelving and cold storage organized and clean?

Sustainability & Utilities

- Are water and energy-saving fixtures installed?
- Are waste and recycling areas well-organized and accessible?
- Are utilities (gas/electric) being used efficiently?
- Any excessive energy usage from outdated equipment?

Sanitation & Safety

- Are hand sinks properly placed and accessible?
- Are there clear sanitation zones?
- Are fire extinguishers, first aid kits, and PPE visible and accessible?
- Any slip, trip, or cross-contamination hazards?

Financial Analysis

- Capital Budget Review & Cost Alignment
- Operational Costs: Labor, Energy, Maintenance
- ROI or Subsidy Analysis & Forecasting
- Value Engineering for Smarter Design Choices
- RFI development & review
- Scope creep and contract review

Guest-Facing Areas (if applicable)

- Is the kitchen or service line visible to guests? If so, is it clean and organized?
- Does the layout support an enjoyable, efficient guest experience?
- Are lines, noise, and visual clutter minimized?

