



Airport F&B Design

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Paradies Lagardère
TRAVEL RETAIL

smart

concept types

(QSR) quick serve restaurant



Key features:

- Smaller menu offering
- High-volume, speed-focused operations
- Limited back-of-house requirements
- Heavy emphasis on grab-&-go offerings
- Peak demand driven by flight schedules



(QSR) quick serve restaurant

Sense of Place:

Airports create a sense of place by incorporating local and regional Food & Beverage brands that reflect the destination's culture and identity. These concepts provide travelers with an authentic local experience, differentiate the airport from competitors, and create a memorable first and last impression of the city.

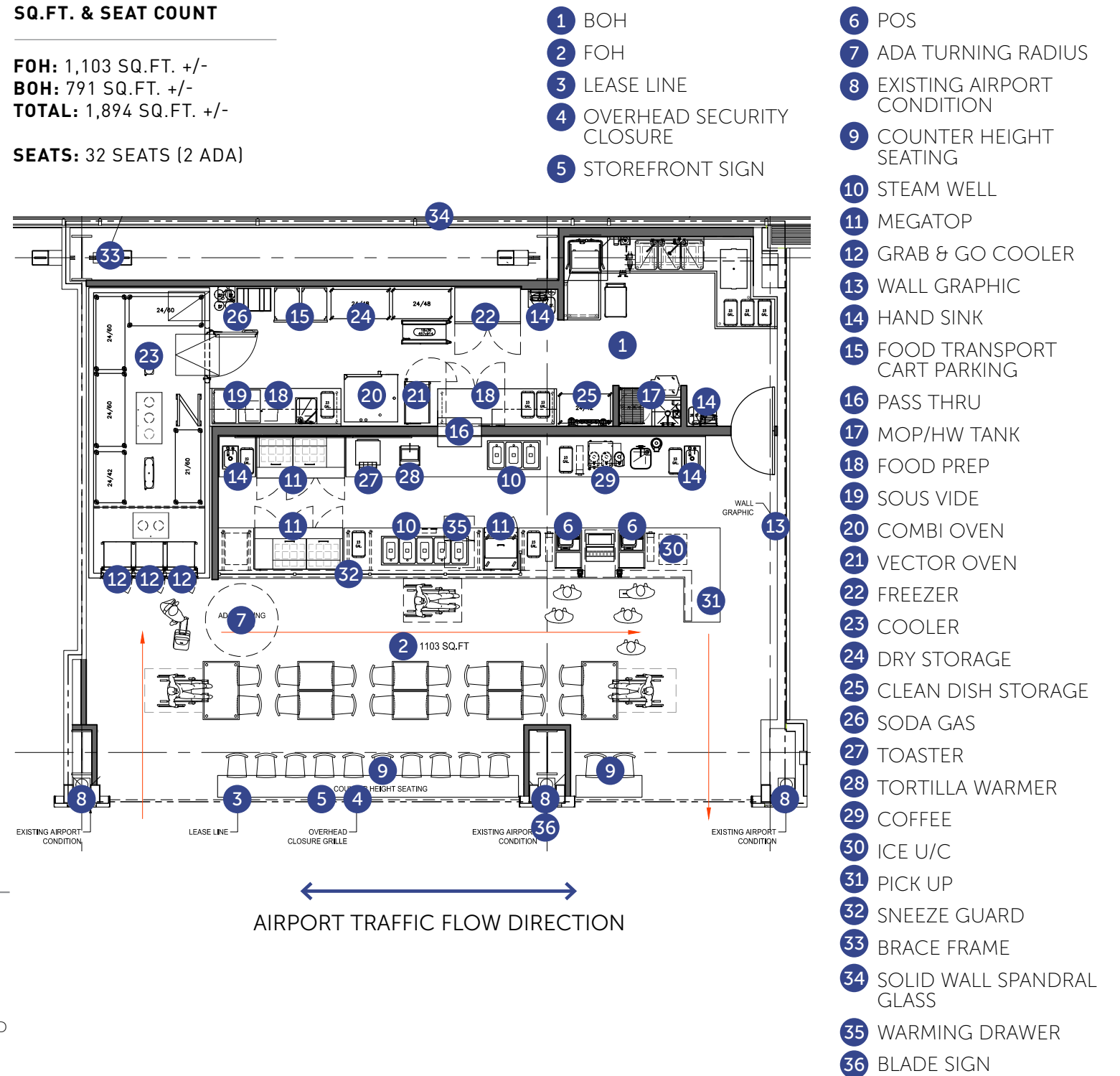
Vessel Kitchen



SQ.FT. & SEAT COUNT

FOH: 1,103 SQ.FT. +/-
BOH: 791 SQ.FT. +/-
TOTAL: 1,894 SQ.FT. +/-

SEATS: 32 SEATS (2 ADA)



(FSR) full serve restaurant

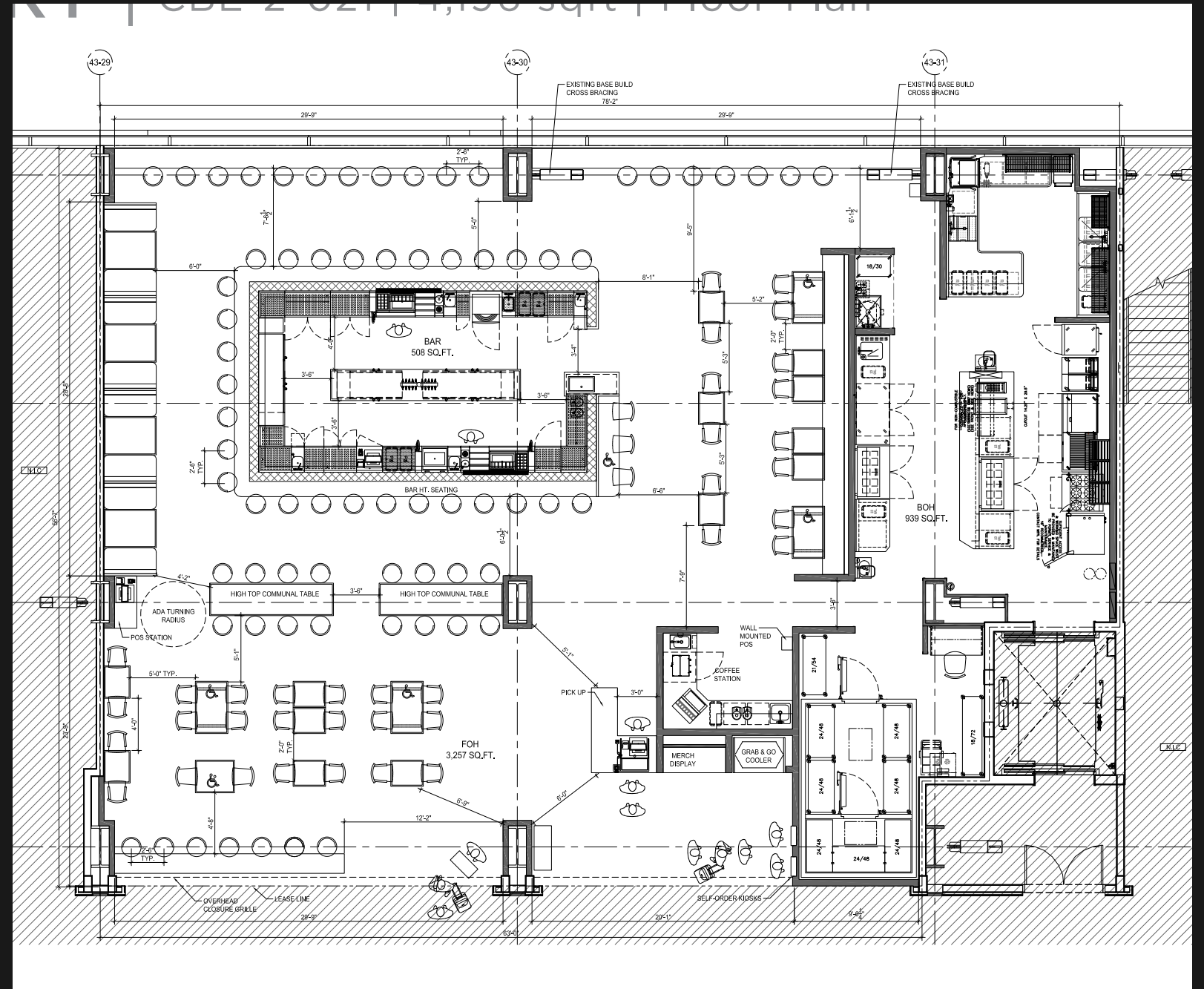
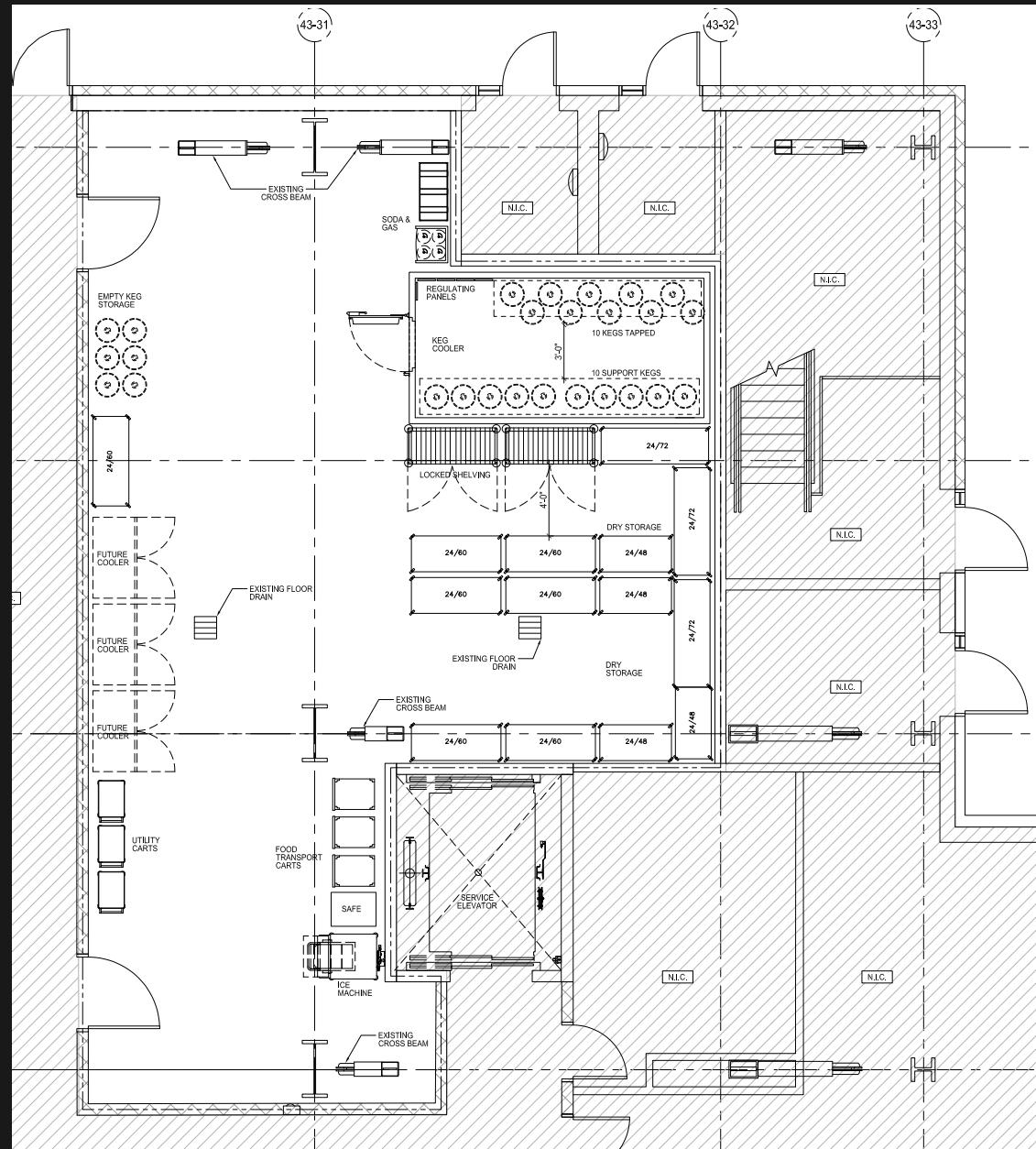
Key features:

- Larger menu offering
- Longer dwell times
- Higher average check values
- More extensive kitchen and storage requirements
- Premium traveler and business passenger appeal



(FSR) full serve restaurant

Moab Brewery



(FSR) full serve restaurant

Moab Brewery



challenges

design & construction challenges

LAYOUT DESIGN

- Layout is driven by guest experience and flow
- Orientated to maximize customer exposure
- Balance of seat capacity/ CAPEX / budget / operational requirements
- Limited BOH space, (10lb of stuff in a 5lb bag)

INFRASTRUCTURE LIMITATIONS

- Existing building conditions (columns, cross beams, low ceilings, structural restrictions)
- Limited utility capacity

design & construction challenges

DESIGN DEVELOPMENT

- Compressed design schedules driven by concession opening dates, airline commitments, and terminal activation milestones
- Extensive stakeholder reviews requiring coordination between Airport Authority, concessionaire, brand representatives, architects, engineers, and operations teams
- Multiple Port Authority review cycles can impact design progression and require frequent revisions and resubmissions

CONSTRUCTION

- Night work requirements
- Noise limitations
- Maintaining airport operations during construction
- Security and operational requirements must be incorporated into kitchen layouts, deliveries, waste handling, and staff circulation

the
players

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operators vs brands / managing key stakeholders

Airport F&B concepts are typically operated by “Concessionaires” who own proprietary brands or who partner with local, regional, or national restaurants.

The operator manages daily operations, while the brand provides the concept, menu, and customer experience standards.

OPERATORS

- Responsible for day-to-day management
- May operate multiple concepts
- Focus on labor, logistics, and profitability

BRANDS

- Focus on customer experience and brand standards
- Require design consistency
- Protect menu and product integrity

DESIGNER’S ROLE

- Align operator efficiency with brand expectations
- Adapt prototypes to airport conditions
- Balance operational functionality with guest experience

KEY OPERATORS IN US



Avolta: suite of national brands, local concepts, bars, lounges



SSP: strong focus on local brands and “sense of place” known for chef partnerships and local restaurant integration



Paradies Lagardère: historically known for retail but has expanded significantly into F&B, operates restaurants, bars, coffee concepts, and markets



OTG: Technology focused operator, known for iPad ordering, premium dining, and elevated passenger experiences

design
drivers

key design principles

QUICK SERVICE RESTAURANTS (QSR)

SPEED OF SERVICE – Minimize transaction and food preparation times

HIGH THROUGHPUT – large passenger volumes during peak flight banks

EFFICIENT QUEUING – Provide clear ordering, pickup, & circulation paths

GRAB-&-GO FOCUS – Maximize convenience and impulse purchases

COMPACT FOOTPRINT – Optimize limited front & back-of-house space

TECHNOLOGY INTEGRATION – Support kiosks, mobile ordering, and contactless payment



key design principles

FULL SERVICE RESTAURANTS (FSR)

GUEST EXPERIENCE – Create a comfortable environment that encourages longer dwell times

TABLE SERVICE EFFICIENCY – Support seamless service and staff circulation

KITCHEN FUNCTIONALITY – Accommodate broader menus and more complex food production

BAR INTEGRATION – Optimize beverage service and revenue opportunities

SEATING OPTIMIZATION – Balance capacity, comfort, and passenger turnover



RFPs

RFPS are highly competitive processes where operators assemble teams of brands and consultants to deliver the best passenger experience while maximizing revenue for the airport.

AIRPORT AUTHORITIES issue RFPs seeking qualified concessionaires and/or design teams for new terminal developments and concession programs. (leases about 7-10 years)

CONCESSIONAIRES compete for contracts by proposing a mix of brands, operational strategies, and financial returns to the airport.

DESIGN TEAMS partner with concessionaires to support concept development, technical design, and proposal submissions.

PROPOSALS are evaluated on experience, concept quality, local brand integration, operational approach, design excellence, and financial performance. Successful teams demonstrate an understanding of airport operations, passenger needs, and stakeholder coordination.

The cover art for the San Francisco International Airport RFP is a vibrant, colorful illustration. At the top, the text reads "SAN FRANCISCO INTERNATIONAL AIRPORT RFP" in large, white, outlined letters. Below this, in smaller white text, it says "Terminal 3 West Food & Beverage Concession Leases RFP-Phase 1" and "F&B Lease 2: Post & Pre-Security Coffee". The central illustration depicts a bustling airport terminal scene with various people engaged in different activities: a person on a bicycle, a person playing tennis, a person playing a guitar, a person with a dog, a person with a stroller, and a person with a shopping bag. There are also palm trees, a large coffee cup, and a sun in the background. The title "THE ART OF COFFEE" is written in white, outlined letters at the bottom of the illustration. At the bottom right, there are two logos: the SFO logo (San Francisco International Airport) and the "Coffee" logo (a stylized coffee cup with a palm tree inside).

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questions?