

McDonalds, Formby

We assisted the Mc Donalds Operations Team in adapting an existing restaurant building and site layout to the recognisable Mc Donalds format for a drive through restaurant, 'Mc Café' offer and customer car park layout

Key facts:

Location: Liverpool

Client: Noel Davis , King Parrot Frozen Foods

Sector: Leisure

Status: Complete

Area: 920 sqm

Noel Davis, King Parrott Foods (Farm Foods), an established client of Brock Carmichael, wished to create a 'drive through' restaurant that offered takeaway fresh fish, frozen at source 'Icelandic Cod' and chips. This being a unique concept because of the time constraint involved in the cooking process of fresh fish. The challenge being that the maximum acceptable time duration for a drive through order is in the order of 4-5 minutes, but to fry a traditional style battered fish takes approximately 12 minutes. Therefore to provide such an offer required the development of a cooking method that could fry, drain and successfully hold fish ready for sale on demand.

Brock Carmichael assisted Noel Davis both in the development of the bespoke kitchen equipment and the design, planning approval, licensing and delivery of the MJ's Restaurant, site layout and customer car park. The site selected is a very visible

location on the junction of the Formby by-pass and a Tesco retail park.

After two years trading Mc Donalds Restaurants took over the MJ's Restaurant and site. Brock Carmichael assisted the Mc Donalds Operations Team in adapting the existing restaurant building and site layout to the recognisable Mc Donalds format for a drive through restaurant, 'Mc Café' offer and customer car park layout.

