

A DESIGN GUIDE FOR EVERYONE - PART 2

Designing Cold Weather Experiences

The upcoming challenge of cold-weather dining begs the question: Why would anyone want to eat outside in the winter? This design guide sets out to answer that, by providing a conceptual tool kit for restaurants to make their outdoor dining inviting.

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Programming Cozy

Due to new thinking on social gatherings because of COVID-19, many cities are loosening restrictions on outdoor seating. Our Design Guide for Everyone series illustrates ways restaurants can adapt to today's dining challenges.

Beyond meeting physical requirements of outdoor dining, including warmth and cover, restaurants can draw customers by providing an experience unlike your typical act of dining out. By incorporating events like a fire pit night, mashed potato bar, free hot cider or hot cocoa, and pivoting to menu items like hearty soups, mulled wines, and hot toddies, restaurateurs can create cold-weather destinations right on their own patios.

Suggestions to bring thick blankets and woolen socks can make winter feel fun, and nostalgic of childhood times of sledding and snow-covered landscapes. By leaning into the charm and warmth of winter, restaurants can set the stage for unforgettable shared experiences between trusted friends – regardless of the weather.



The Outdoor Toolkit

Drawing upon international concepts of winter coziness – hygge (indoor) and friluftsliv (outdoor) – we can craft a nostalgic dining experience. Physical elements, such as single-use blankets, warm café lights, and woody canopies set a scene perfect for experiential programming.

1. Don't forget about your interior space - use it as a backdrop for outdoor happenings.
2. Heat lamps are an absolute must.
3. String lights draw customers like moths to a flame.
4. Plants and winter greenery enhance the feeling of being among nature, even in the middle of the city.
5. It's not winter in New England without buffalo check.
6. Grab a blanket, a mug of something hot, and get cozy!
7. Gather 'round the campfire, and sing a campfire song.

Fall into Fall - Day

A central fire pit framed by seasonal decor highlights New England's (arguably) best season. Temperate weather is ideal for outdoor dining with a sweater and hot cider.



Fall into Fall - Evening

The warm tones of fall leaves and string lights frame nighttime activity. Encouraging patrons to gather around the fire pit with a pumpkin beer creates a classic experience.



Winter Wonderland - Day

Transition into winter with seasonal decor and the addition of hot cocoa to your restaurant's menu. Encourage diners to bundle up and create an 'apres-ski' feeling.



Winter Wonderland - Evening

As the sun sets on a winter day, trees light up and sparkle in the night. The resulting cozy atmosphere is perfect for dining under snow covered canopies with a hot toddy in hand.

