

# FOOD SHOP INTERIOR

(意)西尔维娅·希拉波利尼 / 编 鄢格 / 译

## 食品店



辽宁科学技术出版社

# FOOD SHOP INTERIOR

(意)西尔维娅·希拉波利尼 / 编 鄢格 / 译

## 食品店

辽宁科学技术出版社

## 图书在版编目 (CIP) 数据

食品店 / (意) 希拉波利尼编; 鄢格译. -- 沈阳:  
辽宁科学技术出版社, 2013. 6  
ISBN 978-7-5381-7969-9

I. ①食… II. ①希… ②鄢… III. ①食品—商业建  
筑—室内装饰设计—作品集—世界 IV. ①TU247

中国版本图书馆CIP数据核字 (2013) 第054261号

出版发行: 辽宁科学技术出版社  
(地址: 沈阳市和平区十一纬路29号 邮编: 110003)  
印刷者: 利丰雅高印刷 (深圳) 有限公司  
经销者: 各地新华书店  
幅面尺寸: 215mm×285mm  
印 张: 14  
插 页: 4  
字 数: 50千字  
印 数: 1~1500  
出版时间: 2013年 6 月第 1 版  
印刷时间: 2013年 6 月第 1 次印刷  
责任编辑: 陈慈良 于峰飞  
封面设计: 杨春玲  
版式设计: 杨春玲  
责任校对: 周 文  
书 号: ISBN 978-7-5381-7969-9  
定 价: 198.00元

联系电话: 024-23284360  
邮购热线: 024-23284502  
E-mail: lnkjc@126.com  
<http://www.lnkj.com.cn>  
本书网址: [www.lnkj.cn/uri.sh/7969](http://www.lnkj.cn/uri.sh/7969)

# FOOD SHOP INTERIOR

(意)西尔维娅·希拉波利尼 / 编 鄢格 / 译

## 食品店



辽宁科学技术出版社



One day, a food shop decided to sell its food in a completely different space, which was not only clean, but served as perfect foil to food, to attract more customers to try a mix taste of vision, olfaction and gustation. This book selects most lovely food shop designs, from bakery to chocolate shop, by world designers. In this book, traditional food become jewellery and the food shops are new places for people to relax and enjoy life. Everything here is appetizing.

当一家食品店决定将其出售的食品放置在一个完全不同的空间中——不只是清洁的空间，而是对食品更好的衬托——去吸引更多的消费者时，视觉、嗅觉和味蕾便有了新的完美融合。本书精选有趣、富有创意的食品店设计，从面包店到巧克力店，遍布世界。传统食品在这些空间里成为珠宝、精品，而食品店也成为人们聚会休闲，享受生活的新所在。

上架建议：室内设计

ISBN 978-7-5381-7969-9



9 787538 179699 >

定 价：198.00元

# FOOD SHOP INTERIOR

(意)西尔维娅·希拉波利尼 / 编 鄢格 / 译

## 食品店

辽宁科学技术出版社



# Contents 目录

## 006 *Chapter One: Overall Design* 第一章：总体设计

## 014 *Chapter Two: Exterior Design* 第二章：外部设计

## 020 *Chapter Three: Space Design* 第三章：空间设计

030 Bubble Tease  
珍珠奶茶店

034 First Café  
第一咖啡

040 La Maison Des Maitres Chocolatiers  
大师巧克力之家

046 Sprinkles Ice Cream  
Sprinkles 冰淇淋

050 Polka Gelato  
波尔卡冰淇淋

054 Sweet Chill  
甜冰蛋糕店

058 Café Bourgeois  
资产阶级咖啡店

062 Olo Yogurt Studio  
Olo 酸奶工作室

068 Melt Me  
融化我巧克力和冰淇淋店

072 Pusateri's  
普萨特里食品店

076 Raoul's Hammersmith Grove  
铁匠林拉乌尔熟食店

080 Pastry Store "Martesana"  
糕点店 "Martesana"

086 TSUKIAGE-AN  
月扬庵

090 Blè Food Hall  
布莱食品店

096 UHA Mikakuto  
悠哈糖果店

102 Snog Chelsea  
斯诺格冰品店切尔西分店

108 Nana's Green Tea ARIO Kurashiki  
七叶和茶仓敷店

114 Nana's Green Tea Uehonmachi Yufura  
七叶和茶上本町店

120 Nana's Green Tea Sendai Parco  
七叶和茶仙台店



126 *Chapter Four: Food Service Counters*  
第四章：食品服务柜台

134 Oliver Brown  
奥利弗·布朗食品店

140 Jewels Artisan Chocolate  
珠宝手工巧克力店

144 Little Bean Blue  
Little Bean Blue 咖啡店

148 Coffee Hit  
Hit 咖啡

154 Cafenatics  
Cafenatics 咖啡店

160 *Chapter Five: Food Display*  
第五章：食品展示

166 William Curley  
威廉姆·科利点心店

172 Bea's of Bloomsbury  
Bea's of Bloomsbury 蛋糕店

178 Margaret River Chocolate  
/Margaret River Providore  
玛格利特河巧克力店 / 玛格利特河供应店

184 Café Chocolat  
诱惑巧克力吧

190 Nascha's  
娜莎食品店

196 Candy Room  
糖果屋

202 The Candy Stop Coyoacan  
科约阿坎糖果店

206 *Chapter Six: Design Guidelines*  
第六章：设计规范

216 *Chapter Seven: Fixtures,  
Fittings and Equipments*  
第七章：家具、装置及设备

224 *Index*  
索引







# *Chapter 1: Overall Design*

## 第一章：总体设计

### **General Requirements**

总体要求

008 Appropriate for Use

合理使用

008 Adequate Space

足够空间

### **Design and Layout**

设计和布局

010 Flow of Food Through a Food Shop

食品生产及消费流程

010 Cleaning, Sanitizing and Maintenance

清洁、卫生和维护

010 Food Preparation Areas

食品制作区

010 Dining Areas

就餐区

### **Signage Design**

标牌设计

011 Customer Service or Directional Signs

顾客服务或指示标牌

012 Signs for Branding

品牌推广标牌

012 Educational Signs

信息标牌

013 Sale Sign

促销标牌

013 New Items

新品推广标牌

013 Monthly Themes

每月主题标牌



## GENERAL REQUIREMENTS

### Appropriate for Use

Food shops design and layout must be well planned taking into consideration several important elements to ensure an effective and acceptable operation. Food shops design principles must accommodate safe flow of product and waste to minimise risks of food and equipment contamination. Separating particular processes in the food shops must be considered including:

- a. raw and cooked foods
- b. hand washing facilities
- c. wash areas
- d. storage facilities
- e. waste disposal areas
- f. toilet facilities

### Adequate Space

Proper planning of food shops will effectively designate adequate space and areas for food activities and storage of equipment. Storage areas must be constructive of materials which are durable and easily cleaned in line with requirements for floors, walls and ceilings.

Adequate space must be provided for:

- a. food delivery access
- b. dry goods storage – sufficient shelving space, pantry area and food

## 总体要求

### 合理使用

食品店的设计和布局需要经过仔细地规划并且应该考虑多方面的相关因素，以确保店内能够获得高效的运营。同时，食品店的设计原则还必须包括安全的食品制作流程以及有效的垃圾处理方式等，以避免食品和设备受到污染，需要考虑的因素如下：

1. 食材及食品
2. 洗手设施
3. 冲洗区
4. 存储设施
5. 垃圾处理区域
6. 卫生间设施

### 足够空间

食品店的内部合理的规划可以确保获取足够的空间用于食品生产与设备存放。此外，存储空间、地面、墙面以及天花板需要采用耐用的和易清洗的材质打造。

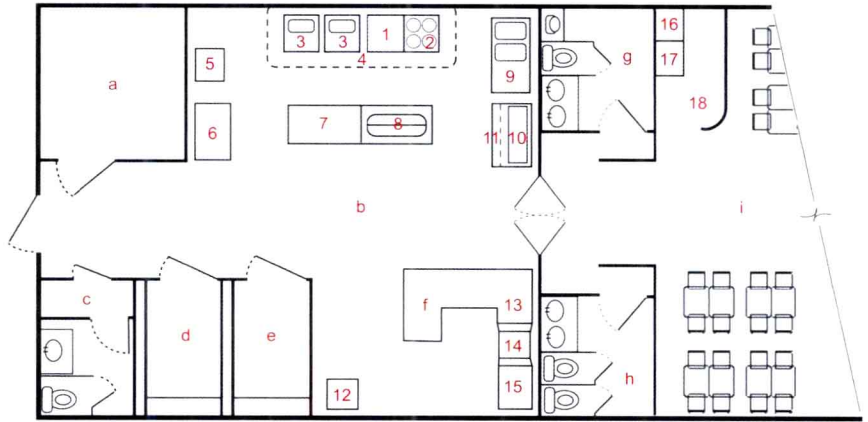
必须确保足够的空间用于如下活动：

- a. 食品传送通道
- b. 干货存储区：

### Sample Layout of a Food Shop:

1. Grill
2. Range & oven
3. Friers
4. Canopy hood
5. Handwashing sink
6. Reach-in refrigerator
7. Work table
8. Pan rack
9. Vegetable sink
10. Salad table
11. Under counter Refrigerator
12. Utility sink
13. Pre-wash
14. Dishwasher
15. Clean dishes
16. Coffee maker
17. Hand sink

18. Wait station
  - a. Storage
  - b. Kitchen area
  - c. Staff room
  - d. Freezer
  - e. Walk-in
  - f. Soiled dishes
  - g. Male
  - h. Female
  - i. Dining area
- 食品店**  
**标准布局:**
1. 烤架
  2. 炉灶和烤箱
  3. 油炸器
  4. 排风罩
  5. 洗手水槽
  6. 冷库
  7. 工作台
  8. 平底锅支架
  9. 蔬菜水槽
  10. 沙拉吧
  11. 台下冰箱
  12. 公用水槽
  13. 待洗餐具
  14. 洗碗机
  15. 干净餐具
  16. 咖啡机
  17. 洗手槽
  18. 等候区
- a. 存储间  
b. 厨房  
c. 员工区  
d. 冰箱  
e. 冷库  
f. 脏餐具  
g. 男卫生间  
h. 女卫生间  
i. 用餐区



grade containers for anticipated stock levels

c. hot and cold food storage – adequate refrigeration, freezer and bainmarie (hotbox) food storage including display areas, food preparation areas and expected deliveries

d. cleaning chemicals and equipment storage – separate lockers, cupboards, cabinets or designated storage areas

e. waste management – sufficient and separate waste containers for all anticipated waste including cardboard, glass, general waste, and waste oil storage; waste bins must be impervious, and designed to be easily cleaned to prevent the attraction of pests. Waste bins washing/cleaning area or room that complies with the requirements of the trade waste and the Environmental Protection Act must be provided when required for cleaning waste bins

f. personal belongings storage – separate lockers, cupboards, cabinets or designated storage areas

g. food contact utensils storage – adequate storage containers that can be easily cleaned as well as preventing contamination

h. equipment storage – sufficient floor, cupboard or shelving space for all cooking and food preparation equipment to be stored

i. food packaging material storage – adequate storage located off the floor and protected from contamination

j. office and business equipment (used to run the business) – must be separate from the food storage and preparation areas to prevent contamination

货架区、茶水间、食品级容器、

(用于食品分级存储) 存储区

c. 冷食及热食存储区:

制冷设备与冷冻设备、加热设备存储区

d. 清洁用品及设备存储区:

独立的储物柜、橱柜等摆放区

e. 垃圾管理区:

分类垃圾存储容器区域;

垃圾箱须防渗漏;

垃圾箱须易清洁, 防止招引害虫;

垃圾箱清洗区须遵循垃圾分类标准等

f. 个人物品存放区:

独立的储物柜、可用于存储物品的其他容器或空间

g. 食品盛放器皿存放:

足够的存放空间、空间易于清洁并防止污染

h. 设备存放区:

足够的区域用于存放烹饪及食品制作设备

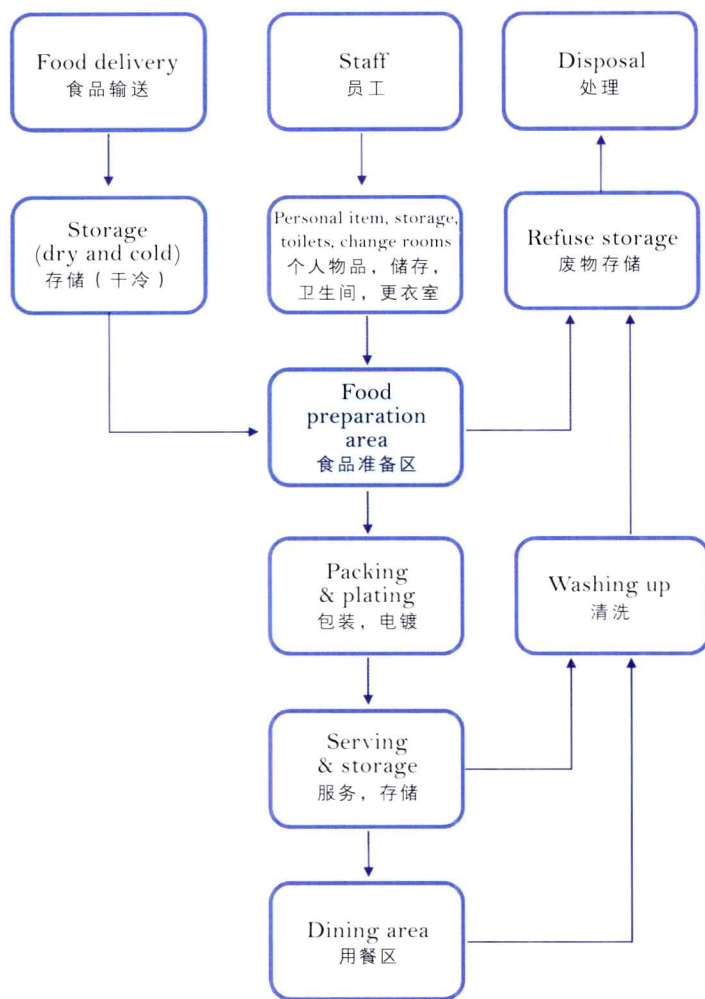
i. 食品包装材料存放:

足够远离地面的存放空间, 防止污染

j. 办公区及办公设备区:

与食品存放和制作区分离, 防止污染





**Left:** Flow of food through a food shop  
左图：食品生产及消费流程

## DESIGN AND LAYOUT

### Flow of Food Through a Food Shop

The correct design and layout can help streamline work practices, reduce cleaning and maintenance and prevent cross contamination.

To prevent food contamination, shops must be designed so that the flow of food is in one direction from receipt to storage, preparation, packaging and serving and finally to disposal.

### Cleaning, Sanitizing and Maintenance

Layout and design of the shops must provide access for cleaning, sanitizing and maintenance.

### Food Preparation Areas

Adequate space must be provided for all food related activities. Exits must be in accordance with the building code of the local government.

If the shop is an existing building, one may need to check with a building certifier to see if the exits comply.

### Dining Areas

Adequate space must be provided for patrons and staff to access dining and serving areas.

## 设计和布局

### 食品生产及消费流程

合理的设计和布局可以帮助优化工作流程，减少清洁及维护工作。

为了防止食品受到污染，店内人员必须严格遵循食材的存放与制作、食品包装、供应以至废物处理等流程方式。

### 清洁、卫生和维护

食品店内必须遵循清洁、卫生及维护等相关标准。

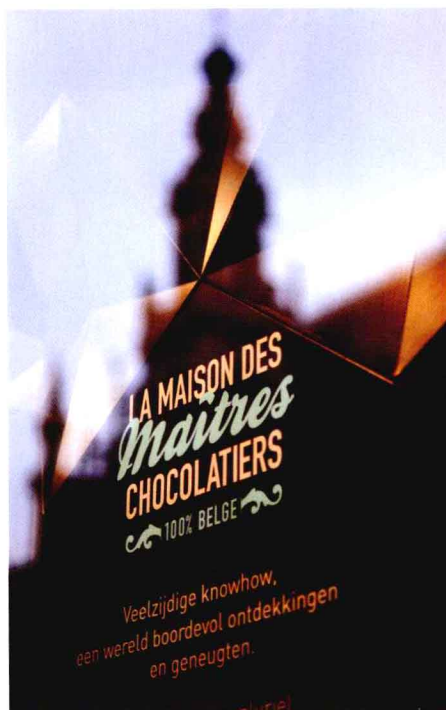
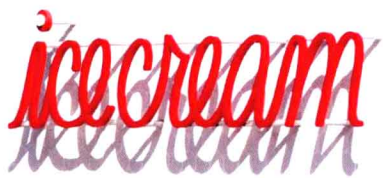
### 食品制作区

店内的空间设计必须为与食品相关的所有活动提供足够的空间。同时，出口设计也需要严格遵循当地的建筑标准。

如果食品店选址在既有建筑内，应向相关人士确认，出口设计是否符合要求。

### 就餐区

店内必须提供足够的空间，能够用于顾客和工作人员的日常就餐。



Above from left: Sign/signage design  
以上从左至右：食品店标志 / 标牌设计

## SIGNAGE DESIGN

Signage is one sales promotion effort that is guaranteed to get results. University and wholesale group reports show that better signs increase sales and profits. Surprisingly, many retailers don't devote enough time and attention to this marketing component.

A professional sign is vital. There's nothing worse than a hand-written, crumpled, faded sign hanging lopsided. It ruins the professional image. Be consistent with the feature lines, price size, colour and fonts so the customer's eyes can easily scan the sign. Allow for plenty of white space, keep the font simple, be sure the text is balanced and proportional, and consider using bullets. Highlight words in bold or by using a different colour. Avoid using all capital letters, which makes it difficult to read.

When there is a lot of information on the sign, design it to read from left to right by having the text start on the left side rather than in the centre-e.g., a 3-line description is harder to read if it's justified to the center. Also, be as specific as possible.

### Customer Service or Directional Signs

These can be gondola signs, inline shelving signs or on-shelving signs; and they're used as directionals. You can have the best customer

## 标牌设计

标牌设计可以作为营销推广的手段之一。来自大学及其他团体的一些报告曾指出，好的标牌设计可以提高销售额和利润收入。然而，许多经营者却忽略了这一点。

一个专业化的标牌对食品店的经营起着至关重要的作用。对于一家食品店来说，没有比一块字迹潦草、悬挂不当的标牌更能破坏其自身形象了。标牌设计应该保持特征线、颜色及字体的一致性，以便于顾客准确地阅读。同时，还应该保留一定的空白，保持字体简约，确保文字内容平衡并且适当使用着重符号；突出关键词或使用不同的颜色，避免使用大写字母。

如果标牌要展示很多信息，确保文字从左侧起排，而不是从中间位置开始。例如，占据三行的信息内容如果从中心位置起排，那么阅读起来就会非常困难。同时，内容表现信息要具体。

### 顾客服务或指示标牌

货架标牌被视作指示标识的一种。一些食品店可以提供良好的顾客服务，但是，当店内的服务人





Above: Website design of a shop  
 上图：食品店网站设计

service going, but what happens when you have 4 employees with customers and a fifth customer walks in? You always want to acknowledge a customer when they walk in the door. A directional sign can serve as a key part of your customer service by promptly steering the customer to a category or aisle until an employee can reach them. Easy to read aisle markers is a great start, but you need more. You can have an aisle marker that says "VITAMINS", but think of how the customer feels once she gets to your vitamin aisle. It looks a mile long to the customer! You want her to easily find what she wants.

### Signs for Branding

Almost like a subliminal message, your logo, tag lines and web site address should be consistent on all of your signs. (Image Above)

### Educational Signs

Signs provide an opportunity to share information: announce an upcoming event in your store, discuss a hot issue in the news, or entice customers to frequent your web site. You might want to print a recipe from your web site onto a sign that says, "Get this recipe and more on our web site." You can do the same thing with the news item (invite them back for more). According to Danny Wells, "7% of customers that shop at natural food stores turn to the Internet for health and wellness information." Why not steer them to your web site?

员的数量无法满足所有顾客需求的时候，指示标识就可以帮助改善这一状况：使用清晰、易读的过道标牌是一个很好的开端，但是仍旧需解决很多的问题。举个例子来说，顾客可以沿着店内标明的“VITAMINS”（维他命）的过道标牌找到自己所要购买的商品类别，但是，那些摆满货品的长长的货架仍然会或多或少地使他们感到困惑。因此，在指示标志的设计上首先需要改进的便是使其清晰易懂，以便顾客能够一目了然、轻松地找到自己所需的产品。

### 品牌推广标牌

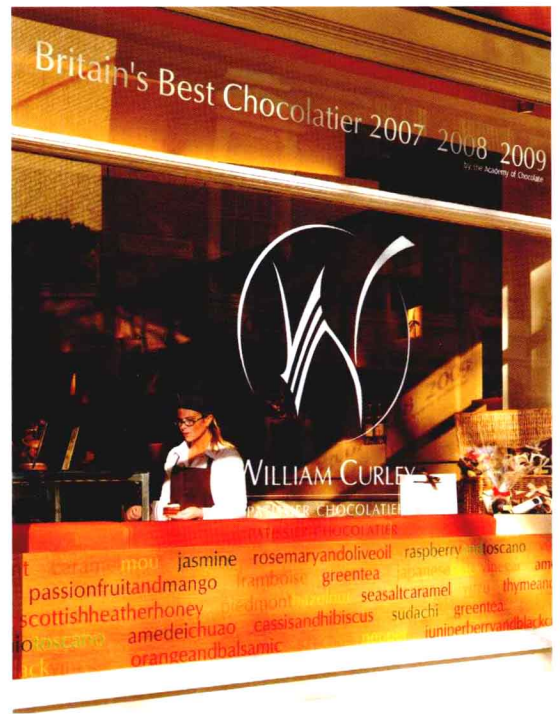
犹如潜在信息一般，标牌上的品牌标识、标签、网址等信息要完全保持一致。

### 信息标牌

标牌可以帮助共享各种信息，如店内将要举办的活动、对于热点问题的讨论以及吸引顾客访问店铺网站。可以从网站上复制一条菜谱贴到标牌上，然后写上“赠送一条菜谱，在本网站上可获取更多”的字样。当然也可以利用这种方式推销新产品。丹尼·韦尔斯曾指出，7% 去生态食品店购物的顾客都会上网查询关于保健方面的信息。那么，可以考虑在店铺网站上提供相关信息，吸引顾客访问。



Above: Graphic design of a shop  
上图：店内平面设计



Above: Signage design of a storefront  
上图：店面招牌设计

## Sale Sign

At a surprisingly low price, you can increase your sales significantly with effective signs. Give the customer a reason to pick up the product. Find a sizzle statement to attract the customer to the sale item-e.g., fresh organic herbs, wheat free, grown locally, fresh pressed, etc. Remember, it's not always about price. Use your signs to guide customers to the sale items: "See the values in Aisle 5." Give strong buying commands on signs, flyers and coupons: "Look at These Features," "See the Values" or "Don't Miss This Opportunity!"

## New Items

Use signs to create excitement and educate the customer about new items. You can bring the greatest new item into the store, but if you don't have good signage or give out some information, it's the best kept secret! You've spent the money to bring the product into your store, so create a little excitement! You might want to display new items on end-caps and see how they do before you put them into the inline shelving.

## Monthly Themes

Develop a themed calendar for the year, then create an end-cap display with 12 different signs that you can easily rotate each month. It's reusable, saves you money and can bring a fresh look to your store throughout the year.

## 促销标牌

运用促销标牌可以有效地提高食品店的食物销量。为顾客找到一个购买此食品的充分理由，并且采用一些极具说服力的词句吸引顾客前来光顾，比如一些新鲜有机食物、无麸质、本地种植、新鲜压榨的水果等。由于价钱并不是决定购买的唯一条件，有趣的标牌内容能强化顾客的购买欲，并且标牌的内容可以多种多样，如“去第五排货架寻找价值”、“看看这些特色品”、“请勿错失良机”等。

## 新品推广标牌

运用标牌告知顾客店内的新品是食品店比较普遍采取的方式，并制造一些特色来提升食品店在顾客心中的位置。如果只是单纯地把产品引进而来，但不将信息发布出去，会造成信息闭塞，顾客不能够及时知情，对销售来说毫无意义。因此，可以将新品放在显而易见的地方进行出售，观察销售结果，然后再上架售卖。

## 每月主题标牌

制作一个由12个不同标牌组成的年度特色主题日历，保持每月更换，既可以重复地使用，又能够节约预算。一年中的每个月，食品店内都会呈现出新的面貌，增加消费者的新鲜感。



