

# SERVING YOU SUCCESS

Give yourself the advantage of working with the company that understands all facets of restaurant design, construction and maintenance. Whether you rely on us for total turn-key services, or just smallwares, you'll benefit from working with experts that understand your challenges.

Put our massive buying power to work for you. Pull from a huge inventory of SKUs warehoused in nearly a million square feet of space. Save on shipping with our three conveniently-located distribution facilities. Call our toll-free customer care hotline and get expert help from seasoned professionals.

Get everything you need from one, reliable source.



I had a lot of decisions to make along the way and QualServ's guidance and input was invaluable.



Soup-to-nuts! I'm glad we relied on QualServ from start to finish. They're great to have in your corner.



We're just a little guy, but QualServ treats us like a big guy. I like that!

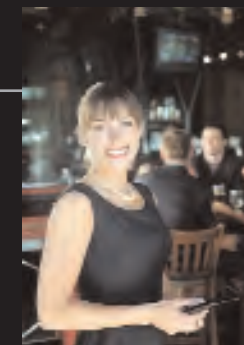


We streamlined supply chain management by consolidating smallwares and disposable orders with QualServ.



I do food – GREAT food, but I don't know which end of a hammer to hold, so I needed help designing and building this place. QualServ was a tremendous help!

I knew what I wanted. I just didn't know how to get it. QualServ helped me realize a dream.



Demanding. That's me. I gotta have the best, and that's why I went with QualServ.



## Concept Development

You have a vision... We help bring it to life. **Put our talent to work for you.**

## Design

Maximum productivity and profitability... Smooth, efficient workflow... Long-term success... It all starts with a sound design. **Experience counts.**

## Consultation

Building a restaurant is one thing... Making it successful is another. There's no substitute for experience. **Put ours to work for you.**

## Engineering

Restaurants are a unique construction challenge... Effective space planning is required. Equipment is integral. Time studies are valuable. Utility distribution planning is vital. Proper workspace configuration is essential. Overall efficiency is critical. **Leave the "rocket science" to the experts.**

## Equipment

• Thousands of SKUs of leading brand kitchen equipment.  
• All major brands from more than 10,000 suppliers.  
• Installation, repair and maintenance services provided by a nationwide network of service technicians and installation specialists to keep your facilities in tip-top condition.

## Furniture & Fixtures

• Power buyer for all major brands.  
• Custom seating and upholstery.  
• Concept-specific items inventoried.

## Smallwares & Disposables

• Thousands of SKUs in inventory.  
• Tested, top quality materials and hardware.  
• Functional, beautiful and built to last.  
• Designed and built by master craftsmen.  
• High volume and high-end custom capabilities.

## Millwork

• Two state-of-the-art manufacturing facilities.  
• Tested, top quality materials and hardware.  
• Functional, beautiful and built to last.  
• Designed and built by master craftsmen.  
• High volume and high-end custom capabilities.

## Consolidation & Staging

By pre-staging your equipment prior to delivery, we know exactly where everything goes, and how it goes together, to ensure a smooth and timely installation. Our pre-staging process is one of the key reasons we've achieved the Approved Supplier status from many of the industry's top chains.

## Custom Stainless Steel Fabrication

• Three state-of-the-art manufacturing facilities.  
• Bulk buyer of stainless steel delivers savings.  
• CAD design/computer driven equipment.  
• Built with laser-cutting precision.  
• Certified by the National Sanitation Foundation (NSF #1095).  
• One of the few custom fabricators permitted to install the Underwriters Laboratories label.  
• High volume and high-end custom capabilities.  
• Powder coating capabilities.

## Delivery & Installation

QualServ is the only company that assigns a dedicated specialist to specific chains to oversee new installations. Our intimate knowledge of your concept helps ensure a smooth installation to meet all your needs.

We also have a nationwide network of qualified equipment installers to make sure the job is done right.

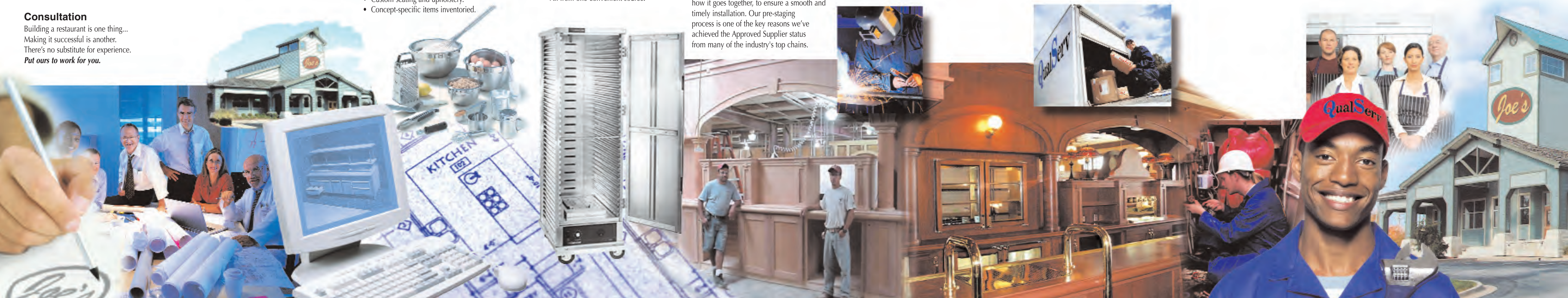
Everything is shipped from one of three facilities. Each has convenient access to major transportation routes to keep shipping costs low.

## Service & Maintenance

We help keep your restaurant running at peak efficiency... 24/7 service hotline. Nationwide network of service technicians.

## Project Management

QualServ has a dedicated team of project managers to oversee and manage the many steps required to take a restaurant through the entire process – from concept development through grand opening. Discover how much easier the process can go by putting some of the industry's most qualified experts on your project team.





Ron Elmquist, President and CEO

# WHY QUALSERV...

There are a number of companies that SAY they provide a full range of services to the food service industry, but only one that offers you these things:

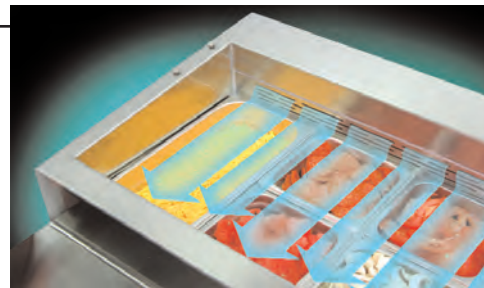
### Dedicated In-field Installation Technicians

It doesn't do much good to get all the developmental steps right if installation doesn't go smoothly. Your grand opening should be a grand experience. That's why we go the extra mile to send a technician on site to oversee the installation. These individuals are dedicated to the sole purpose of knowing your chain, inside and out.



### AIRQuilt

Quality just took a huge step forward with the recent introduction of our patent pending AIRQUILT technology. This revolutionary cold wall system gives you unparalleled temperature control in salad bars, pizza and sandwich make tables. Reduce waste and preserve freshness like never before.



### Design Business Development

Imagine putting the full weight of QualServ's resources to work on your project. That's what you get with our Design Business Development services. You get a task force of top sales and project management professionals, and engineers dedicated to your project. No stone goes unturned. You get:



- Concept design criteria and architectural configuration plans.
- Shop drawings, schematics and elevations.
- Performance expectation standards.
- Food service equipment layout and schedule.
- Flow and function analysis.
- Storage and capacity planning.
- Standard buy-out equipment and accessories assessment and specifications.
- Custom fabrication and millwork.
- Dimensional drawings of dining area with specified furniture and decor.
- Analysis of applicable regulatory issues.
- Signage requirements.
- Utility requirements.
- Auto quotes file.
- Detailed budget.
- Schedule of events including milestone dates, deadlines and required approvals.
- Responsible party accountability assignments.
- Review of construction drawing sets by other manufacturers.
- Flashing packages for installation.
- and more!

## Do you know why most restaurants fail?

The recipe for success in the restaurant business is a complex brew. Managers can be pulled in a thousand different directions...

*The salad bar is generating complaints; work flow issues are causing havoc; the cook just quit; you're out of to-go boxes; and an inspector just walked through the door.*

You get the idea.

It doesn't help that our industry is so fragmented that you have to make a dozen calls to accomplish a dozen things. That's where we come in. Our recipe for your success includes simplifying your job so you can focus more effort on customer care.

We are a one-stop-shop for virtually all your needs. Our expert staff can help you with everything from initial concept development through, and beyond, rollout.

If you don't know why most restaurants fail, don't be discouraged. Fact is – it's a long list, and the most important reason why you should rely on a company that has the expertise and resources to help you reach your goals.

**QualServ – Serving You Success!**

## We Serve Success To:

**Big Box**  
Grocery  
Retail

**Quick Serve**  
Convenience Stores  
Pizza  
Counter Service  
Drive-Through  
Take-Out  
Small Box

**Quick Casual**  
Counter Service  
Home Replacement  
Meals

**Full Service Dining**  
Casual Dining  
Fine Dining  
Business/Entertainment

**Leisure**  
Cruises  
Convention Centers  
Stadiums  
Bowling  
Casino  
Hospitality

**Institutional**  
Military  
Prison  
Government  
Schools  
Health Care  
Commissaries

QualServ has numerous locations across the continent to serve you –more than 750,000 square feet of manufacturing and warehouse space. We design and build restaurant concepts in the far corners of the world, and we can do it in YOUR neighborhood.

We serve the largest chains and smallest independent restaurants. We've been there to help some of the most successful chains when they were in their infant stages, and we can help you too. You can't find a company more capable of, and dedicated to, helping you reach your goals.



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