



Hashim Arif (Owner)
Jeddah, Saudi Arabia
hashim.a@gmail.com
+966 50 368 2953

Concept Summary

- Quick service restaurant in Jeddah, Saudi Arabia
- Consists of two levels (ground + mezzanine), with a total area of 550 Sq M
- Serves American-Italian style pizzas, pastas, and sandwiches
- High quality food at value prices
- Targets middle income teenagers, young adults, and young families



Products & Services

- Open daily for lunch and dinner (from 11 AM to 12 PM)
- Menu offering pizzas, pastas, sandwiches, burgers, salads, appetizers, desserts, cakes, drinks and sodas
- Dine-in, take-out, home delivery
- Men's section dine-in area seats 28 customers
- Family section dine-in area seats 46 customers in the ground level and 48 in the mezzanine level (total 94 customers)
- Party room (accommodates up to 24 customers)
- Kids play area
- Flatscreen HD TVs throuout dining areas displaying news and major sports events

Customer Experience

- Customers enter the restaurant into the view of the hot stone oven in the open display kitchen, which is the focal point of the restaurant
- Customers then order from a menu board, pay at the counter and receive an order number tag
- Customers seat themselves at the table of their choice and place the number on the table
- Food is prepared to order and then delivered to the customer's table



Design Concept Summary

Considering the obvious round shape of a pizza, the circle has been used throughout the interior of Hot Stone in both large and small scale elements as well as different materials and textures. Warm, vibrant hues make up the space mimicking not only the product but fire, which is involved in the process of making the pizza. These hues also show up in a gradient of mosaic tiles on the pizza oven itself creating a vibrant contrast to the charcoal stone wall that surrounds it. The main walls of the space are covered with warm colored wallpaper which together with the help of down lighting, gives the main dining area a dramatic effect.

The mezzanine floor radiates from the center of the restaurant creating both a circular ceiling for the lower level with seating aligned along a low wall, imitating the radius above. Brushed stainless steel beams extend out from the pizza oven, emphasizing its importance and continue to wrap up to the second level becoming the posts of the mezzanine railing. The family side includes an exciting party room that can be reserved for private functions as well as a special children's play area. Hot Stone will provide a warm and inviting space for families to share good food and make great memories.

Colors & Materials

