

BRAND STANDARDS: INTERIOR FINISHES

The following outlines the Dickey's Brand Standards and required interior finishes. We consider the Dickey's interior finishes-the elements inside your four walls- as the ribbon on the package. It encompasses our image as a company and is truly important to further expanding the brand. We have taken great pride in choosing the specific design and flow of the restaurant in order to serve each guest fast and efficiently. The color combinations and products used help bring together the essence of that old school, great barbecue pit feeling from coast to coast.

The purpose of this section is to provide a blueprint for your chosen General Contractor, your vendors, and anyone else installing the finish items in your restaurant. Again, all of these items are required and critical to a successful and cohesive brand. Please note that the information contained in this section is considered proprietary and confidential.

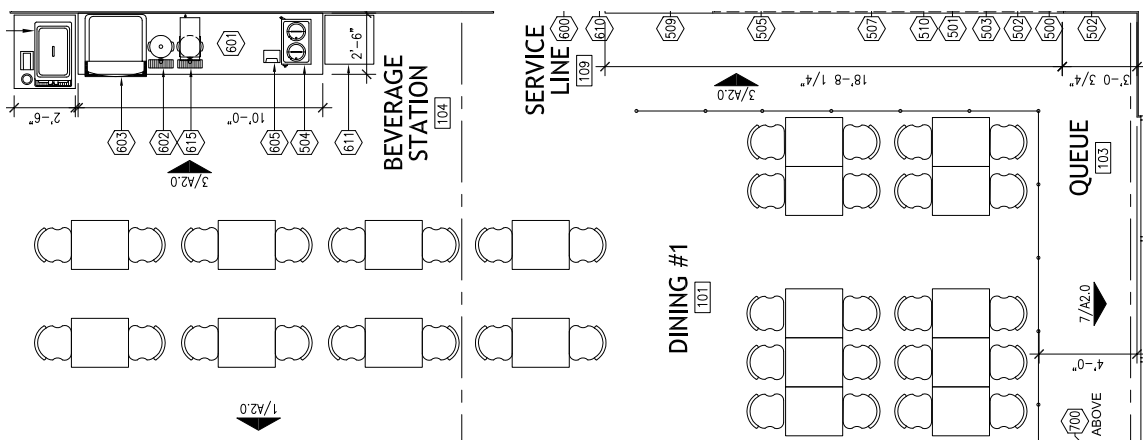
So, let's take a look in more detail as to those required components.

DINING ROOM

The following dining room items have been diligently designed to create the Dickey's Brand for each customer that walks through your door. All items are required.



FINISHED DINING ROOM



DINING ROOM DETAIL



RECLAIMED WOOD WALLS

Company: Old Texas Wood-\$2.65 sq ft

Shipping details: In 1000/sqft. bundles. They are around 10ft long by about 3ft high. Need to be stored inside.

Lead days: 10

To order contact: Stephen Lile with Old Texas Wood

214-404-3109 -- Take all major credit cards. Installation: To be installed in a 3" X 5" X 7" repeating pattern.

Pin nailed to the wall.

Installation begins at 52" above finished floor and work up towards the ceiling using the 3"x5"x7" method.

Edges are to be cut at a 45 degree angle to ensure a tight fit.

Treat with Minwax 1-Gal. Satin Polycrylic Protective water based finish. \$47.96 per gallon.

Sold at Home Depot and Lowes.

Note: Be sure to frame the fire alarm per city codes. The information below can be used as a guide.

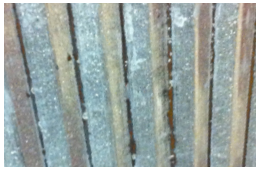
Spec: 8"x8" box, cedar material



CHAIR RAIL AND BASE BOARD

*For further instruction, see the Reclaimed Wood Walls

Use 1"x4" to trim top and bottom of reclaimed wood and 2"x6" as a baseboard. Stain trim with Minwax Dark Walnut stain. Sold at Home Depot and Lowes.



CORRUGATED METAL

Product Spec: Galvanized Corrugated Roof Panel

Vendor: Lowes or local hardware store

Lead Time: N/A, available locally

Cost: \$15 per panel

Installation: Prior to install on the wall, treat panels with muriatic acid to achieve a weathered look. Spray on full strength, leave on for 5-7 mins and then wipe off. Install 4' high on all dining room and low walls. These panels must be installed vertically.



VCT FLOORING

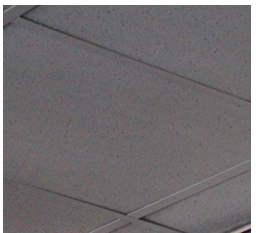
Product Spec: V628 Sangria V-2603 Buff; Dimensions: 2' x 2'

Vendor: Linron Company 713.802.9137

Lead Time: 10 Days

Cost: 22.95 ctn

Installation: Applied in 4 square checkerboard pattern.



CEILING

Product Spec: n/a

Vendor: n/a

Lead time: n/a

Cost: \$900

Installation: Paint ceiling tiles and grid black.



TRACK LIGHTING

Product Spec: Portfolio 3-Light Black Linear Track Lighting Kit

http://www.lowes.com/pd_233037-47842-15744-001_0__?productId=1237631&Ntt=track+lighting+black

Vendor: Lowes

Lead Time: NA, purchase locally

Cost: \$38

Installation: Install around perimeter of restaurant, focusing light on menu boards, wall art, and dark spots.



WAGON WHEEL CHANDELIERS

Product Spec: Cast/Reproduction Wagon Wheel Chandeliers

Vendor: castantlers.com

Lead Time: Ships within 1 week

Cost: Either a 30" Wagon Wheel Chandelier -- \$349 or 42" Wagon Wheel Chandelier \$445 -- Shipping is \$5.00

Installation: GC/Electrician to install



TABLE BASES

Product Spec: W1220-OW2430

Vendor: Central Restaurant Products

Nason Frizzell | nasonf@centralrestaurant.com | 800.225.5107 ext 8454

Lead Time: 10 Days

Cost: \$24.00

Installation: Assemble on-site, attaching table tops to table bases.



TABLE TOPS

Product Spec: W1220-OW2430 [24"x30"]

Vendor: Central Restaurant Products

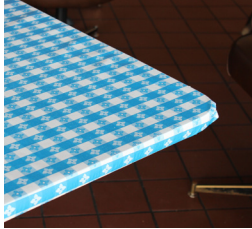
Nason Frizzell

nasonf@centralrestaurant.com | 800.225.5107 ext 8454

Lead Time: 10 Days

Cost: \$20.00

Installation: Assemble on-site, attaching table tops to table bases.



TABLECLOTH

Product Spec: P/N 975-022

Vendor: Central Restaurant Products

Lead Time: 7 Days

Cost: 98.00 -- 4 rolls [80 tables]

Installation: Placed on tables, folded under, stapled to underside of table.



CHAIRS

Product Spec: Dickey's Side Chair Model #407-999, Walnut Frame, Black upholstered padded seat, stackable, narrow wood back

31(h) x 15(w) x 15(d), 15 lbs

Vendor: Central Restaurant Products

Nason Frizzell

nasonf@centralrestaurant.com | 800.225.5107 ext 8454

Lead Time: 15 Days

Cost: \$69 each

Installation: n/a, chairs arrive assembled



WASTE RECEPTACLE

Product Spec: 23"x 23" x42" h custom trash receptacle millwork

Interior dimensions: 23"w x 26"d x 42"h

Vendor: Materials from Lowes

Lead Time: Varies

Cost: Varies.

Installation: Wood frame construction consisting of the following components:

2 x 6 Wood base and 1 x 4 Wood trim

Galvanized corrugated roof panels; refer to Corrugated Metal Installation.

8" stainless steel round insert, centered above the trash liner.

Must treat with Minwax 1-Gal. Satin Polycrylic Protective water-based finish.

\$47.96 per gallon. Sold at Home Depot and Lowes.

Hardware: Steel Butt hinge with Liberty Front Mount Hammercraft Cabinet

Hardware Pull

12" high tray shelf.

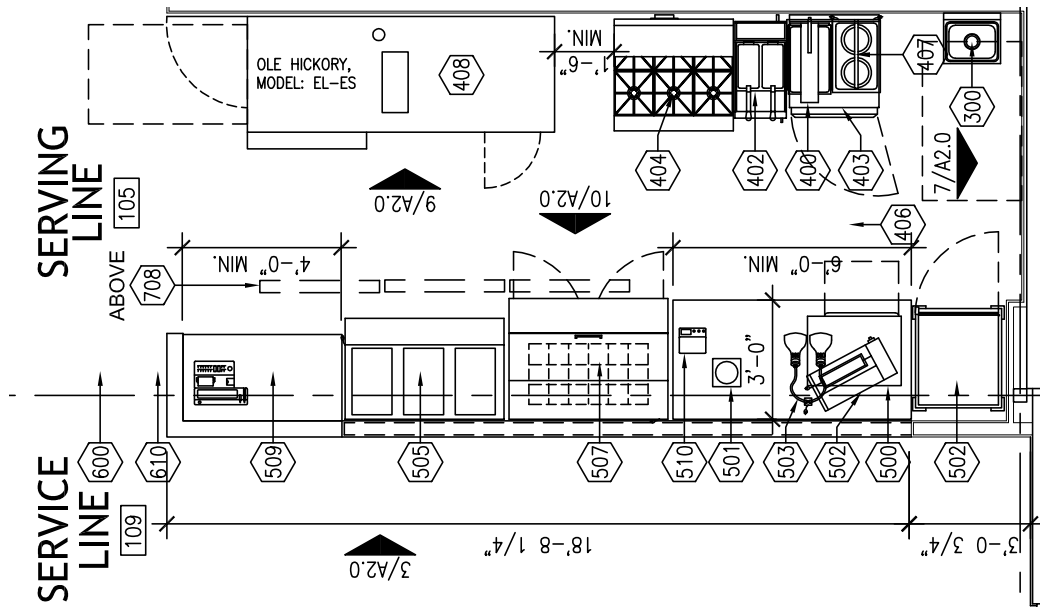
Cabinet must be able to hold a 35 gallon, low density polyethylene liner.

SERVING LINE

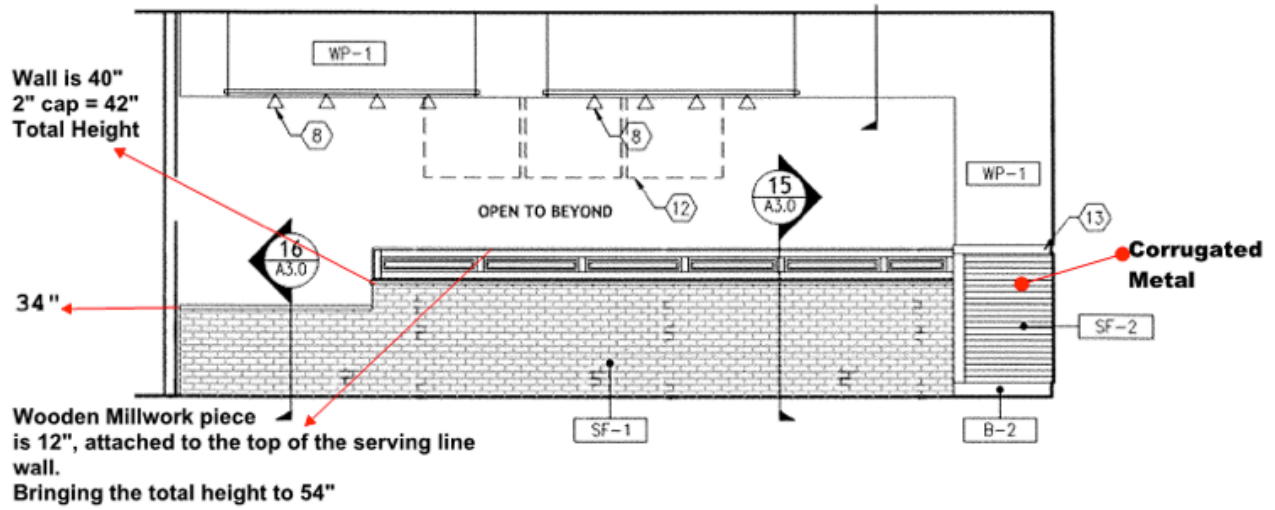
The serving line is the first chance for customer interaction. This is what the customers see when they stand in the queue line to order their food!



FINISHED SERVING LINE



SERVING LINE DETAIL



MILLWORK

Product Spec: Gaslight II Hardboard Wall Panel

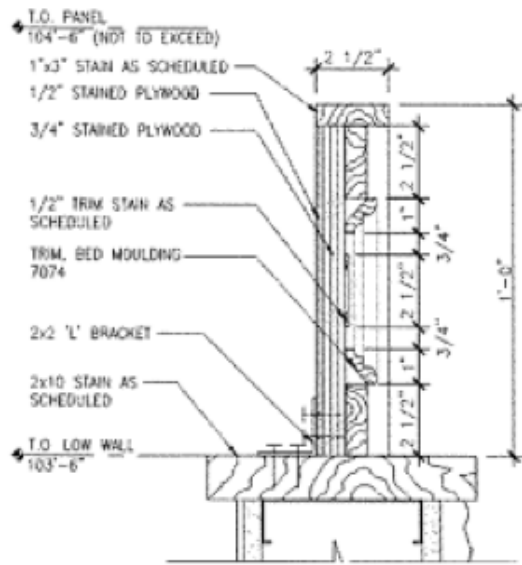
Vendor: Lowe's

Lead Time: In Stock Item

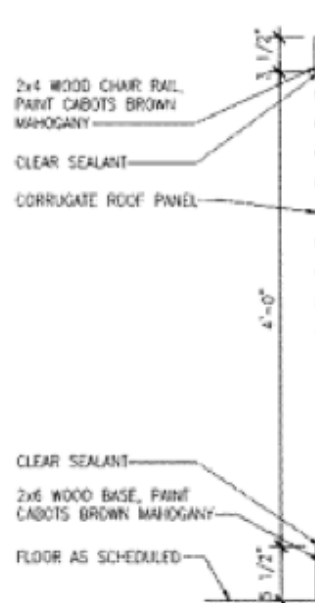
Cost: \$26.36 per sheet

Installation: Diagrams on next page.

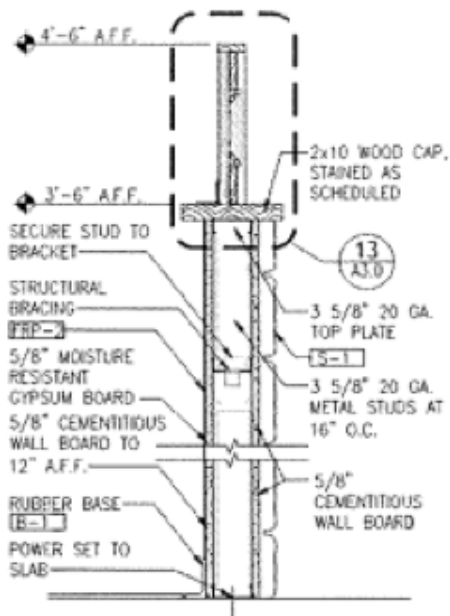




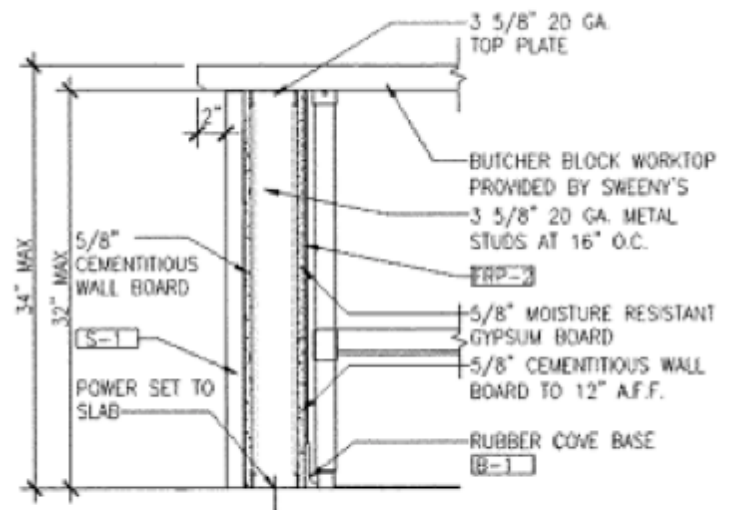
15/A3.0 Millwork Detail



13 Corrugated Detail



16/A3.0 Serving Line Detail



16/A3.0 POS Detail



FAUX BRICK PANELING

Product Spec: Gaslight II Hardboard Wall Panel

Vendor: Lowe's

Lead Time: In Stock Item

Cost: \$26.36 per sheet

Installation: Paneling to be installed on serving line wall from floor to millwork.



FRP

Product Spec: Marlite/Artisan FRP Grizel -- 10 ft sheets & 10 ft trim

Vendor: Marlite | 817.385.0549

Lead Time: 2-3 weeks

Cost: \$2.85 sq ft

Installation: Paneling to be installed on visible kitchen walls.

* If Marlite FRP is not available, sheet metal can be used as a replacement.



QUEUE ROPE

Vendor: Lowes

Lead Time: NA, available locally

Installation: Cut a 2x12 #2 (Pressure Treated) into 2-12"x12" pieces. Screw them together to make a double 2x12 base (shown below). Secure a Severe Weather 4"x4"x48" Double Groove Treated Pine Deck Post (Lowe's Item # 5705 Model# DNP4LT15N \$7.96 per post) on top of the Double 2x12 base. Drill a 3/4" hole through the Deck Post at 42" AFF for the rope to be placed through.

Stain each post with Minwax Dark Walnut stain (1- gallon \$29.97). Sold at Home Depot and Lowes.

Install a 3/4"x150 ft Manila Reel Rope (Lowe's Item # 349196 Model # MR345BK- \$.58 cents per foot) through each post as indicated on your plans.

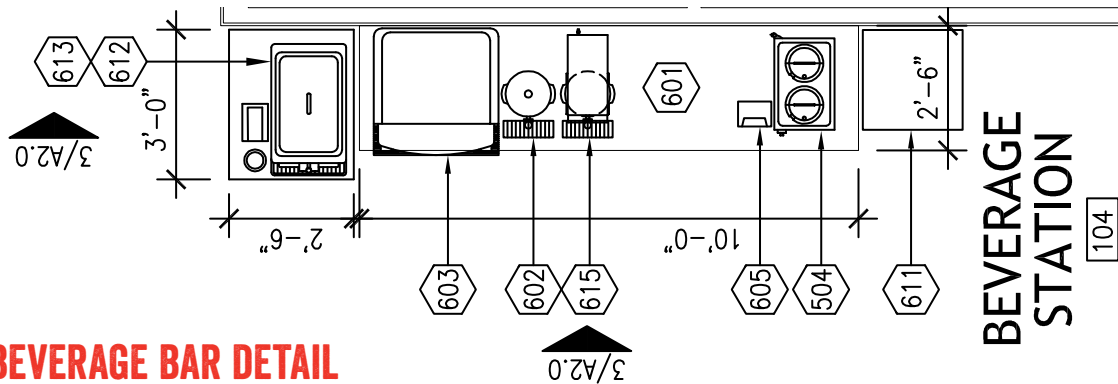


BEVERAGE & SOFT SERVE BAR

This is a high traffic counter that will house the soda dispenser, tea dispensers, and barbecue sauce.



FINISHED BEVERAGE BAR



BEVERAGE BAR DETAIL

Vendor: Lowe's

Product Spec: 2/4's - framing out the cabinet

3/4" - plywood, 1/6's - apply Minwax 1-Gal. Satin Polycrylic Protective water-based finish to the trim. \$47.96 per gallon. Sold at Home Depot and Lowes.

Corrugated metal, stainless steel, laminate, or corian - counter top

Lead time: n/a

Cost: Price varies

Installation: GC to install

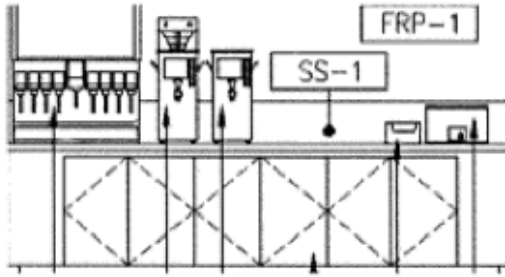
The beverage bar should be 13 feet in length with depth over 36 inches.

Space allocated for the coke machine should be around 30 inches in length.

Space allocated for the tea urns should be around 34 inches length.

Space allocated for the sauce well should be around 15 inches in length.

Space allocated for the ice cream machine and cones should be around 3 feet in length.



Beverage Counter must be 10' long

Depth must be 36"

Height must be 34" ADA compliant

Coke needs the following items:

- * 1/2" dedicated copper water line into the back room with one shutoff valve and a 3/8" male flare fitting.
- * Back flow prevention devices (RPZ) as required by local municipality
- * Water manifolds with individual shut-offs as required.
- * Drain needs to be 3" or larger within 6' of dispenser
- * 120V 3.5 amp outlet for dispenser (Under Dispenser)
- * A 6" inch diameter access hole in the counter top must be cut prior to dispenser installation for fountain bundle connection to dispenser



Soft Serve Counter must be 3' long

Depth must be 30"

Height must be 34"

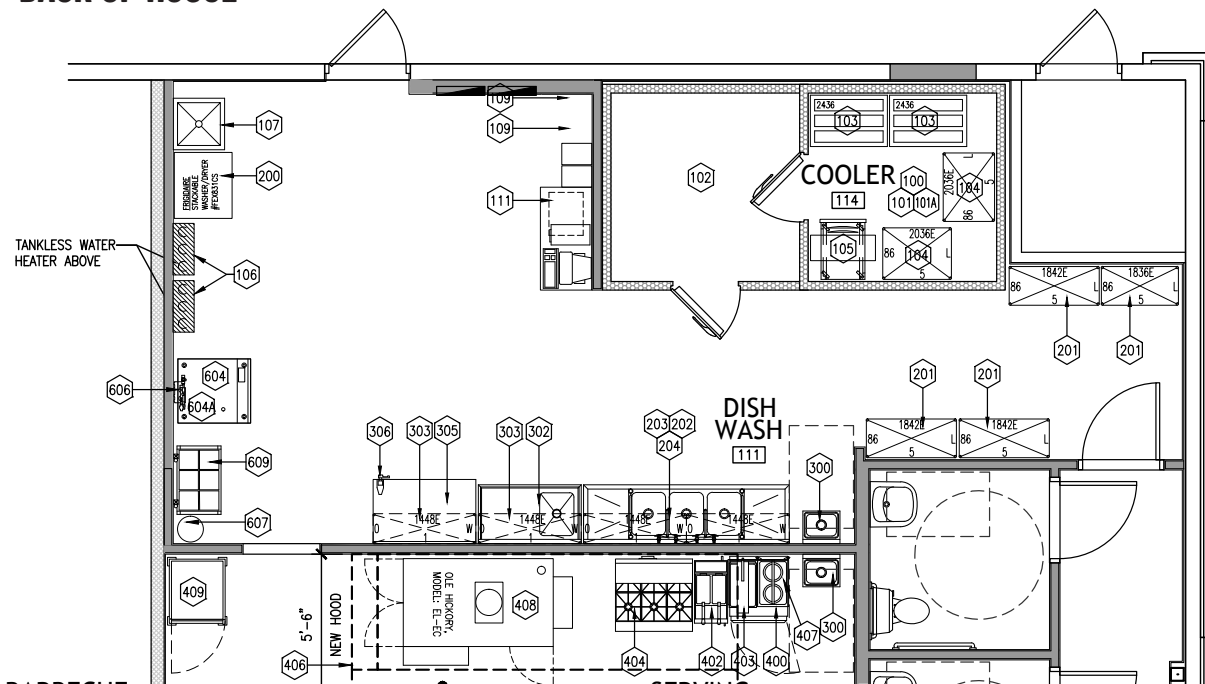
220V

BACK OF HOUSE

The back of house is your kitchen space. This area is rarely seen by the customer and is designed to be cost effective and ready for wear!



BACK OF HOUSE



BACK OF HOUSE DETAIL



CEILING

Product spec: n/a

Vendor: n/a

Lead time: n/a

Cost: Price varies

Installation: Paint ceiling tiles and grid white.



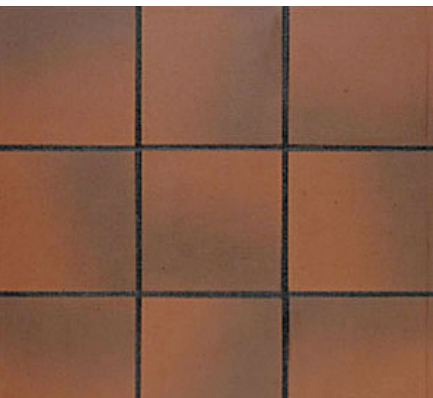
FRP WALL PANELING

Product Spec: Marlite #P118, Fine Pebbled; Color: White

Vendor: Local supplier.

Cost: Price varies

Installation: GC to install.



QUARRY TILE FLOOR

Product Spec: Slip resistant tile

Vendor: Local supplier

Cost: Depends on size; typically slightly more than \$2 per square foot

Installation: GC to install.

RESTROOMS



CEILING

Product spec: n/a

Vendor: n/a

Lead time: n/a

Cost: Price varies

Installation: Paint ceiling tiles and grid white.



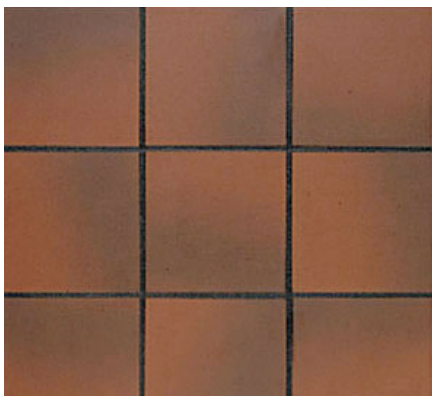
FRP WALL PANELING

Product Spec: Marlite #P118, Fine Pebbled; Color: White

Vendor: Local supplier.

Cost: Price varies

Installation: GC to install.



QUARRY TILE FLOOR

Product Spec: Slip resistant tile

Vendor: Local supplier

Cost: Depends on size; typically slightly more than \$2 per square foot

Installation: GC to install.

