

RealFood Acquires Foodservice Design Associates, Inc.

January 13, 2021

RealFood, a premier strategy and design advisory firm serving the global hospitality industry, is pleased to announce the acquisition of design consulting firm, Foodservice Design Associates, Inc. The partnership merges the industry-leading hospitality design and operational advisory expertise of RealFood with the unique architectural and engineering design focus of Foodservice Design Associates.

Igniting efforts to expand both companies' reach across the foodservice industry, the partnership fosters a new center for collaboration and cross-pollination of best practices from a variety of foodservice models, and establishes a deep resource pool for supporting all phases of the architectural design process.

"We always start with the desired guest experience, and this philosophy of intentional design has always set us apart," said Ed Doyle, president of RealFood. "Now with Foodservice Design Associates as part of our growing team, we have leveled up our ability to effectively communicate and coordinate with architects on projects. The FDA team's in-depth understanding of the architectural and engineering elements of commercial design gives us an incredible capacity to offer more value to our clients, as well as provide our services to additional segments of the foodservice industry, including education and healthcare.

Link to original press release:

<https://rfhsd.com/blog/realfood-acquires-foodservice-design-associates/>