

QSR Rollout Playbook

How Leading Brands Expand







From Concept to Nationwide Rollout – How SCI Brought Burger King's Vision to Life

When Burger King set out to refresh its restaurant designs with the new concepts, they needed a partner capable of executing a **seamless, high-volume rollout** across hundreds of locations—without sacrificing brand consistency.

SCI delivered:

- √ End-to-End Execution From design engineering and prototyping to manufacturing and installation, SCI ensured a smooth rollout.
- ✓ **Scalability Without Compromise** Maintained a consistent look and feel across multiple locations, materials, and formats.
- ✓ **Speed & Efficiency** Optimized lead times, production, and logistics to meet aggressive launch deadlines.









Building a QSR Legacy – How Church's Chicken Evolves with SCI

A successful QSR design isn't just about aesthetics—it needs to support brand growth, cost efficiency, and long-term adaptability. As Church's Chicken evolved its restaurant experience, they needed a partner that could balance design vision with budget realities while ensuring smooth execution across locations.

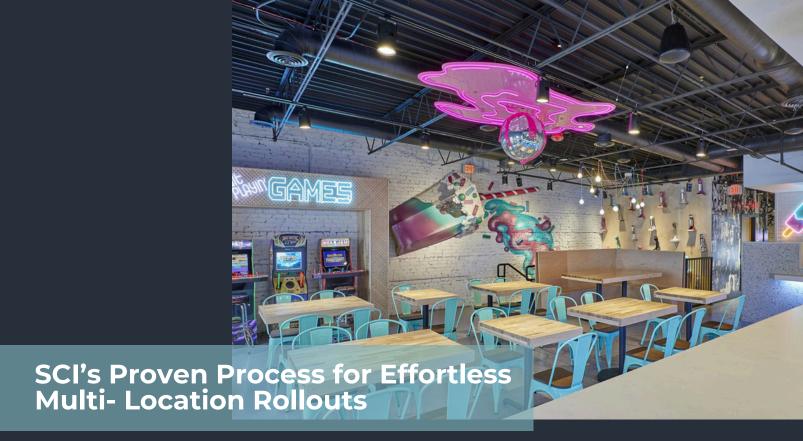
SCI provided:

- ✓ **Design Development & Value Engineering** Translated Church's brand vision into scalable, cost-effective store designs.
- ✓ Global Sourcing & Procurement Identified materials and fixtures that met quality standards while optimizing costs.
- ✓ FFE & Graphics Program Delivered a system-wide refresh, including new furniture, fixtures, and graphics.
- ✓ Installation Optimization –Developed attachment methods that simplified installation, reducing time and labor costs.
- √ A Long-Term Partnership Proudly supporting Church's Chicken since 2001, helping to develop and roll out multiple restaurant designs.









Scaling a QSR brand requires more than great design—it demands a partner with a **streamlined, battle-tested process** that ensures speed, consistency, and cost efficiency.

At SCI, we take brands from concept to fully realized stores with a four-phase approach:



Design & Engineering

- Collaborate with brand teams to refine store layouts, materials, and brand elements.
- Ensure designs are scalable across multiple locations without quality loss.



Prototyping & Value Engineering

- Test materials, fixtures, and finishes to find the best balance of cost, durability, and aesthetics.
- Prevent costly mistakes by resolving design challenges before mass production.



Manufacturing & Production

- · In-house production of booths, tables, millwork, graphics, and other store elements.
- Strict quality control and consistency across every unit produced.



Installation & Rollout Execution

- Coordination with franchisees, general contractors, and corporate teams.
- Nationwide logistics and installation support to ensure every location opens on time.







Expanding your QSR brand? Let's make your next rollout effortless.

Contact SCI today to start the conversation.