

FUTURE OF FOOD COURTS



T-AM

PEOPLE INSPIRED EXPERIENCES

London Istanbul Dubai Riyadh Jakarta

**CONSIDERATION OF THE FOOD
COURT IS CONSEQUENTIAL.
NOT INTENTIONAL.**

**THEY ARE LACKING APPEALING,
RELEVANT OFFERS THAT TRULY
ANCHOR THEM AS A DESTINATION.**

IS THE FOOD COURT DEAD?

**WE NEED TO UNDERSTAND WHAT
MAKES A PLACE A DESTINATION...**

**WHO IS USING IT, AND WHAT THEY
NEED AND WANT...**

WHO ARE YOUR CUSTOMERS?

Having a detailed understanding of our core target customers allows us to understand their wants and needs across a range of life scenarios.



Susie, 26, London Dulwich, Business Analyst, Single
Weekday dinners, weekend breakfasts and dinners

Profile

Foodie Connoisseur	Experience Embracer
Simplicity Seeker	Self-Assured Loyalist

Age group

Under 40	Over 40
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Attitude towards digital

Involved	Distant
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Relationship to Côte

Côte Loyal	New to Côte
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Daily digital screen usage:
• 9 hr

Preferred channel for accessing web:
• Mobile for personal use, desktop when working, tablet for leisure

Favorite apps, websites:
• Netflix, buzzfeed, happn, bbc news, pinterest, Yummly, Deliveroo

Favorite social media platform:
• Instagram, linkedin

Dietary restrictions:
• Flexitarian, Veganuary follower

Missions & Occasions :
• Romantic dates, brunch and dinner with friends, lunch with colleagues

Content needs:
• Gluten-free and other menu options
• Ingredient provenance, french cooking techniques, food quality indicators
• Social Media feed and links to influencers

Functional needs:
• Adding restaurants that are close to home and work locations as favourite restaurants, so that she can book quickly
• Being able to see menu items that fit her dietary preferences quickly
• Being able to ask questions about particular items in the menu to expand his knowledge on food
• Variation on the menu

Emotional needs:
• Getting inspired by the ingredient stories and the preparation methods used by the restaurant
• Feeling special about the prospect of visiting a restaurant that is passionate about food
• Photogenic dishes and dinner settings that she can get excited about eating and photographing
• Seasonal dishes that makes her feel she is trying something new



Joel, 32, Birmingham Studying a PhD, In a Relationship
Dinner with partner, meals with friends at weekends

Profile

Food Connoisseur	Experience Embracer
Simplicity Seeker	Self-Assured Loyalist

Age group

Under 40	Over 40
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Attitude towards digital

Involved	Distant
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Relationship to Côte

Côte Loyal	New to Côte
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Daily digital screen usage:
• 10 hrs

Preferred channel for accessing web:
• Mobile for personal usage, desktop for work

Favorite apps, websites:
• Airbnb, nike run, Amazon, uber, Timeout

Favorite social media platform:
• Instagram, Strava, WhatsApp

Dietary restrictions:
• Minimum calorie intake for a sports diet (midweek)

Missions & Occasions :
• Romantic dates, friend gatherings, dinner with colleagues, dinner parties with large groups

Content needs:
• Information and images of the restaurant spaces
• Information on large group facilities
• Restaurant reviews on social media

Functional needs:
• Being able to change bookings without any hassle
• Sharing the menu with people that he is going out with
• Suggestions for dishes with high protein for healthy meals
• Getting information and guidance on spaces for larger groups and parties
• Quick booking without any hassle

Emotional needs:
• See photos that capture the ambience and atmosphere of the restaurants
• Get a taster of the team and their vibe
• Feeling relaxed that everyone in the booking will have a good time and find something that they like from the menu
• Feeling comfortable about making a plan for a larger group of people



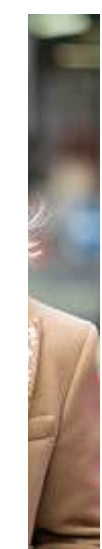
Daily digital screen usage:
• 3 hrs

Preferred channel for accessing web:
• Tablet

Favorite apps, websites:
• Words with Friends, Kindle, LBC, BBC Go

Favorite social media platform:
• Facebook, Nextdoor

Functional needs:
• Easy to find and read menu which allow choose what she is eating before her visit
• Quick link to her favourite local restaurant access to the restaurant address and contact details
• Suggestions on the new menu items that line with her tastes
• Knowing what menus are available at a location



Martha, 62, York, Retired Lawyer, Divorced with two grown-up children
Weekday lunches, weekend lunches and dinners

Profile

Food Connoisseur	Experience Embracer
Simplicity Seeker	Self-Assured Loyalist

Age group

Under 40	Over 40
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Attitude towards digital

Involved	Distant
----------	---------

Relationship to Côte

Côte Loyal	New to Côte
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Dietary restrictions:
• No

Missions & Occasions :
• Lunches with friends, weekend dinners with a family

Content needs:
• Contact Details for restaurants and for complaints
• Quality indicators
• Awards won by wines or chefs

Emotional needs:
• Feels good that her food is a great quality
• Feeling familiar with the menu and knowing her choices
• Feeling personally recognised
• Feeling warm and welcomed
• Needs to feel as though her comments and complaints are listened to and respected



Robert, 53, North London, Publishing Consultant, In a relationship
Lunches and dinners with friends, colleagues and relatives

Profile

Food Connoisseur	Experience Embracer
Simplicity Seeker	Self-Assured Loyalist

Age group

Under 40	Over 40
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Attitude towards digital

Involved	Distant
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Relationship to Côte

Côte Loyal	New to Côte
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Daily digital screen usage:
• 6 hrs

Preferred channel for accessing web:
• Mobile for personal usage, desktop for work

Favorite apps, websites:
• Headspace, LBC, The Economist, Jamie Oliver

Favorite social media platform:
• Twitter, facebook, nextdoor, linkedin

Dietary restrictions:
• Allergic to gluten (but wants to eat all)

Missions & Occasions :
• Business lunches, romantic dates, weekend brunches with friends and relatives

Content needs:
• Sustainability indicators
• Allergen information
• Information on accessibility

Functional needs:
• Getting the address and directions of restaurants easily
• Suggestions for wine pairing
• Menu filtering for dietary restrictions
• Changing menu and seasonal dishes
• Quick booking with no hassle

Emotional needs:
• Feeling excited about the prospect of eating out, and know that the experience will be special
• See photos/videos that make the restaurants look like a vibrant and social environment
• Make him feel that he will be able to try out new dishes and flavours everytime he goes out
• French references to food and environment



Johann, 36, St Albans, Teacher, Married with 2 young children
Brunch with family and friends, weekend dinners with partner

Profile

Food Connoisseur	Experience Embracer
Simplicity Seeker	Self-Assured Loyalist

Age group

Under 40	Over 40
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Attitude towards digital

Involved	Distant
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Relationship to Côte

Côte Loyal	New to Côte
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Daily digital screen usage:
• 4 hrs

Preferred channel for accessing web:
• Mobile

Favorite apps, websites:
• Whatsapp, Independent

Favorite social media platform:
• Facebook, Gumtree,

Dietary restrictions:
• No

Missions & Occasions :
• Brunch and lunch with family, weekend dinners with partner

Content needs:
• Menu and information on ingredients
• Opening times

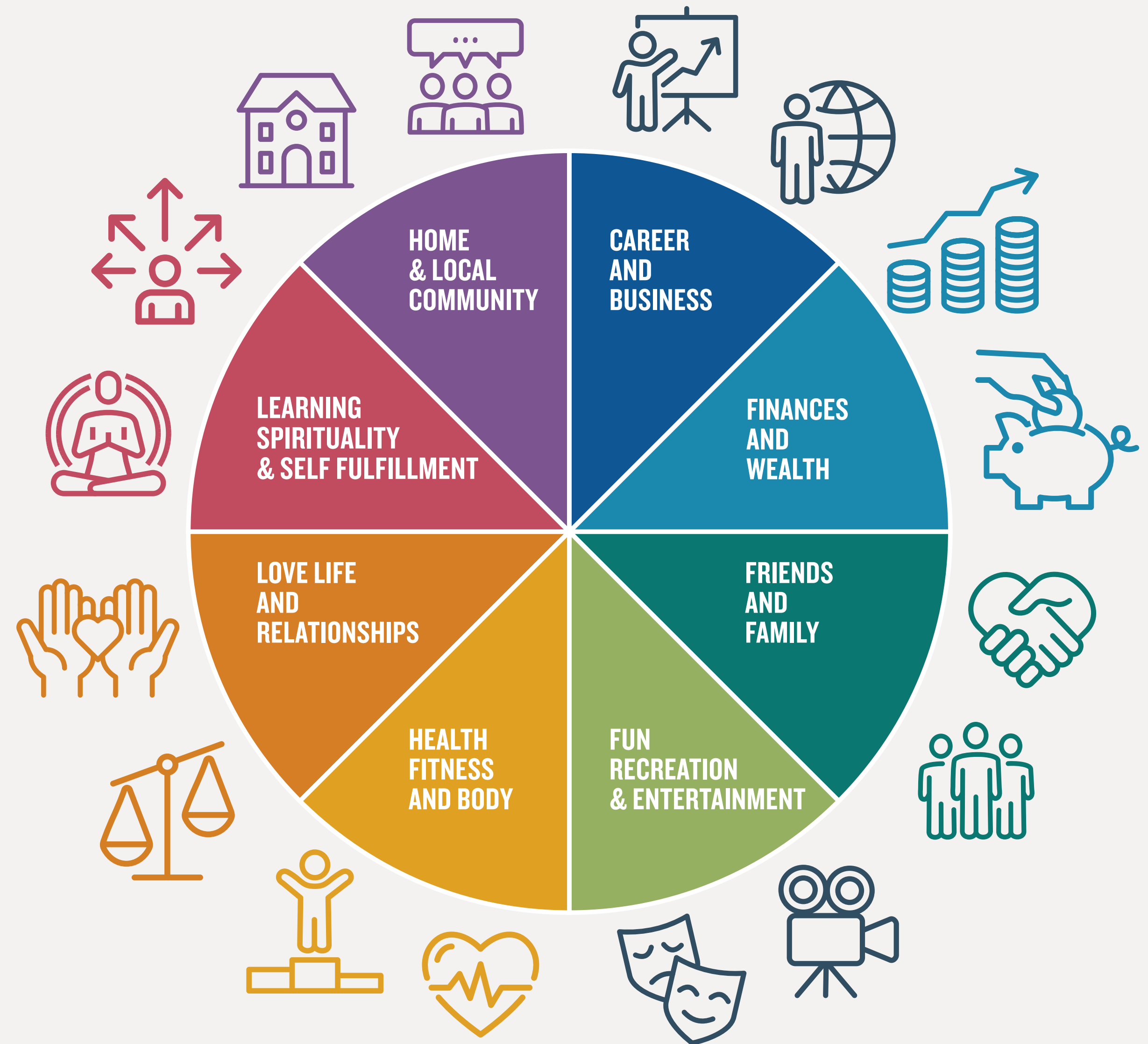
Functional needs:
• One click booking
• Find his nearest restaurant
• Easy reference confirmation on booking
• To see simple unussy food options
• To see good value menus and offers - set menus
• To see kids menus
• Familiarity in the menu and offer
• Accessibility information for buggies
• Facility information for highchairs

Emotional needs:
• Feeling familiar
• Feeling in control of the site, can find whatever information I need without any friction
• Content that all my family will be happy with this experience and catered for

THE I-AM LIFE-MAP

The eight key segments of a fully balanced life.

Understanding the key elements of our customers lives allows us to create experiences that will resonate with them across a range of life-led scenarios. If we can create a space that can facilitate multiple segments of the Life-Map we will widen appeal to target customers and have more relevance in their lives.



WHAT MAKES A DESTINATION?

Understanding your customers and their lives means that we will have knowledge of what they might want and what might encourage them to choose the food court as a key destination.



FESTIVALS



LIVE MUSIC



ACTIVE PLAY AREAS



ARTS AND CRAFTS



ART & CULTURE



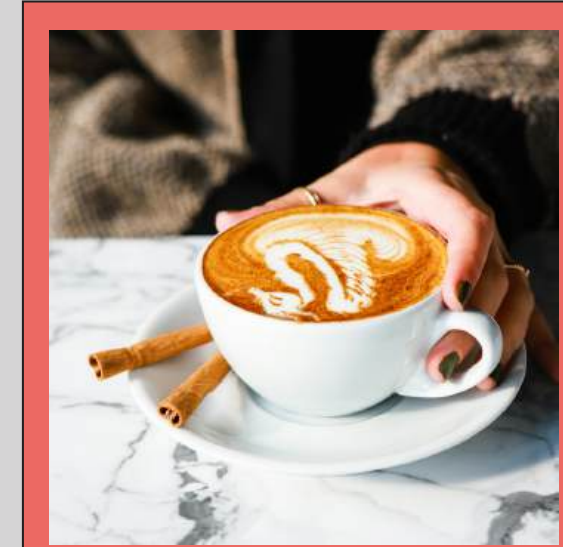
FOOD THEATRE



WELLBEING



SPOILT FOR CHOICE



GREAT COFFEE



OUTDOOR SPACE



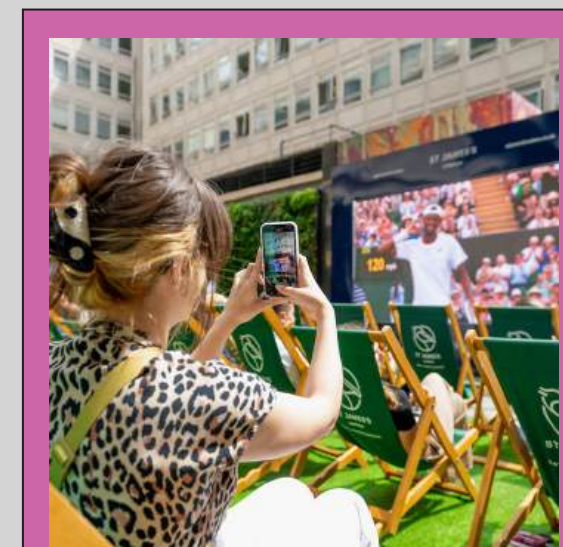
PERSONAL MARKETS



PLACES TO WORK



LOCAL FOOD OFFERS



SPORTS EVENTS



HEALTHY OPTIONS

ONCE WE KNOW MORE ABOUT CUSTOMERS AND THEIR LIVES, WE CAN START TO CREATE A NEW FOOD COURT MODEL THAT RESONATES MORE STRONGLY AND ELEVATES THEM TO BECOME MEETING PLACES

WHERE PEOPLE COME TOGETHER...

THE ULTIMATE PUBLIC PLACE

JOY

THE PLACE FOR EVERYDAY SMILES.

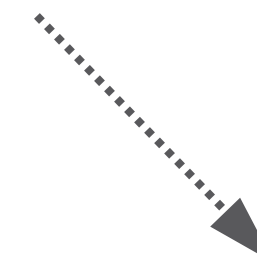
SIMPLICITY



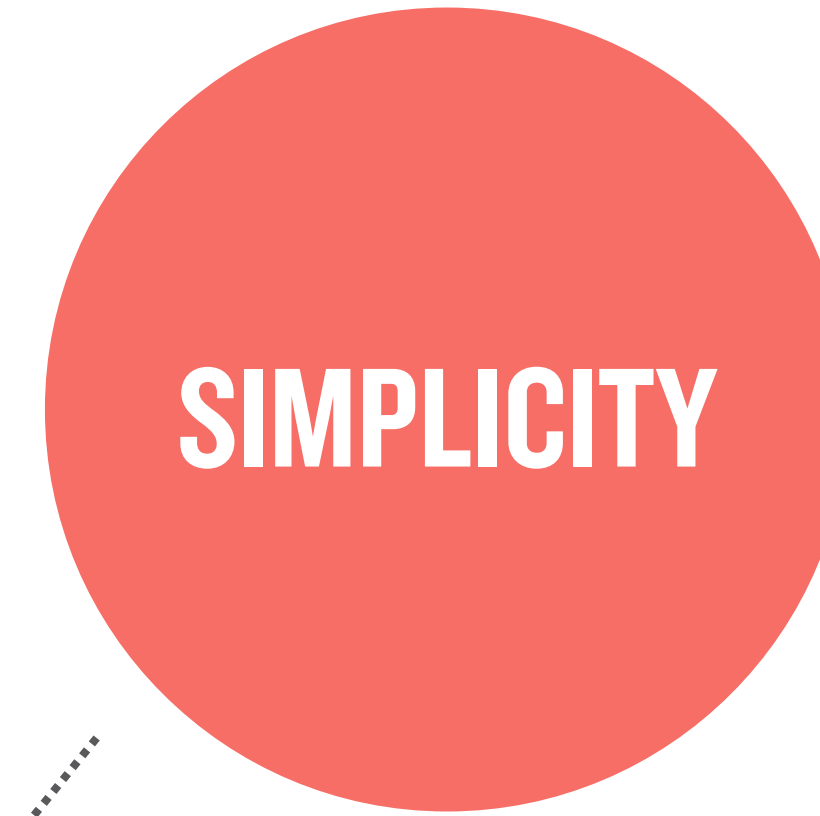
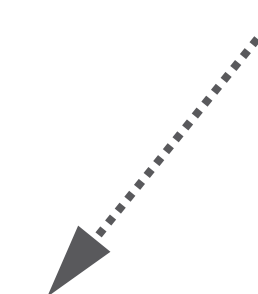
**EVERYTHING CONSIDERED.
NOTHING OVERLOOKED.**

HOW?

**“THE PLACE
FOR EVERYDAY
SMILES”**



HOW?



**“EVERYTHING
CONSIDERED,
NOTHING
OVERLOOKED”**

ELEVATING EXPERIENCE ABOVE THE ROLE OF F&B

CREATE THE ULTIMATE PUBLIC PLACE FOR PEOPLE TO MEET, RELAX AND EAT

CREATING AND DELIVERING EXPERIENCES WHERE.....

**YOU CAN
START AND
END YOUR DAY**



THERE IS ROOM FOR EVERYONE

YOU HAVE TIME TO PAUSE

THERE IS ALWAYS SOMETHING HAPPENING



THE FOOD MAKES YOUR MOUTH WATER



IT IS THE OBVIOUS PLACE TO MEET





YOU CAN EAT & RUN FREE

WELCOME TO THE FUTURE OF FOODHALLS

THE ULTIMATE PUBLIC PLACE

www.i-amonline.com

THANK YOU



PEOPLE INSPIRED EXPERIENCES

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