# Article Side

Showcase Your Kitchen and Edge out Competitors by Austin Bradley

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Hygiene is the most important factor why people patronise a certain restaurant. It doesnâ€™t even matter if you have the most appetizing menu in the whole of Australia. Do you know the two most common areas where people look to gauge whether the restaurant is clean or not? Thatâ€™s right, your kitchen and bathroom. If you have spotless commercial kitchen equipment and toilets, you will leave people with a good impression about your restaurant. The food, as they say, will just be the cherry on top.

Create a niche with just one step

In sales and marketing, especially for start-up companies, itâ€™s all about the gimmick. So how do you want to create a niche in an already saturated food business? The typical design is to place the kitchen at the back of the counter and totally hidden from view of the customers. The traditional concept was to insulate the customers from the all bedlam that goes along the preparation of their food. But why not showcase your kitchen with all the stainless cooking equipment, the uniformed cook and assistants, and the hygienic way their food is prepared?

Remember the maxim, â€œIf you have it, flaunt it?â€•

All restaurants are required by health agencies to secure certificates in food ingredients and restaurant environment. These are all tacked on the walls of the establishments where everybody can see them. But a certificate is just a piece of paper. No amount of health certificates can trump the good PR you will get when customers really see the cleanliness of your kitchen area. The added bonus is customers can amuse themselves watching the cook do his thing while waiting for their food to cook.

One-stop shop for your needs

With this concept, the kitchen is the most important part of the whole restaurant. That means, your design model should orbit around your cooking area, from the colour palette of the room, the restaurant name, along with the furniture and fixtures. With that said, you need to look for companies that boast of an extensive list of brands in cutlery, refrigeration, kitchenware, cabinets, or baking equipment. Work only with a company that can deliver all your requirements. It doesnâ€™t make sense to be hopping from one supplier to another looking for all the little things to make your kitchen perfect. A one-stop shop of hospitality supplies will not only mean less cost but also make it easier to bring together your kitchen in one harmonious design.

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Austin Bradley - About Author:
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