



QuickBite
magazine



DLUSH OPENS FIRST COLLEGE LOCATION



FISH, SEAFOOD & CHIPS

A look at how these popular food choices continue to dominate menus

HOME DELIVERY

Find out how to serve up a great delivery service

MENU IDEAS

Ideas and inspiration in sandwiches and wraps

WORLD CUP FOCUS

Top tips on maximising your menu during the World Cup

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The only monthly magazine specifically for the food-to-go industry

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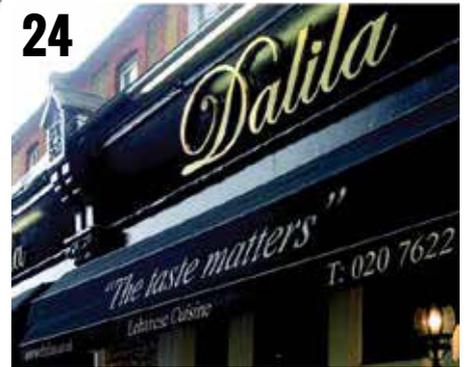
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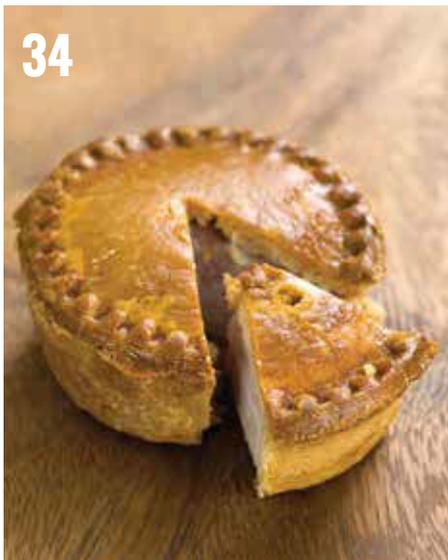
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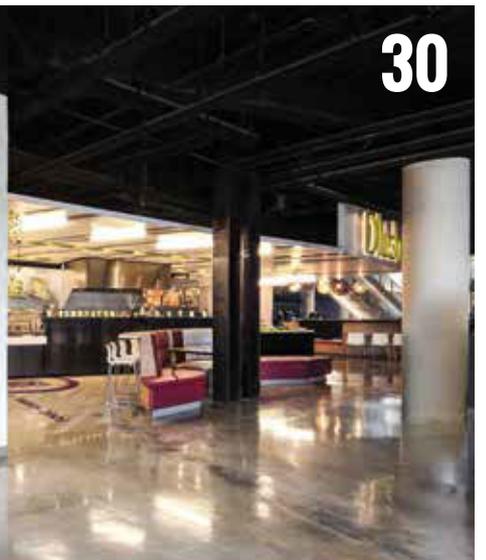
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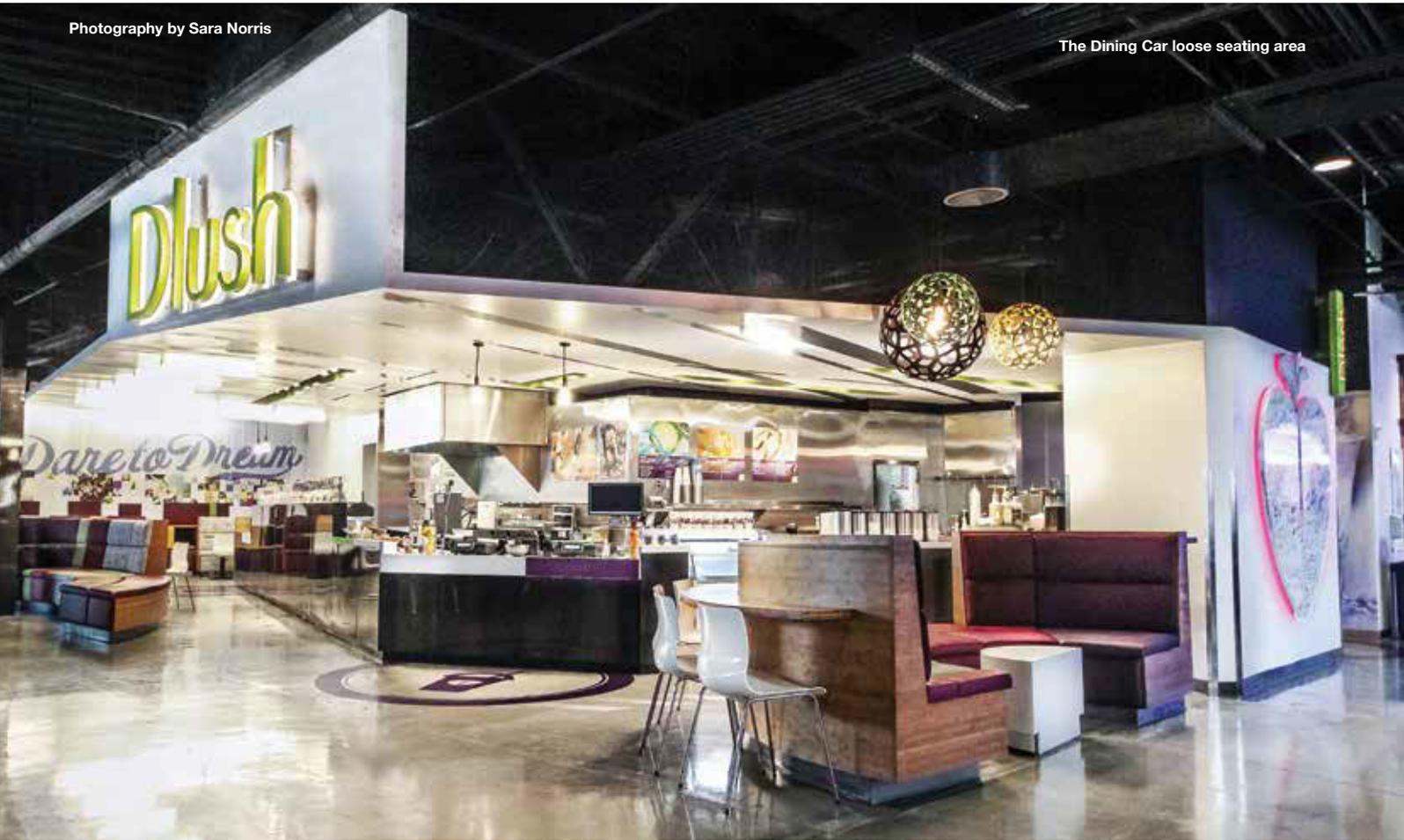
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Design inspirations

Photography by Sara Norris

The Dining Car loose seating area



Dlush opens first college location at University of California

Dlush's ninth location opened earlier this year at the buzzing college campus of UCSD, to offer the students and faculty a refreshing and healthy on-campus dining option. The high-energy food and beverage space was designed by San Diego-based architecture and design firm, Colkitt&Co, in collaboration with graphic design studio Hollis Brand Culture

After the success of Dlush and Colkitt&Co's first collaboration, at the mega Rock Church in San Diego, the innovative retail chain chose to have Colkitt&Co design a second location. Together, Colkitt&Co and Hollis Brand culture brought Dlush to the college campus of UCSD. The new location is located inside the Price Student Center and offers a quickserve dining option where hungry students can stop and

“The space created by the team embodies the Dlush ‘POP’ culture, which is the brand’s encouragement of health, youth, and energy”

enjoy the food and beverage items hand crafted by the retail chain.

The team transformed a former storage closet encompassing 1,840-square-feet into a vibrant yet casually posh dining venue. The space created by the team embodies the Dlush ‘POP’ culture, which is the brand’s encouragement of health, youth, and energy.

Design inspirations

Dlush founder Jeffrey Adler's company motto, "Dare to Dream" is translated into the cafe's design using a bright and festive colour palette. Through radiant



shades of green, purple, and orange the design places an emphasis on the upbeat and ambitious energy of UCSD's student culture, and embraces the company's drive for health, activity, and socialisation. The goal of Colkitt&Co's design was to create a dining space that encourages guests to stop and linger, and was achieved through 'POP' culture related design elements that reflect the

"A dining space that encourages guests to stop and linger... was achieved through 'POP' culture related design elements that reflect the playful menu items created by Dlush"

playful menu items created by Dlush, including popular drinks such as the Saigon Surge, Lemon Crush and Cha Cha Chai.

Eager to translate the Dlush brand to appeal to a student and faculty population of 38,000, creative furniture and design elements were selected to 'pool' the school's community of staff, students and visitors together. Social media walls and personalised message logos make the Dlush environment far more relevant and in demand to the local student population than any of the other fast casual environments in the student centre. Unique vibrant coral lighting fixtures literally reflect Dlush's trendy culture, while creating a sense of movement in the space. These strategic lighting choices, made by the design team, also help to emphasise graphic details, and create directionality to subconsciously accentuate areas of social focus to the guests.



Design inspirations



Ⓢ Nathan Lee Colkitt, President of Colkitt&Co explained: “The seating is diverse, like Dlush guests who come from all continents, and all different walks of life. Whether a padded social circle, bench, nook, bar, table or lounge, the colours and styles are as varied as

“Whether a padded social circle, bench, nook, bar, table or lounge, the colours and styles are as varied as the people”

the people.” In addition, the branding application is very purposeful and meaningful including bright, patterned upholstery with the company’s branding infused on the seating.

Simple and necessary smart features, like power integrated seating and tiered social lounge areas, encourage





the student population to interact while enjoying smoothies, coffee, tea, milkshakes, gourmet sandwiches and other food items offered on the menu.

Menu offerings

Particularly known for their hand crafted beverages, Dlush utilises the popularity of the brand's drinks to give back to the community and promote healthy living through their menu offerings and environment. The catchy name for their charitable beverage is the Dlush Lemon Crush, which is made using textured chunks of Jell-O, gives \$1 out of the \$4.50 total purchase cost towards sending children with Autism to Summer Camp. General caffeinated beverages such as teas and classic coffees can be found on the menu, or more creative

coffee options like the Dirty Iced Chai, which includes organic espresso, spiced chai, and milk.

All of the produce served in the signature dishes at Dlush are made with locally sourced fruits, vegetables, and all sauces and dressings are homemade.

Dlush's menu allows students and staff to quickly pick-up and enjoy a variety of flavours complemented by a signature beverage of their choice. Students dining there can also create a combo out of their meal to include a sandwich, a custom drink, and a healthy snack option of Popchips. Through the design concept created, guests can experience an environment as playful and uplifting as the food they stop to enjoy.

