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IMC HELPS BANKSIDE ACHIEVE ITS DREAM

Bartender, the innovative modular stainless steel back bar system from IMC, has been instrumental for the development of the new Bankside restaurant, Bankside EC2. When Managing Director Kelvin Macdonald decided to open a new restaurant in EC2, he wanted its most outstanding feature to be the central bar. He is so impressed with the IMC Bartender system that he has decided to upgrade the bar in the existing SE1 restaurant to match the new design, using the same materials.

“I have strong beliefs in what a restaurant should be,’ says Kelvin Macdonald, ‘and what it should do. For example, I am against overpricing, and believe that London customers are entitled to exceptional choice, value for money and, above all, an inspirational setting in which to enjoy good food and wine.”

In keeping with Kelvin Macdonald’s philosophy, Bankside EC2 serves excellent quality food and bar snacks at extremely reasonable prices. For the ideal accompaniment to its meals, Bankside purifies and bottles its own water on site, in addition to bottling its own wine.

An integral part of Kelvin’s philosophy is that Bankside venues are ‘neighbourhood’ restaurants rather than ‘destination’, they are designed to appeal to and are frequented by local residents and workers although he does have some ‘out of

neighbourhood' clientele. Both the Bankside restaurants, SE1 and the new EC2, hold true to these values, being modern, warm, inviting and comfortable.

Central to the style of the new EC2 restaurant is a circular bar, padded with Chesterfield leather and topped with butterscotch marble. Kelvin calls it 'the piece-de-resistance', as a large amount of time and planning effort went into this focal point. Bar designers Interbar recommended the IMC Bartender underbar system to create a bar which is both aesthetic and functional, and that also improves staff performance.

As it is a modular system, Bartender can be adapted individually to create a versatile and individual bar, fitting any specific space or shape as necessary. Consisting of robust, durable individual pieces such as shelf drainers, drawer units, blender stations, ice chests, bottle bins, basket racks and waste units, Bartender modular units are built to the highest specification in the UK and can be combined in numerous configurations.

Three IMC Mistral bottle coolers have also been installed as part of the bar design, to display bottled drinks behind the bar. These stylish, functional bottle coolers complement both the style and design of the Bartender range and as a result integrate perfectly into the Bankside bar layout.

The Bartender range from IMC is designed specifically to help maximise sales and increase serving speed, enabling more customers to be served quickly and efficiently, enhancing sales and improving products. In addition, the Mistral bottle coolers feature quick pull-down times, so bottled drinks can be chilled and served even faster.

Efficient bar design has the additional advantage of simplifying the bar staff's individual workspace and providing everything they require within one compact area.

An important part of Kelvin's Bankside philosophy revolves around his staff. In fact, Bankside restaurants have an exceptionally low staff turnover, which in turn contributes to the consistent standard of service that customers enjoy.

"IMC Bartender is a fantastic system," enthuses Kelvin, "It has not only made my circular marble topped bar possible, but has also increased staff productivity, bar staff are not only more productive and motivated, but also more professional and happier in their jobs and the sales to wage ratio has increased."

Plans are already in place to expand the Bankside restaurant chain to include five venues within three to four years, focusing on up and coming areas within London.

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