

CASE STUDY



Fresh Design for a New Fresh Food Concept

Fuel Up Fresh turned to FUNchitecture in hopes to transform a former small “fast and go” style restaurant into a contemporary, unique healthy lifestyle experience. The project brief called for creating a space that encourages a healthy, clean eating lifestyle. By creating a “buffet style” order counter and a place where friends and business contacts could meet over coffee, smoothies and meals in a true commUNITY fashion. The color palette features white and neutrals with pops of green glass tile, an accent wall that looks like a crinkled up old diet plan – and a FRESH

new way to Fuel Up your body! The kitchen was transformed into a large prep area as the concept of Fuel Up Fresh started in the Flint Farmers’ Market commercial kitchens as a weekly meal prep service that offers healthy macro meals pre-prepared and ready for weekly pick-up. The concept and the product has been so wildly successful that they outgrew the community kitchen at the Market and together, with FUNchitecture, designed Community, by Fuel Up Fresh – a new dining space and concept full of fresh vibes.

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FUEL UP FRESH

CLEAN EATING
LIFESTYLE EXPERIENCE

FUN ARCHITECTURE

CASE STUDY



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The design solutions called for the removal of dated porcelain tile and adding in polished concrete floors, fabricated new sills and a stunning quartz waterfall edge serving counter. A built-in wood enclosure was created for the grab and go refrigerated cases and then the space was finished off with a variety of contemporary seating options. Modern light fixtures provide a funky and clean contemporary look. The kitchen has large expanses of “prep areas” for the

hundreds of meals that are cooked, prepared and packaged on a daily basis for pick-up orders. A fresh coffee and specialty espresso area was created as well as a “drink station” to encourage meetings of friends over premium beverages. This project is a FUNtabulous addition to the community of Fenton, Michigan and surrounding area and encourages all to Fuel Up Fresh!