

HYDROPONICS & CULINARY COME TOGETHER IN WINNING HX EXPERIENCE FOODSERVICE PIONEERING CONCEPT

Reimagining hospitality, the HX Experience — an annual trade show held at the Jacobs Javits Center in Manhattan, NY — asked designers, architects, and creatives to put their expertise and imagination together to create a cutting-edge foodservice concept. The Foodservice Pioneering Concept winner, “G2,” was submitted by elite|studio e (Farmingdale, NY) and 3.14 DC (Seattle, WA).

“G2,” short for Grains & Greens, combines foodservice trends, such as an indoor urban garden, healthy menu options and the ability to craft your meal with a small, touchless fast casual model. The menu is designed to engage customers from breakfast to dinner. In addition, the incorporation of a mobile app and other technologies make it a safe meal option during and following the COVID-19 pandemic.

Melanie Corey-Ferrini, founder and CEO of 3.14 DC, explained the process. “The customer is asked to engage in the nutrient rich mobile app. A custom G2 bowl is ordered. The making of the bowl is fully transparent, and once complete is put into a UV-cleaned touchless locker. The container is a fully compostable low waste solution.”

Although the pandemic cancelled this year’s HX Experience, the team is designing a virtual reality experience that will be rolled out before the end of 2020. At the 2021 tradeshow, G2 will have the opportunity to showcase a built prototype.

“Melanie, myself and the entire team are excited to see our vision of G2 come to life. It’s a versatile concept that’s feasible for hotels, shopping centers, universities, hospitals and any high impact space,” said Joshua D. Mass, Vice President of Project Solutions at elite|studio e.

elite|studio e is a design, build and consulting firm specializing in foodservice and hospitality solutions. For more information about the concept or elite|studio e, contact Marcy J. Weiss, Director of Marketing, at mweiss@elitestudioe.com or 631.420.9400.

3.14 DC brings a sustainable approach to planning and project management of foodservice spaces. For more information about G2 or the company, contact Melanie Corey-Ferrini, at melanie@314dc.com or 206.353.1687.

HX is presented and managed by Emerald (EEX) in cooperation with the Asian American Hotel Owners Association (AAHOA). For information about the trade show or the Foodservice Pioneering Concept competition visit www.thehotelexperience.com.



From start to finish G2 provides a touchless experience creating a safe, user-friendly foodservice concept during the COVID-19 pandemic.



G2's design features a hydroponic garden providing healthy, hyper-local options to consumers.