

“Innovative Designers, Manufacturers and Installers of Custom Built Hot, Cold & Ambient Display Equipment and Solid Surfaces”

# Grand Counter Designs...

**Project:** Lancashire-based Deli Sagra installed its new butchery, food hall and café in the limited confinement of a department store.  
**Location:** JR Taylor Department Store, 4-12 Garden St, Lytham, St. Annes, FY8 2AA  
**Size:** 4,000 sq ft  
**Store Design:** Bailey & Smiths Ltd-“Retail Design Solutions”  
**Lighting Design:** BARO Lighting UK-“The leading global provider of energy efficient retail lighting solutions”  
**Counter Manufacturer:** Bailey & Smiths Ltd-“Hand Built Display Counters”

**Project Specific Products:** Serve Overs, Meat Hanging Counter, Cheese Maturing Counter, Ambient Display Shelving, Ambient Wooden Gondolas, Olive Displays, Café Area, Wine Display System, Kitchen Demo Area, Kitchen Design, Till Check-Outs, Refrigerated Fruit & Veg Counter, Multi-Decks, Back Bar Fittings etc...

**What Deli Sagra Does:** A “Butchery & Delicatessen” serving some of the country’s finest fresh meats, cheeses, olives, artisan breads and Cheshire Smokehouse Meats along with some of Europe’s best. They also do a great range of sandwiches and coffees within the café area both for takeout and eat-in.

**Bailey & Smiths Ltd Company Brief:** Bailey & Smiths are innovative designers, manufacturers and installers of “Custom Built Hot, Cold & Ambient Display Counters”. The company prides itself on being British and in its ability to manufacture made-to-measure cabinets individually tailored to suit each specific business. “I believe we are one of the only producers of display counters that truly design counters to meet our customers’ requirements,” said Graham Smith, Sales & Marketing Director, who has been a key player in many Q Guild Shop refurbishments such as Phillip Warren & Son, JW Mettrick & Son Ltd, Walter Smith Butchers Ltd and Cornish Quality Meats to name but a few...

**Account Brief:** Our brief was to provide the perfect “Food Retail Experience”, including enhancing the shopping experience with a strong emphasis on fresh food product categories. Bailey & Smiths response to the brief was a carefully planned complete fit-out of both custom manufactured equipment and modular display systems “cladded” accordingly. As a company we had three options available to Deli Sagra:

1. Custom Made Display Counters - “Purpose built to an individual design, specification & dimensional requirement”
2. Modular Display Counters - “Offering Deli Sagra the very best in cost effective display solutions”
3. Modified Modular Display Counters - “Customised utilising frontages and designs that complimented Deli Sagra’s Core Brand”

**Account History:**

1. This was an unusual project for Bailey & Smiths in that there was no involvement with architects or external designers. Bailey & Smiths won the initial contract to manufacture all of the “bespoke” display counters and further sealed the partnership by obtaining the go-ahead to complete the full design, concept and manufacture of the whole project, including the retail food hall, café area and back of house equipment.
2. Bailey & Smiths was tasked with designing the complete retail and café layout from ambient display shelving through to the finest custom made cheese maturing counters and serve over’s. No detail was spared; Bailey & Smiths incorporated Deli Sagra’s brand to the colour scheme and materials used right through from the bespoke counters to more modular equipment, giving the whole retail area an innovative and unique design giving the shop a clear distinction from the normally dull world of counter displays.

“Anyone can put new counters into their shops, however we install the future. We are confident that we produce the best quality custom built counters on the market and strive to exceed expectations. We urge our customers to **Buy British!**”

Visit [www.baileysmiths.co.uk](http://www.baileysmiths.co.uk) to explore your potential.....

## BAILEY & SMITHS LTD HAND BUILT DISPLAY COUNTERS



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