



Enhancing Restaurant Aesthetics with Door Selection - Part One

Thoughtful Design for a Better Dining Experience

On average, Americans dine out five times per month, and it may come as a surprise, but the number one reason people choose to dine at a specific restaurant is the atmosphere. In a survey conducted by US Foods, 66% of respondents cited the atmosphere as the top reason they prefer dining out—more influential even than the quality of the food.

Research has shown that the experience of a restaurant—from lighting to acoustics—affects how much people are willing to pay, how long they stay, and how they perceive the food. With such a powerful impact on guest behavior, it's essential that restaurant owners thoughtfully design every element of their space—including the often-overlooked interior doors.

CHOOSING THE RIGHT DOOR FOR YOUR ATMOSPHERE

Selecting doors for your restaurant may seem like a small detail, but it's a key design decision that directly impacts customer perception and experience. Guests are more likely to interact with a door—whether entering a restroom, kitchen, or private dining area—than with other decorative elements. As you evaluate options that enhance your restaurant's environment, consider these three key factors:

Restaurant Type

Ambiance expectations vary widely by restaurant type. A fast-food restaurant often features bright lighting and bold colors, while a fine-dining establishment may lean toward subdued hues and soft lighting. Whether your space is casual, high-end, modern, or themed, door design should complement and reinforce the overall atmosphere.

Color Scheme

Doors should align with the restaurant's color palette to ensure a consistent and cohesive interior. Customization can be essential in achieving this goal. Solutions such as laminate-clad doors offer a wide range of options, including any color, woodgrain finishes, or custom graphic wraps with your logo or image. This versatility enables restaurants to effectively reinforce brand identity, maintain a consistent visual theme, and achieve a desired aesthetic with precision.

Material Selection

Materials influence both the visual and sensory experience of a space. Wood, metal, and glass all offer distinct design cues—metal and glass lend themselves to modern aesthetics, while wood can feel either rustic or refined depending on the execution. Beyond aesthetics, material selection also affects how sound travels through the space and can influence the weight and handling of the doors. Heavier materials can feel more substantial and create a quieter environment, while lighter materials may be easier to use in high-traffic areas.

Contact Info

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FINDING THE RIGHT DOOR SOLUTION

Interior restaurant doors range from handcrafted custom pieces to versatile, ready-to-install options. Doors like single acting wood core and double acting traffic doors offer customization in color and finish, making them suitable for a wide range of design needs—from boutique restaurants with a distinctive theme to chains requiring brand consistency.

While décor matters across the board, it's important to focus especially on the elements your customers interact with most: your food, your team, your furniture—and yes, your doors.

A well-chosen door can improve flow, enhance ambiance, and ultimately support a positive dining experience.

Thoughtful restaurant design—including carefully selected interior doors that align with the space's type, color palette, and materials—plays a crucial role in shaping atmosphere, influencing guest perception and behavior, and ultimately enhancing the overall dining experience.

WHY IT ALL MATTERS

The atmosphere in restaurants is the leading driver of where people choose to dine, even outweighing food quality. Every design element—from lighting to acoustics—shapes how guests perceive their experience, how long they stay, and how much they're willing to spend. Interior doors, though often overlooked, play a meaningful role because they are frequently used touchpoints that influence both aesthetics and flow.

Choosing doors that align with your restaurant's type, color scheme, and materials helps create a cohesive, immersive environment. The right door design can reinforce your brand identity, enhance ambiance, and even affect sound and movement within the space. Ultimately, thoughtful door selection supports a more enjoyable dining experience and contributes to stronger customer satisfaction.

In Part 2 of this series, we'll explore the functional requirements of restaurant doors, including location-specific needs, durability, accessibility compliance, comfort, and pest control.

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