

VENUE PORTFOLIO

Panda Express has flexible store models to fit real-estate, market and customer needs. Each model is focused on addressing distinct and convenient path to purchase, meeting our guests at their needs.

Models

- Free Standing
- Endcap
- Inline
- Non-traditional (airports, universities, military bases, malls, etc)
- Drive-thru only

Paths to Purchase

- Drive-thru
- Dine-in guest
- Online order pick-up
- 3rd Party pick-up
- Kiosk



SITE AND STORE STANDARDS

Site

- Free standing Drive-thru = 1 acre
- 50+ parks (including Drive-thru waiting, and OLO parking)
- Drive-thru = 14-20 car stack

Building

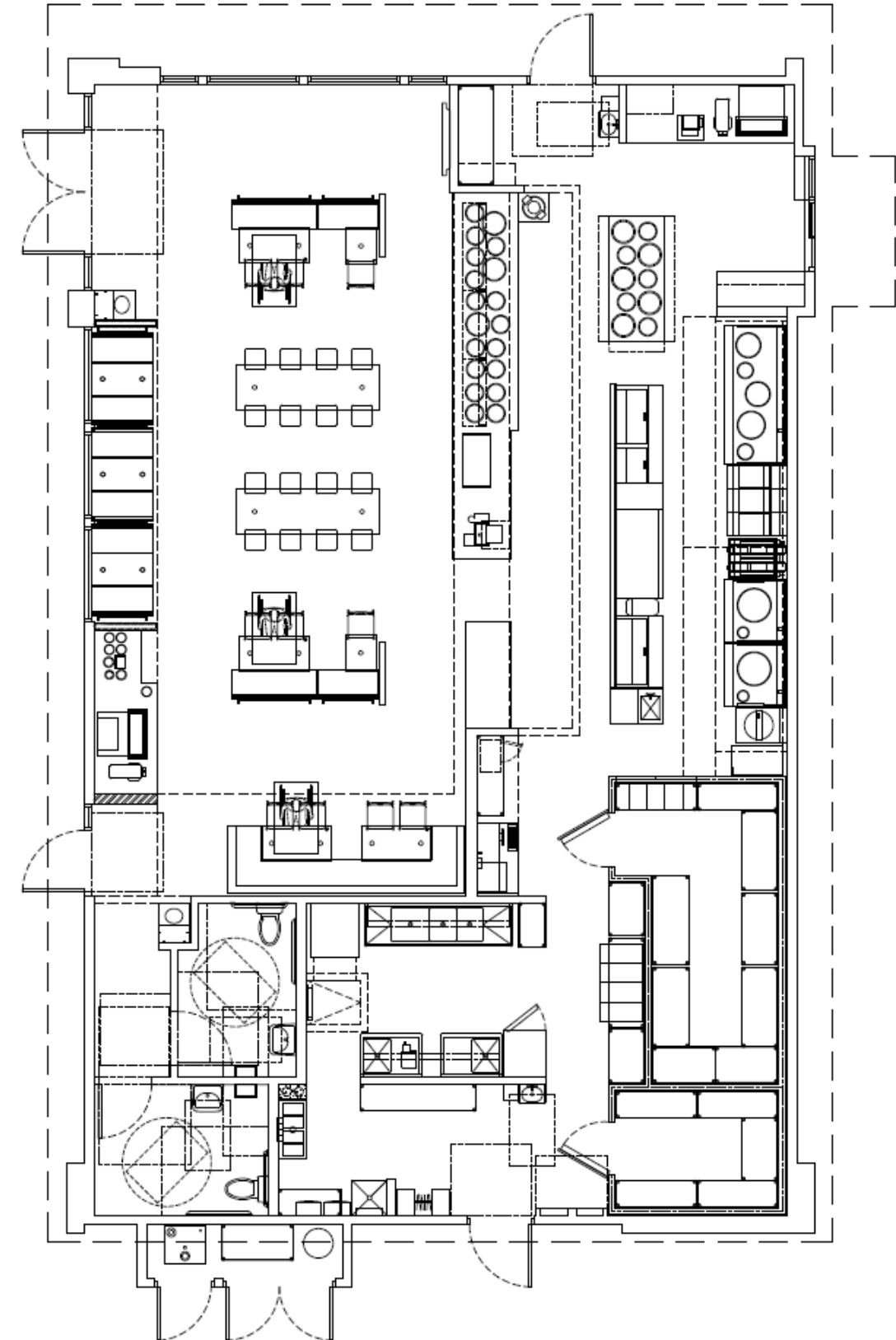
- 650 – 900 sf (Standard nontraditional/mall, no seating; below 650 SF requires remote storage)
- 1800 – 2000 sf (Inline with seating)
- 2000 – 2400 sf (Endcap Drive-thru with seating)
- 2200– 2600 sf (Free Standing Drive-thru with seating)

Utilities

- Gas: 3 million BTUs
- Electrical: 600 amps (400 amps for end-cap), 3 phase, 4 wire, and 120/208 volts
- Water: 1.5" with 35-60psi
- 1,000 gallon grease interceptor

General

- Signage equal to all competitors
- Branding décor opportunities
- Pylon sign preferred



EXTERIOR DESIGN

Panda Home



EXTERIOR DESIGN

Panda Home



EXTERIOR DESIGN ELEMENTS

Panda Home Exterior Design

The Panda Home celebrates our role as the first to popularize Chinese food in America. The design takes inspiration from our brands heritage and connects customers to our Chinese American culture and wok fired dishes.

Features

The design of the Panda home features ownable design elements that align with our brands personality.

- Sweeping roofline
- Moon gate portal
- Use of black and white (colors of a Panda)
- Branded red at customer touchpoints
- Glazing to engage the inside/outside
- Wood tones to add warmth, a feeling of home



EXTERIOR DESIGN



EXTERIOR BUILDING SIGNAGE

1 Letterset – front facade

PANDA
EXPRESS

2 Lockup – All facades except front

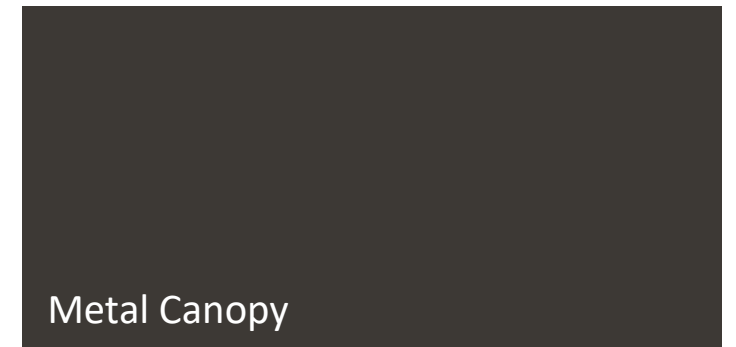
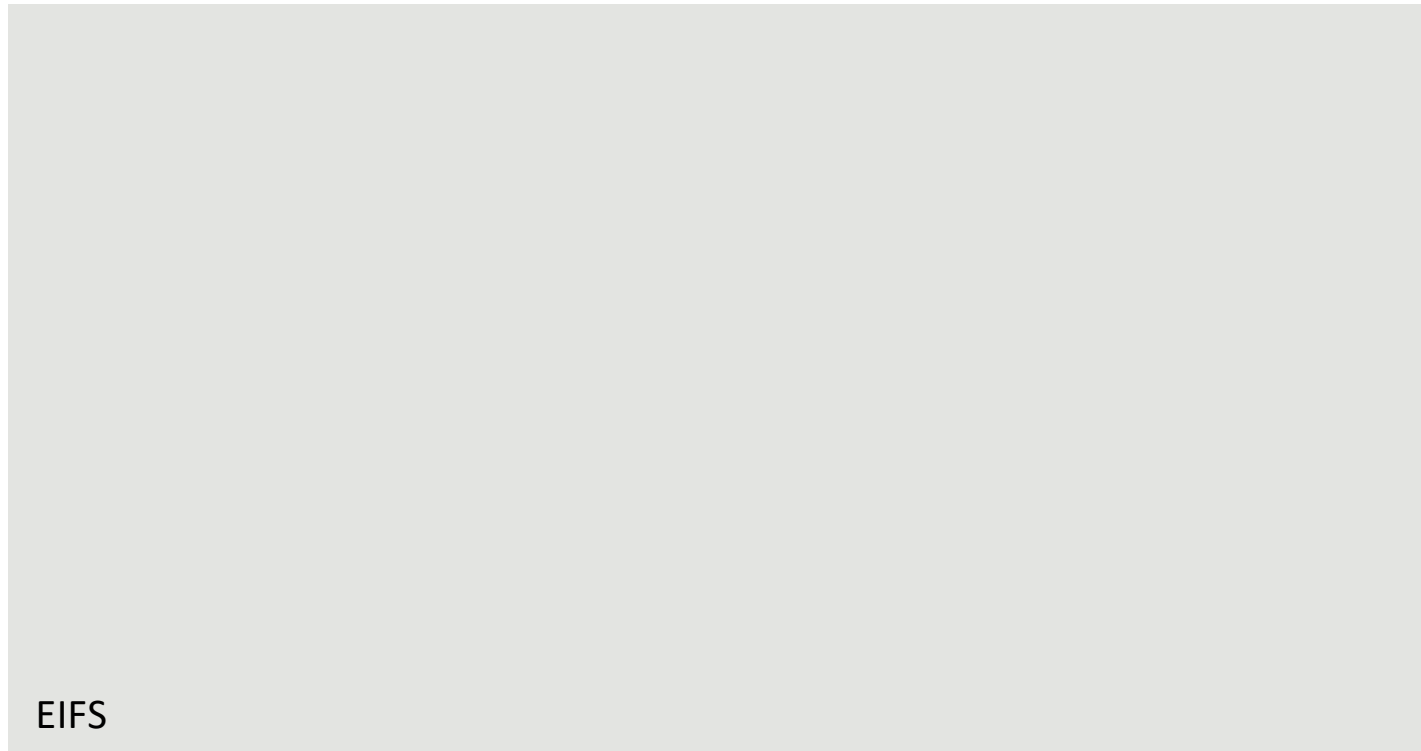


3 Vertical Letterset – Drive-thru facade

**P
A
N
D
A**
EXPRESS



EXTERIOR MATERIALS



EXTERIOR DESIGN

Patio



PATIO

The Panda Express Free Standing Drive-thru, Endcap, and Inline models have the opportunity to add an integrated patio. This is determined based on climate, local customer habits, and operational preferences.

Features

The patio should be an extension of the interior storytelling and features a variety of seating opportunities.

- Shade structure/separation from parking
- Seating variety
- Optional placement on 2 sides of the building
- Ceiling fans and string lights for all day - comfort

