



STANFORD
SONOMA

STANFORD SONOMA

12750 Perimeter Road, Dallas, Texas 75228

O: 469-930-0340 | www.stanfordsonoma.com

OUR STORY



The story of Stanford Sonoma begins behind the stove instead of building it. As longtime restaurant owners and operators, we needed more than what the restaurant equipment industry offered.

Our Supplier Needs:

- ✓ Faster Turnarounds
- ✓ Affordable But Quality Craftmanship
- ✓ Flexible Service

The Challenge:

We couldn't find a single supplier who met this criteria and matched our standard of excellence.

The Opportunity:

Build off our industry experience to provide the foodservice industry with innovative and creative solutions.

ABOUT US



Stanford Sonoma is a private, family-owned company based in Dallas, Texas that boasts more than 70 years of experience in restaurant renovation, remodeling, and build-out. Before establishing the Stanford Sonoma brand in 2017, our team outfitted some of the largest restaurants and fast casual concepts in the industry. Today, Stanford Sonoma is an innovator in custom restaurant equipment and supplies for food service operations and commercial kitchens.



OUR MISSION



Stanford Sonoma Equipment is a community focused organization committed to a relationship first and creative sales approach utilizing our expertise and compassion for the food service industry to advocate for our customers, staff, and partners.

Our core value is Excellence, for our customers and for ourselves, by:

- Thinking Outside The Box
Using creativity to problem solve.
- Upholding Our Company Culture
Providing quality customer service by keeping open lines of communication.
- Remaining Nimble In All That We Do
Focusing on the customer's needs first.
- Paying Attention To Details
Following established procedures and ensuring a thorough QAC check.



OUR DIFFERENCE



We are a small but MIGHTY operation. Unlike the typical restaurant equipment suppliers, our tenacity allows us to be agile for our customers. We deliver upon desired results in a manner that best suits their needs. In addition, we provide a level of dedication to current customers, that is foreign to most competitors, while still being able to focus on building our customer base.

The Stanford Sonoma Advantage

Backed by
Industry Veterans

Customized
Solutions

Open Lines of
Communication

Quality
Craftsmanship

One Point of
Contact

Fast Timelines

Safety-Certified

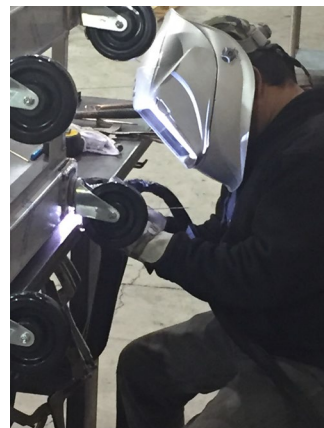
Transparent
Pricing

OUR SOLUTIONS



Stanford Sonoma is a custom metal and millwork fabrication company, and restaurant equipment supplier. We specialize in stainless steel fabrication for not only the foodservice industry, but also the healthcare, education, and retail sectors as well.

Our in-house architects and engineers walk our customers through concept and design while our team of service specialists and customer support staff act as the single point-of-contact through build-out and installation.





BY THE NUMBERS



2020

- 66% sales increase year over year in 2020
- 61% increase in new clients year over year
- 68% of annual sales revenue in 2020 is from returning business

Estimated Annual Sales

- 2020 Estimated Annual Sales: \$3,205,000 Equipment
- 2021 Estimated Annual Sales: \$4,326,750 Equipment
- 2022 Estimated Annual Sales: \$5,841,112 Equipment



OUR FACILITY



Our 52,000 sq. ft. warehouse is centrally located in Dallas, Texas for easy inbound and outbound shipments.

- 10,000 sq. ft. Welding Department
- 10,000 sq. ft. Millwork Department
- 30,000 sq. ft. Climate Controlled Storage Unit
 - Vertical racks for stocking equipment and small wares
- 2,000 sq. ft. Office Suites
- Warehouse complete with staging and consolidation area for full restaurant installs

OUR TEAM



We have an in-house team that can cater to the needs of our growing customer:

- National Sales Representatives
- Estimators
- Architects
- Engineers
- Master Welders
- Millwork Craftsmen
- Installers
- Support Team Members



OUR LEADERSHIP



Trinity Hall, President

Trinity Hall serves as President for Stanford Sonoma Corporation. She leads the charge for all product innovation and oversees the design and construction of all Stanford Sonoma Corporation projects internationally. Hall has 30 years' experience in Operations, Design, and Construction. Additionally, Hall has experience in contract negotiation and sourcing, as well as 10 years in an SVP role leading Franchise sales for Dickey's Barbeque Restaurants Inc. Since 2011 Hall has managed the opening of more than 500 Dickey's locations across the nation and continues to manage Dickey's Barbecue Restaurants Inc. international expansion as Stanford Sonoma Corporation's Client.

Under Hall's leadership, she has expanded Stanford Sonoma's customer list to include notable restaurant chains such as Zalut, 151 Coffee, First Watch, and HTeaO, and more.



Nason Frizzell, VP of Sales

Nason has been in the equipment supply industry for over 20 years and is a recognized leader in the industry. He spent that time at Central Restaurant Products being the top salesman for 5 years and quickly became the Director of Multi-Unit Sales generating increase sales year over year. Upon taking the position of VP at Stanford Sonoma, Nason has already seen sales increase by 60% and continues to innovate the company to see continued growth.

CLIENT SPOTLIGHTS



DICKEY'S BARBECUE PIT

- Outfitted more than 375 restaurants with custom stainless steel and millwork for front and back of house.



ZALAT PIZZA

- Manufactured custom shelving units for multiple stores and as they expand, they continue to request more custom products.



HTEAO

- Manufactured 65 stainless steel beverage bar tables for new locations opening soon.

RECOGNITIONS



For more information:



Office of the Secretary of Defense recognizes Stanford Sonoma as a patriotic employer for contributing to *National Security and Protecting Liberty and Freedom* by supporting employee participation in America's National Guard and Reserve Force.

Official Thomasnet Covid-19 Supplier

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