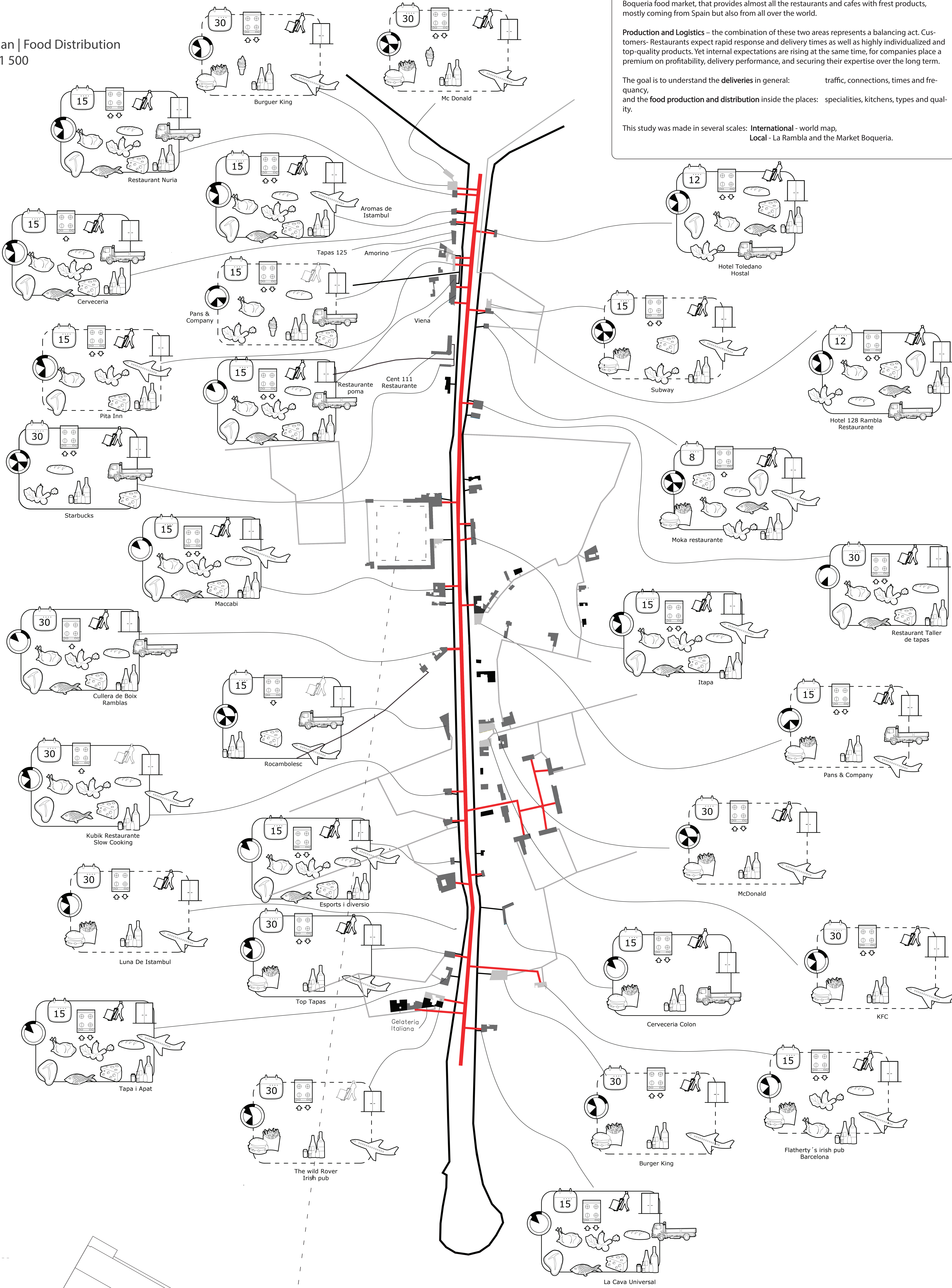


Food Production and Logistics

Edward Antonio, Carme Azor, Adina Banayan, Marisol Rivero, Si Shenghao, Diana Natali Ugnat, Lizette Uribe

La Rambla Plan | Food Distribution

PLAN ESC 1/1 500

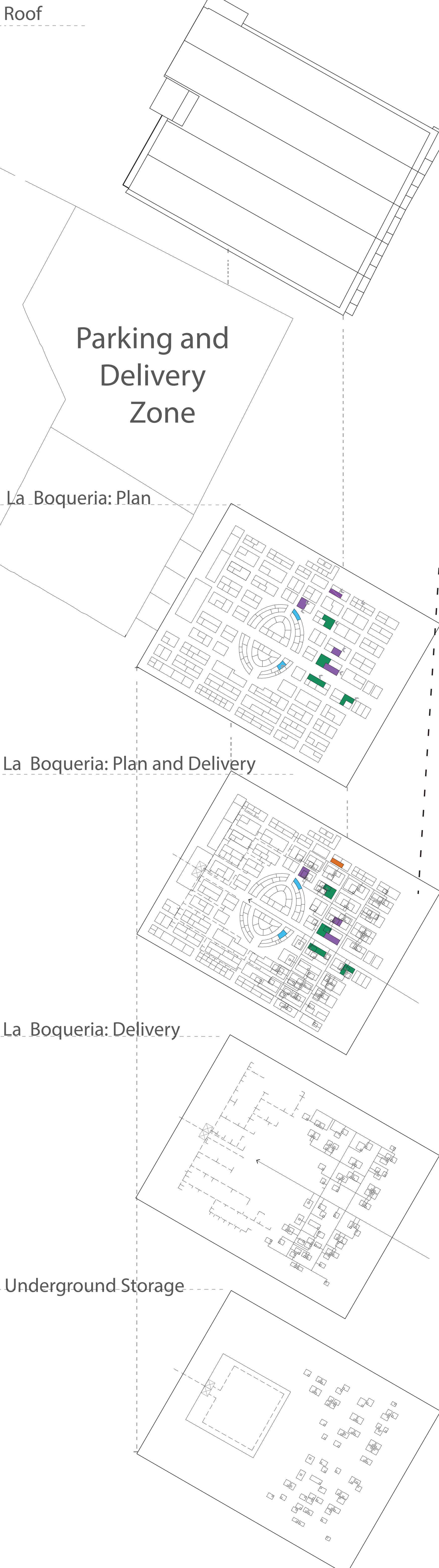


La Rambla is a 1.2 km long road in Barcelona, it's popularity with tourists has affected the character of the street, with a move to pavement cafes and many restaurants and souvenir kiosks. We studied the the question of Production and logistics of all the diverse food places on this famous road, starting from the restaurants and cafes, through the fast food and ending on the Boqueria food market, that provides almost all the restaurants and cafes with fresh products, mostly coming from Spain but also from all over the world.

Production and Logistics – the combination of these two areas represents a balancing act. Customers- Restaurants expect rapid response and delivery times as well as highly individualized and top-quality products. Yet internal expectations are rising at the same time, for companies place a premium on profitability, delivery performance, and securing their expertise over the long term.

The goal is to understand the deliveries in general: traffic, connections, times and frequency, and the food production and distribution inside the places: specialties, kitchens, types and quality.

This study was made in several scales: International - world map, Local - La Rambla and the Market Boqueria.



Local scale: Mercado St. Josep de La Boqueria

La Boqueria Color Coordinations

- Meats & Poultry
- Seafood
- Fruits & Vegetables
- Specialties & Mixtures

Cansaladeria Josep

Ous de Calef

Fruites i Verdures Alfonso i Conchi

Pesca Salada Pujamar

Formatges Elisa

Morilla Fruites

La Economica

Sprimfruit

Fruites i Verdures Vidal Pons

Peixateria Manolo

Legend

MAP LINES:

- La Rambla Contour
- Delivery Line From Fabrics
- Delivery Line From Boqueria
- Restaurante
- Fast food
- Restaurante
- Fast Food
- Cafeteria/Panaderia/Heladeria

ICONS:

- 30: Cantidad de días al mes que se realizan pedidos
- Reloj 24 horas
- Cocina elaborada en parte dentro y fuera del local
- Cocina elaborada fuera del local
- Puerta principal de acceso al local
- Productos traídos del exterior para la elaboración de platos
- Productos nacionales que llegan para la elaboración de platos
- Entrada de productos al local
- Carne fresca (Pollo, Ternera/otras, Pescado)
- Lacteos/ Quesos
- Verduras/ Frutas
- Pan
- Productos precocinados para la elaboración de fast food
- Bebidas

