



RESTAURANT  
CASE STUDY



# Heightened Sensory Experiences In Restaurant Design

*How Livit Enhances Dining  
Experiences with ScentAir*

**livit**

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## AT A GLANCE

### OVERVIEW

Livit, the world's most influential restaurant design company, helps industry start-ups and established brands revolutionize their guest dining experience.

### CHALLENGE

Strategically include fragrance in exciting restaurant concepts with unique guest experiences that maximize ROI.

### SOLUTION

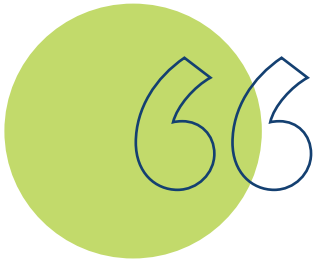
ScentDirect systems used across countless restaurant projects, the Livit team has tested and identified the most strategic—and profitable—uses for fragrance in the food service industry.

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## OVERVIEW

The team at Livit, the world's most influential restaurant design company, is the mastermind behind many of the most innovative and experiential restaurant concepts around the globe. With 22 years of industry expertise, Livit offers clients progressive solutions based on valuable market trends that make restaurant brands stand apart.

When it comes to enriching their clients' guest experience with scent, the Livit team relies on the expertise of ScentAir.



# Using ScentAir has been a great success and there's a clear return on investment capital.

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## CHALLENGE

Designing extraordinary restaurant experiences starts with heightening the sensory experience by tapping into each of the five senses.

Fragrance is a key element to Livit designed dining experiences. But the choice to include fragrance is not just a matter of aesthetics. The Livit team prioritizes profitability; return on investment is strongly monitored.

As the only restaurant design company of their kind, Livit works with clients in 46 countries. They needed a global fragrance partner who could deliver quality fragrance that satisfied both the creative and business savvy aspects of the restaurant design process, no matter where they were designing a restaurant.

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## SOLUTION

The first priority when Livit partnered with ScentAir was gaining a better understanding of how scent impacts guest behavior in restaurants. The Livit team began testing branded scents in locations of some of their biggest clients. They soon launched a test lab restaurant to explore what makes diners tick.

Located in Sweden, their testing ground quickly became a commercial success. Their newest test lab restaurant located in LA won Eater LA's 2019 Restaurant Design of the Year.

To get the most flexibility from their scent marketing programs, the Livit team prefers the ScentDirect system. The ScentDirect doesn't intrude on the restaurant design and integrates with the track lighting they use throughout their spaces.

Years of testing in both client restaurants and their test restaurants have proven time and again that ScentAir is a profitable and strategic investment.

According to Livit CEO, Benjamin Calleja, ScentAir has delivered measurable returns by:

- Driving traffic with fragrance deployed near entrances
- Driving product sales with fragrances that align with promoted products in dining areas
- Enhancing perceptions of cleanliness by diffusing fresh scents
- Increasing brand awareness and familiarity with a consistent brand fragrance

For Mr. Calleja, ScentAir has offered his design company another tool to stand apart from competitors while increasing profitability.

"Using ScentAir has been a great success and there's a clear return on investment capital... ScentAir has given us an additional tool in creating extraordinary guest experiences. Guest experience is composed of many elements and scent is one of them, but it's often forgotten in the restaurant industry. ScentAir has given us a competitive advantage in understanding scent versus our competitors."

