

BOSE

PROFESSIONAL

FOGO DE CHÃO

CASE STUDY – HOSPITALITY
FOGO DE CHÃO





SAVORING IMMERSIVE BRAZILIAN CUISINES AND CULTURE

Fogo de Chão, the international restaurant brand from Brazil, has transformed the dining landscape across the globe. Established as a vibrant, high-energy restaurant, Fogo de Chão operates over 70 restaurants in the U.S., each crafted to provide an engaging, dining experience that goes beyond the ordinary. The brand is renowned for the Culinary Art of Churrasco, the art of roasting high-quality cuts of meat over an open flame. The signature Full Churrasco Experience includes a continuous selection of premium cuts butchered daily by gaúcho chefs, simply seasoned and grilled to create a craveable salty bark, then carved tableside.

The design and layout of each restaurant is meticulously tailored to capitalize on the distinct characteristics of their venues, from bustling city centers to quieter suburban locales. This adaptability ensures that every Fogo de Chão restaurant resonates with local charm while maintaining the brand's signature style. At the core of Fogo de Chão's success is its unwavering commitment to the guest experience. Each visit promises new flavors and dishes to explore; it's this constant innovation and focus on guest satisfaction that keeps guests returning, eager to see what new discoveries they can try next.

CEO of Fogo, Barry McGowan, reflects this ethos, stating, "At Fogo de Chão, we're committed to providing our

guests with a warm, timeless, and approachable dining setting."

MATCHING ACOUSTICS TO CULINARY EXCELLENCE

At a bustling restaurant networking event, an encounter between Joe Abbruzese, Fogo's Chief Development Officer, and a Bose Professional business development manager sparked a transformative collaboration. Their conversation culminated in a mission to universally upgrade the sound systems across the global chain, aiming to amplify the already vibrant customer experience with an all-Bose Professional solution.

However, the integration of such a solution presented challenges due to the architectural diversity of Fogo de Chão's venues. Each restaurant features a unique design, which includes complex elements such as tile walls that can affect acoustics, diverse bar areas, and varied outdoor spaces. The variability of these spaces has historically led to inconsistencies in audio solutions across locations, exacerbated by inventory challenges and supply constraints that prevented a standardized approach to their sound systems.

Adding to the complexity, Fogo de Chão's expansion plans included new experience zones that demanded additional sophisticated audio solutions. The introduction of Bar Fogo, a lively indoor bar characterized by its



warm, timeless design, aims to elevate the casual dining experience. Here, sound quality and control is essential to complement intimate conversations while enhancing the vibrant social atmosphere. Similarly, the Next Level Lounges, designed for post-dinner relaxation with offerings of fine whiskeys and wines, requires a sound environment that could enhance the sophisticated, tranquil setting. These new service concepts with various building materials added layers of complexity to the project, requiring highly adaptable and nuanced audio deployments.

Realizing these challenges, Fogo de Chão looked to trusted integrator Open Integration Consulting (OIC) — their dedicated partner in managing all technological needs for the restaurant chain over the last seven years.

Starting with a foundational infrastructure project in San Francisco, OIC has significantly expanded its role. David Gonzales, CEO of OIC, effectively summarizes their broad scope: “If it plugs in and doesn’t make food or drink, we do it.”

BOSE PROFESSIONAL SOLUTION DELIVERS DINING HARMONY

Fogo de Chão’s diverse architectural styles and varying acoustic environments presented a challenge that was adeptly met with a comprehensive Bose Professional audio solution. This initiative standardized the audio equipment across all locations, ensuring that each restaurant delivers a consistent sonic experience that complements its unique atmosphere.

At the heart of the project was the deployment of the DesignMax series of loudspeakers —the DM5P, DM5C, and DM5SE models. These sleek speakers were selected for their unobtrusive fit into the varied restaurant aesthetics, providing consistent tonal balance without disrupting the elegant ambiance. They adeptly handle the acoustics

across different restaurant sections, from the reflective surfaces of tiled dining areas to the bustling, open environments of the bar and outdoor spaces. In bar areas particularly, the addition of DesignMax DM8CSUB and DM10P-SUB subwoofers infused a deeper bass response, enhancing the lively ambiance and enriching the guest’s auditory experience with extra energy.

“Partnering with Bose Professional has further enhanced the guest experience at Fogo by helping us cultivate a welcoming ambiance by enhancing our sound systems and music settings.”

— Barry McGowan,
CEO, Fogo de Chão

Central to managing this complex system is the ControlSpace ESP-880A engineered sound processor. This device allows for precise audio tailoring across different zones within each venue, ensuring optimal sound regardless of spatial challenges or noise levels. This processor is a key component of the broader ControlSpace Ecosystem, which provides comprehensive audio solutions tailored for diverse environments. The ControlSpace Ecosystem is designed to seamlessly integrate various audio components, offering a cohesive and highly adaptable audio experience across different zones. Paired with this, the PowerSpace P4300A amplifiers provide the necessary power to drive the high quality sound through the various speaker setups without sacrificing clarity or volume.

To enable seamless control and adaptability, Fogo de Chão incorporated the ControlCenter CC-3D for onsite



adjustments and the ControlSpace Remote application for wireless management. This setup not only simplifies the operational aspect of sound management, but also empowers staff to adjust audio settings dynamically, catering to the specific needs of each moment, whether it's a bustling dinner service or a relaxed late-night lounge atmosphere. This comprehensive integrative approach not only met the diverse acoustic challenges of the restaurants, but also sets a new standard in audio solutions for the hospitality industry.

UNFORGETTABLE DINING THROUGH SENSORY BALANCE

The Bose Professional solution at Fogo de Chão has profoundly transformed the acoustic landscape, creating an enriched dining atmosphere that perfectly complements the brand's renowned culinary excellence. From the subtlety of the installation, McGowan appreciates that the speakers are "heard not seen," which aligns with the restaurant's timeless aesthetic.

"Partnering with Bose Professional has further enhanced the guest experience at Fogo by helping us cultivate a welcoming ambiance by enhancing our sound systems and music settings," McGowan emphasized.

This partnership has been pivotal in refining the dining experience, where every acoustic detail contributes to a warm, inviting environment that encourages guests to relax and enjoy their meals. The decision to switch to Bose Professional was driven by a need for superior sound quality that could match the dynamic energy levels of Fogo de Chão's restaurants. Together, Fogo de Chão, Open Integration Consulting, and Bose Professional systems have excelled in meeting these demands brilliantly, ensuring that every sound, from the sizzle of the grill to the subtle tones of Brazilian music, contributes positively to the atmosphere.

SYSTEM COMPONENTS

ControlCenter CC-3 zone controller

ControlSpace ESP-880A engineered sound processor

ControlSpace Remote app

DesignMax DM5P loudspeaker

DesignMax DM5C loudspeaker

DesignMax DM5SE loudspeaker

DesignMax DM8C-SUB subwoofer

DesignMax DM10P-SUB subwoofer

PowerSpace P4300A amplifier

PARTNER: OPEN INTEGRATION CONSULTING, INC.



Open Integration Consulting (OIC) is a team of creative, driven, and resolute engineers and strategists immersed

in information technology. With a focus on creating lasting partnerships that prioritize clients' business needs, OIC stands out in the crowd. Their singular focus and undeniable passion drive them to work hard, understanding the high stakes involved. Founded by global Technology and Business Consulting leaders, OIC values a client-focused, solutions and service-driven consultancy. Today, their full lifecycle approach creates real opportunities for executives and industry leaders worldwide.



DESIGNMAX

A complete loudspeaker assortment to enhance any space, DesignMax loudspeakers offer rich lows and clear, intelligible highs — along with premium aesthetics that complement any commercial sound installation. Choose from 15 models - including coaxial two-way loudspeakers, subwoofers, and compact models for tight spaces — great for both background and foreground audio applications indoors and outside with several models IP55 rated.



CONTROLSPACE ESP-880A

An open-architecture DSP, the Bose Professional Control Space ESP-880A engineered sound processor is designed for a wide variety of applications – from small, self-contained projects to large, networked systems. It features 8x8 analog audio I/O, a Bose AmpLink output, and advanced digital signal processing with 48kHz/24-bit audio conversion. Engineered for precise performance, the ControlSpace ESP-880A also features low-latency and ultra-low noise operation.



POWERSPACE P4300A

PowerSpace P4300+ amplifier combines power and DSP into a 1RU, four-channel design for quick-turn installations. Part of a comprehensive platform of loudspeakers, controls, and software that help installers deliver premium commercial sound systems efficiently, Bose Professional PowerSpace+ amplifiers feature a quick-setup workflow. An onboard configuration utility and intuitive browser-based UI present common tasks in a logical manner, so you can configure the system faster, reducing installation time while increasing setup accuracy.



Bose Professional serves many different markets, delivering great sound in venues all around the world — performing arts centers, theaters, places of worship, stadiums, restaurants, schools, retail stores, hotels, and corporate buildings.

We know that our pro audio customers depend on us in a unique way. This is your business, your reputation, your livelihood — not just an amp, not just a loudspeaker. So, when you buy a Bose Professional product, you get the full weight of the global Bose Professional team behind you — our time, support, and attention. We see every purchase as the beginning of a partnership.



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