



“Working with Red Square Agency to develop Seven New Restaurant Brands for The Food Hall at Cherokee Nation Hotel and Casino is a model of Great Teamwork!”

ARLENE SPIEGEL

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Cherokee Nation Entertainment

When we were approached to help transform a buffet into a food hall concept at Cherokee Casino & Hotel West Siloam Springs, we quickly put on our elastic waist pants and dug in.

It's not every day you get invited to break bread with the legendary restaurant and hospitality consulting firm Arlene Spiegel & Associates, but when you do, it's exciting. In 2021 we were brought in to work with Arlene and her team to design the logo and packaging for seven proprietary food hall concepts at Cherokee Casino & Hotel West Siloam Springs.

The Food Hall model is a fresh take on quick-service restaurants, allowing guests to customize their dining experience while offering a common space to share a meal. Our task was to develop name options and associated design, including menus and packaging that would resonate with both the avid gamer and the adventurous diner.



The Food Hall is scheduled to open this spring and features barbecue, burgers and chicken, tacos, international sandwiches, flatbreads and greens, bakery/grab-and-go, and a bar. We hope you'll come to try it out and don't forget to bring your appetite.