

SORAA PROFESSIONAL APPLICATIONS

Restaurants

Lights, Food, Ambiance! Creating the Perfect Dining Experience

Top restaurants today offer more than a delicious meal- they provide a complete dining experience. Food is the cornerstone of a restaurant, but the ambiance is just as important in attracting and keeping customers. Lighting, the key to creating ambiance, offers endless opportunities for artistry and design. The perfect restaurant lighting solution, Soraa's full visible spectrum LED lamps have unprecedented color and white rendering, full dimmability, long lamp life, unprecedented beam performance, and dramatically improved energy efficiency.



Light Output that Outshines Halogen

Meet Code, Reduce Costs

Colors and Whites Come Alive

No Hassle Dimming and Compatibility

Soraa LED lamps are installed at some of the top restaurants in the U.S. Left: The Modern at MOMA in New York. Below: Saison in San Francisco.



Soraa Outshines Halogen and Gives You Total Design Freedom

Soraa's LED MR16 lamps are the first to match and exceed halogen MR16s in light output, reaching up to 65 Watt halogen equivalent output and color quality. Also, unlike many first generation LEDs, they deliver white point accuracy within a 3 step MacAdam ellipse, a standard measure of color consistency. This consistency makes it possible to match lighting schemes across multiple locations, and for chefs to cook and create under the same lighting that diners see their meals.

Soraa lamps can be used in many different light layers: for beautiful full visible spectrum light in downlights over food and diners, for accent lighting in wall sconces, for reflected indirect lighting, and in decorative fixtures. The Soraa SNAP system enables a range of beams and colors, from 2700K warm white to 2200K candlelight, to be created from a single lamp type. With multiple sources, a rich, highly nuanced lighting environment can be created using Soraa lamps.



"Soraa has created the holy grail of front-of-house lighting: a true LED equivalent to the 50 Watt halogen MR16 lamp. The Soraa lamp is a true point source that can be focused with optics to produce a controlled, intense, beam of light. At 35,000 hour lifetime, the payback period is very short. Plus they produce a beautiful, rich light that enhances any restaurant environment."

Richard Young, Senior Engineer and Director of Education, Food Service Technology Center



"The design of the restaurant is as important as the food- we're providing an experience that stimulates all five senses. We got started with LEDs in California with the need to meet Title 24 requirements. LEDs gave us problems with dimming, transformer compatibility, and color, especially consistency. We switched to Soraa and have had no issues with performance-color rendering and consistency are great- it's a win-win all around."

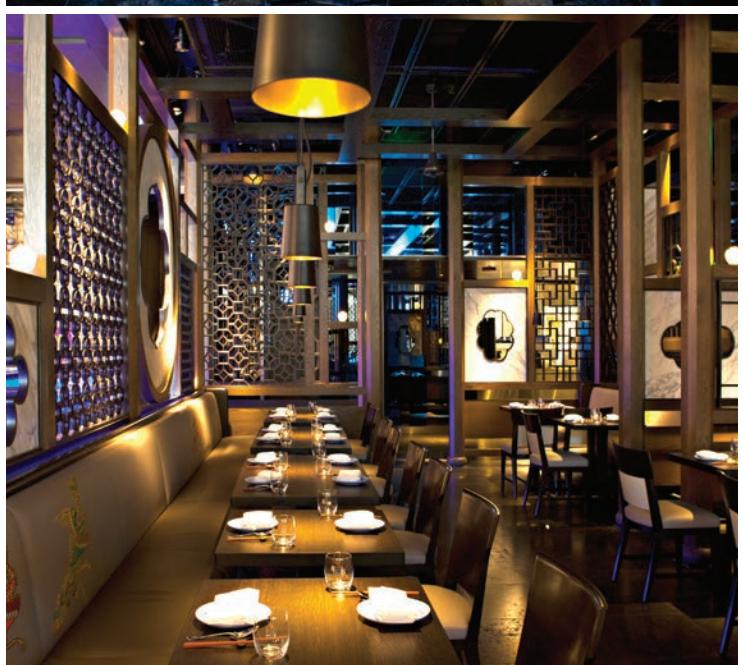
Bruno Veninga, Director, Design and Development, Hakkasan

Hakkasan Restaurants, lit by Soraa

Top: The Bar Front at Hakkasan Las Vegas

Center: The bar at Hakkasan San Francisco, Lighting design by Firefly Design , London.

Bottom: Hakkasan Beverly Hills





Meet Code, Reduce Costs, Get Beautiful Light

With energy codes increasingly requiring energy efficient lighting, your lighting choices are narrowing. Fluorescent and first generation LEDs may provide efficiency, but cannot provide the quality of light required for restaurants. Now, with Soraa LED lamps, you can have the best quality of light available, meet code requirements, and dramatically reduce energy and maintenance costs. But the benefits of switching to Soraa LED lamps extend beyond cost savings- the most successful restaurateurs know that investing in a the positive customer experience provided by top quality lighting pays off quickly in increased sales, return visits, and positive word-of-mouth. Also, Soraa offers help with a wide range of rebate programs available from utilities that can make a retrofit with Soraa LED lamps very feasible.

No Hassle Dimming & Compatibility

Soraa LED lamps dim smoothly and reliably with most leading dimmer systems and work with a wide variety of the most commonly used fixtures. If you've had problems with LEDs before or know others who have, don't worry, we've done all the testing. We have developed an extensive OEM partner program - Works With Soraa- that tests Soraa lamps with fixtures, dimmers and transformers to ensure full compatibility with leading lighting products.

Soraa LED lamps installations

Top: Haven's Kitchen in New York, a favorite cooking spot for New York Times food writer Mark Bittman.

Above: California Pizza Kitchen in Seal Beach, California.



"After carefully testing many, many LED MR16 lamps, I've finally concluded that Soraa is doing the best job of getting things right...and they're doing it at a fair price. Soraa lamps dim beautifully, have a fantastic color rendering, and work really well in a wide variety of fixtures."

Randall Whitehead,
internationally acclaimed lighting
designer, author, and innovator



"At Saison, everything we do is handcrafted with care. We decided to work with Soraa because we needed quality LED lighting that matched our efforts. A good light spectrum makes all the difference."

Chef Joshua Skenes, Saison



Award winning Soraa products include LED MR16s in a range of beam angles, and the innovative SNAP MRI6 accessory system.



Colors and Whites Come Alive with Soraan VIVID LED

Optimal appearance of foods, beverages and interiors can make the difference between profit and loss in hospitality. Faces, food, fabrics, furniture, and finishes all contain complex colors that don't look quite right unless they are lit with full visible spectrum light containing these essential colors. Deep red and cyan are particularly important for color rendering in foods and beverages.

Top chefs and restaurant owners around the world are beginning to realize that full visible spectrum lighting is as important an ingredient in their success as the food itself. The superior color and white rendering of perfect spectrum light makes the colors in the food and beverages appear vivid, the tablecloths and napkins appear bright white, and the increased contrast between the brighter whites and the vivid colors makes for a rich visual experience. Full visible spectrum lighting also makes diners look (and feel) better as they dine, positively impacting their overall experience of the restaurant.



"Soraan is the first to deliver an LED MR16 product that meets and surpasses halogen sources in output and color rendering. This is an invaluable tool for designers, and opens up a whole new world of lighting for restaurants."
Derry Berrigan,
Lighting designer, educator, and founder of
LightThink University



"In the Modern @ MOMA project, the Soraan VIVID lamp was the best replacement for the owner's existing halogen MR16s. Its color rendering, color consistency, superb dimming and long lifetime made it our obvious choice."
Dan Weinreber, IALD, LC, Partner, Kaplan Gehring McCarroll Architectural Lighting

Top: Soraan lighting at California Pizza Kitchen.

Bottom: Food and beverages lit with Soraan Vivid lamps (right) and competitors low CRI LEDs (left). Soraan Vivid lamps provide light emission in parts of the spectrum missing from low CRI LEDs, such as deep reds, cyans, and violet.

SORAA®

Information and specifications subject to change.
Rev A 9.15.13 D-110171

Soraan Inc.
6500 Kaiser Drive
Fremont, CA 94555
855 GO-SORAA
855 467-6722
www.soraa.com