



Location
Nationwide

Project Type
Restaurant

Areas Supplied
Walls, Trim

Products
Infinity, Forged, Candied,
Solid & Void, Harmonix,
ReNumbered, Tangier,
Thin Brick, Rubber Base,
Schluter, Setting Materials

CAVA, the vibrant fast-casual Mediterranean brand, has quickly become a standout in the restaurant industry, recently going public and continuing its expansion through corporate-owned locations. Since the brand's initial design rollout in 2022, CAVA has partnered exclusively with Creative Materials Corporation to supply tile and installation materials for every new store.

In 2024, Creative Materials collaborated with CAVA on a refreshed design concept. Four test locations featuring these new finishes opened in 2024, and following successful feedback and smooth execution, the updated design is now being rolled out systemwide.

CHALLENGE | Material Issues, Fragmented Supply, and Design Drift

Before partnering with Creative Materials, CAVA sourced tile and related materials from as many as five different vendors per project. This fragmented approach led to several critical issues:

- Inconsistent pricing across the country
- Unreliable stock availability
- Design inconsistency from store to store

These challenges complicated construction timelines and threatened the consistent brand experience CAVA aims to deliver across all locations.

The use of multiple vendors also placed a significant burden on CAVA's internal teams and external project partners; architects, contractors, and procurement groups were forced to navigate different contacts, lead times, and product availabilities for each location. This lack of standardization increased the risk of substitutions and errors, delayed openings, and eroded overall project efficiency. As CAVA scaled rapidly, it became clear that a more integrated and reliable solution was essential. (CONTINUED)

"Creative Materials has been a true partner in bringing our design vision to life. Their team listens, adapts, and finds creative solutions that help us streamline sourcing while ensuring the quality and aesthetic we want for every location. Their collaboration and reliability have made them an integral part of our rollout success."

~ Juliana Strieff
Senior Director
Cava

SOLUTION | A Unified Design and Supply Program Built for Growth

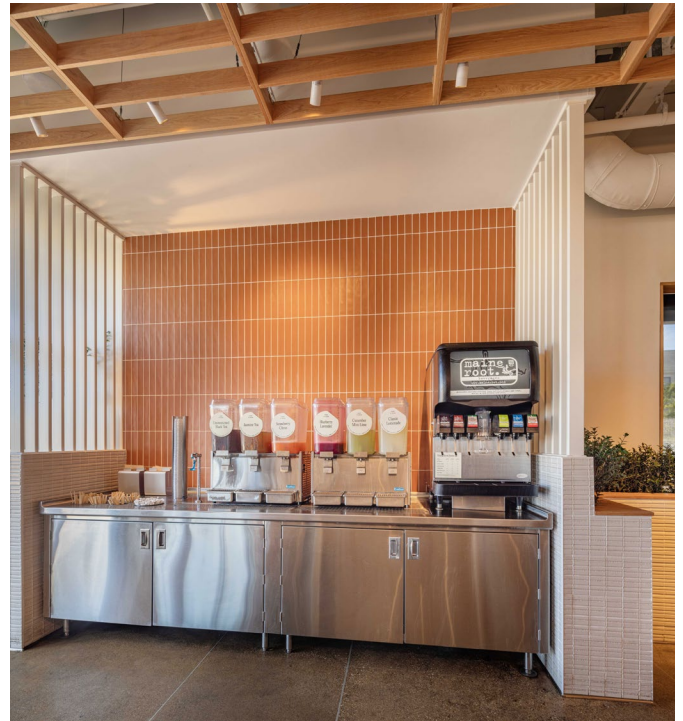
Since 2022, Creative Materials has served as CAVA's exclusive supplier of tile and setting materials, eliminating the need for multiple vendors and providing a streamlined, national solution. The product package includes porcelain tile, thin brick, rubber base, Schluter systems, and setting materials - creating a true one-stop shop for both design and execution.

In 2024, the Creative Materials Design Services Team, led by Senior Designer Erin DeMuth, partnered closely with CAVA to evolve the material palette for a refreshed store design. Erin developed mood boards and curated finish options that upheld CAVA's brand identity while addressing functional needs.

One notable innovation was the use of a porcelain tile with the look of stained concrete, providing a consistent visual aesthetic in locations where traditional stained concrete applications are not feasible. This flexibility helped maintain the design intent without compromising durability or performance.

CONCLUSION

Since forming an exclusive partnership in 2022, Creative Materials has supported CAVA's growth - expanding in 2024 with a new design rollout and moving into a closer 2025 collaboration to launch it systemwide - ensuring consistency, efficiency, and brand integrity at every step. By supplying everything from tile to Schluter to setting materials, Creative Materials reduces risk and complexity while enhancing speed-to-market. As CAVA continues to expand, it does so with a design program that reflects its bold identity, backed by a supply chain it can trust.



photography credit (all): CAVA

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