



Concepts de restauration innovants 2

Projet marketing - anglais

Par les étudiants de deuxième année de BTS
option A du lycée hôtelier de Toulouse.



Logo



Creation of a website



Communication medium



A new French address located in the heart of Manhattan, two steps from the 5th Avenue.

Newly graduated from the “Lycée Hotelier de Toulouse”, we wanted to set up and run our own restaurant. The restaurant will reflect our image, elegant with an obvious French touch.

Our goal was to share with New Yorkers the French know-how based on refinement and simplicity. **Le Boudoir** is the ideal place to have a gourmet meal and share the latest gossips.

With a baroque and elegant decoration, this warm and trendy place is perfect for your lunches and brunches.

A la Carte, our dishes will excite your taste buds with a current, modern, and simple French cuisine. This area is dedicated to a gourmet cuisine-loving clientele. The French Touch represented by **Le Boudoir** spirit sublimates our recipes.

On Sundays, the restaurant is entirely devoted to brunch, the **B3** concept. Some advice: you should not miss this event!

French recipes inspire all our creations. We guarantee that our dishes are handmade. And to finish, the products are all fresh and organic.

If you want to know more about us, simply scan the **flash-code** below and discover our place.





Sweet

- Sweet breads and buns such as brioches, croissants and pains au chocolat
- Pancakes (crêpes, American blueberry)
- Homemade carrot cake with Pecan nut
- Orange salad, sweet carrots flavored with cinnamon, cardamom ice-cream - Slice of home-made gingerbread, poached pear and spéculoos sauce - Banana « Frecinette » Roasted with honey flower, lime cake, jelly of old brown rum
- Rose Flakes of chocolate Manjari in the peppers of Sichuan, Dulcey chocolate-brown mousse raised with Tonka
- Hot soufflé in Fifty-years-old Vintage Grand-Marnier, colored with saffron orange sorbet, Madeleine of "Proust"
- Various fruit tarts and cakes

Savoury

- Eggs "My Way" prepared as you wish
- B's croque Monsieur
- Foie-gras from the Landes and smoked eels in a terrine, Cevennes onions, wine jam, salted butter brioche
- Aquitaine caviar Smoked haddock, crunchy cucumber, Brussels waffle with seaweeds - Duck "tournedos" and foie-gras, sautéed cherries with Porto, raw and cooked spinach
- Sautéed veal chops with honey and balsamic vinegar, fennel salad, horse-radish and orange - Scallops, pumpkin/Chinese artichoke, garlic cream with beetroot
- Sphere coated with breadcrumbs and honey, inside refined camembert cheese, arugula leaves

Drinks

- Fresh fruit juice
- Assortment of tea and coffee
- Cappuccino
- Hot chocolate
- Cow's milk (condensed, whole, skimmed)
- Champagne
- Selection of French wines

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Interview de Nadège Décap & Camille Betting, créatrices du restaurant « Eat In Air »

Interview of Nadège Décap & Camille Betting, creators of the restaurant « Eat In Air »



-Comment vous-êtes vous rencontrez ?

Nous nous sommes rencontrées il y a trois ans. Nous faisons nos études en hôtellerie-restauration et étions dans la même classe. Nos projets communs nous ont ensuite emmenées plus loin. Nous travaillons aujourd'hui ensemble tous les jours étant associées dans notre entreprise et nous sommes également amies.

-How did you meet?

We met three years ago. We were studying in the same hotel business catering college, we were in the same class. And our projects took us further on. We now work together every day, we are associates in our company and we are also friends

Live an extraordinary experience,

go for an "Itinéraire", with Eat In Air.



Interview de Nadège Décap & Camille Betting, créatrices du restaurant « Eat In Air »

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-Comment vous est venue l'idée de restaurant dans les airs ?

L'idée est venue tout simplement de notre passion pour la restauration et notre fascination pour les montgolfières. Voulant créer notre restaurant, « Eat In Air » s'est présenté comme étant la combinaison parfaite entre nos envies, la demande croissante des clients à la recherche d'une réelle expérience unique.

Nous souhaitons répondre aux besoins croissants de la clientèle et nous espérons également de nouvelles envies.

-How did idea of restaurant « Eat In air » come to you ?

The idea came very simply from our passion for cooking and our fascination for hot-air balloons. We wanted to create our restaurant and "Eat In Air" presented itself to us as being the perfect combination between our envy, the increasing demand of customers in search of a real unique experience.

We did that to answer an increasing need and we hope it will also create envy.

-Expliquez-nous comment fonctionne ce concept.

Nos clients nous contactent via notre site internet, par téléphone puis nous leur fournissons toutes les informations. Ensuite nous convenons avec eux de « dates optionnelles » qui dépendront de la météo essentiellement et bien sûr du lieu de rendez-vous. Durant cette étape, nous proposons des menus ou répondons à des demandes spécifiques comme lors d'une demande en mariage, d'un anniversaire...

Le jour J, nous nous occupons de tout ! Les clients n'ont plus qu'à venir et s'installer à bord et « mettre les pieds sous la table ». Et c'est parti pour un moment d'exception. Les clients repartent ravis en redescendant sur terre.

-Explain to us how the concept works.

Our customers contact us, via our website, over the telephone, or directly; and we supply them with all the information. Then we agree with them on an "optional date" which will depend on the weather report essentially and also on the meeting place. At this stage we agree on the menu and on the specific requests, the extras bits to be planned, as for a marriage proposal, a birthday, an anniversary...

On the D-day, we take care of everything! The customers only have to come and settle down on board and "to lay the their feet under the table ". And they will experience an exceptional moment. The customers leave delighted when coming back to earth.

-Le lancement a-t-il été difficile ?

Nous avons eu des investissements de départ conséquents. Nous avons du prouver notre passion et notre motivation envers ce projet pour trouver des partenaires qui étaient prêts à investir dans notre projet. Nous devions acheter une montgolfière ainsi que l'équipement nécessaire pour le bon fonctionnement du restaurant. Malgré une étude de marché positive, nous avons peur que la demande ne soit pas attirée par ce concept. Les premiers mois ont donc représenté un véritable challenge.

Aujourd'hui nous sommes très contentes de notre partenariat avec le Chef Thierry Pzonka et la chaîne hôtelière St Régis.

- Was the launching difficult?

We had quite a lot of investment at the start. Indeed it was necessary to pay for hot-air balloons and all the equipment. And we were afraid of not having enough customers at first, in spite of a good analysis of our marketing research. It was a real challenge. Finding partners who were ready to put a lot into our project.

Today we are very satisfied with our partnership with the chef and with St Régis hotels.

-Avez-vous beaucoup de demandes ?

Nous avons été très agréablement surpris par l'engouement et la réussite de notre restaurant. «Eat In Air » est un restaurant un peu particulier car nous sommes très saisonnale. Cependant, depuis deux ans, notre carnet de commande ne désemplit pas.

Les clients qui viennent manger dans notre restaurant veulent vivre une expérience à part entière, exclusive, en couple ou entre amis. Malgré les quelques contraintes qu'impose la montgolfière, elle présente de nombreux avantages et nous sommes les seuls sur ce type de prestations très spécifiques.

Ainsi si vous souhaitez venir manger à «Eat In Air », prévoyez un peu à l'avance, on vous accueillera avec le sourire.

-Do you have you many requests ?

We were very pleasantly surprised by the craze, and the success of our restaurant. " Eat In Air " is a little particular restaurant and we are very seasonable. But for two years our order book has always been full.

The customers who come to eat in our restaurant want to live a full, exclusive experience in couples or between friends, or family. And in spite of some constraints imposed by the hot-air balloon it presents numerous advantages and we are the only ones to offer this type of very specific service.

Then if you wish to come to eat in "Eat In Air", plan a little in advance, we shall welcome you with a smile.

le 20.03.2014

P.Coma

Starters :

- *Terrine of duck foie gras in the black chocolat and grapefruit candies in curry. Chutney banana and raisins in spices. Ginger/syrup of cherry. Salad of herbs in marigold petals and Hydrangea.*
- *Gazpacho melon, small vegetables, salmon marinated in peppers. Petals of pansies. Oil of basil.*
- *Ceviche of Gambas of Argentina in coconut milk and the pineapple in citronella. Fresh herbs and small vegetables.*

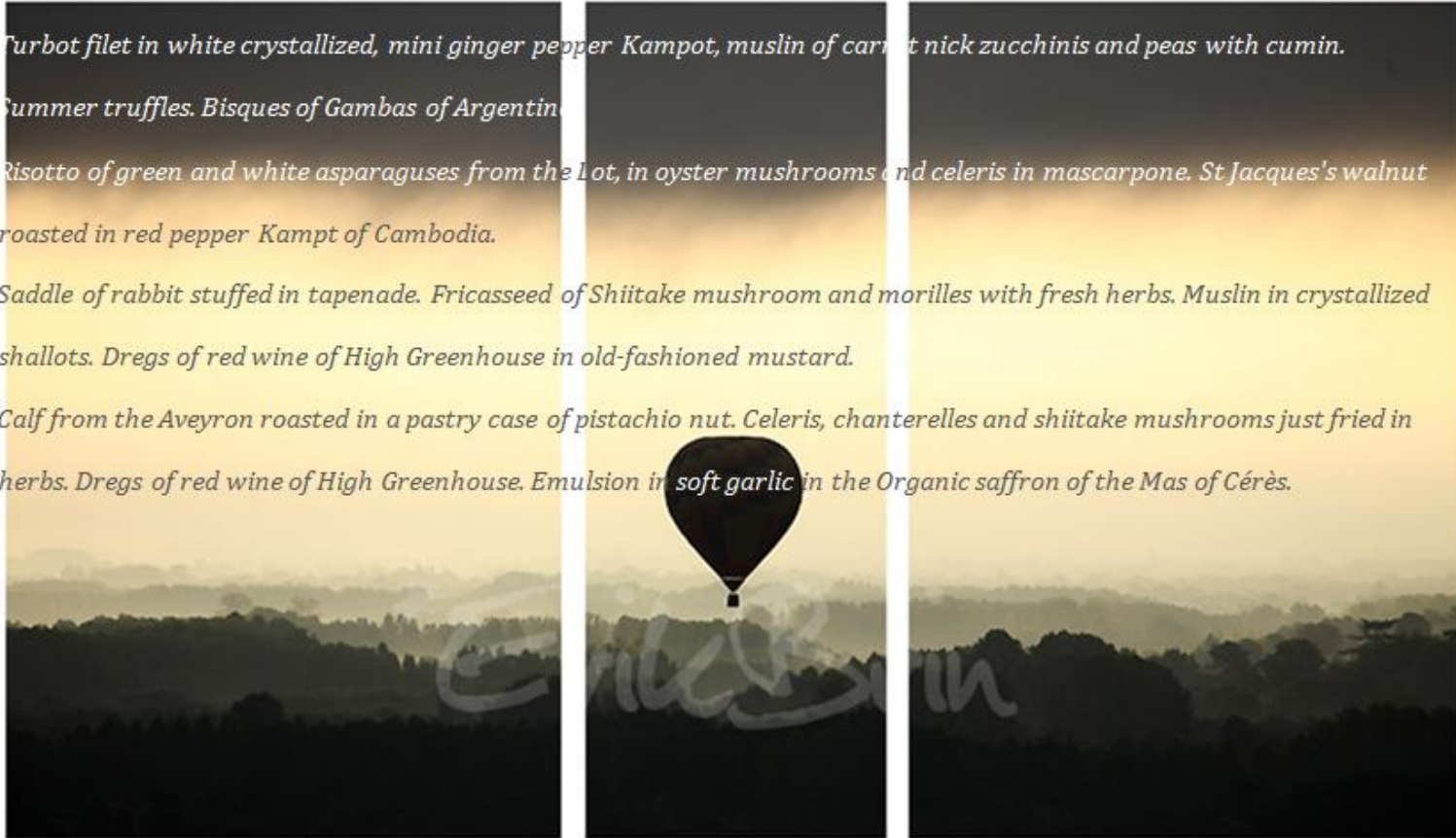


Main courses:

Turbot filet in white crystallized, mini ginger pepper Kampot, muslin of carrot nick zucchinis and peas with cumin.

Summer truffles. Bisques of Gambas of Argentina.

- *Risotto of green and white asparaguses from the Lot, in oyster mushrooms and celeris in mascarpone. St Jacques's walnut roasted in red pepper Kampot of Cambodia.*
- *Saddle of rabbit stuffed in tapenade. Fricasseed of Shiitake mushroom and morilles with fresh herbs. Muslin in crystallized shallots. Dregs of red wine of High Greenhouse in old-fashioned mustard.*
- *Calf from the Aveyron roasted in a pastry case of pistachio nut. Celeris, chanterelles and shiitake mushrooms just fried in herbs. Dregs of red wine of High Greenhouse. Emulsion in soft garlic in the Organic saffron of the Mas of Cérès.*

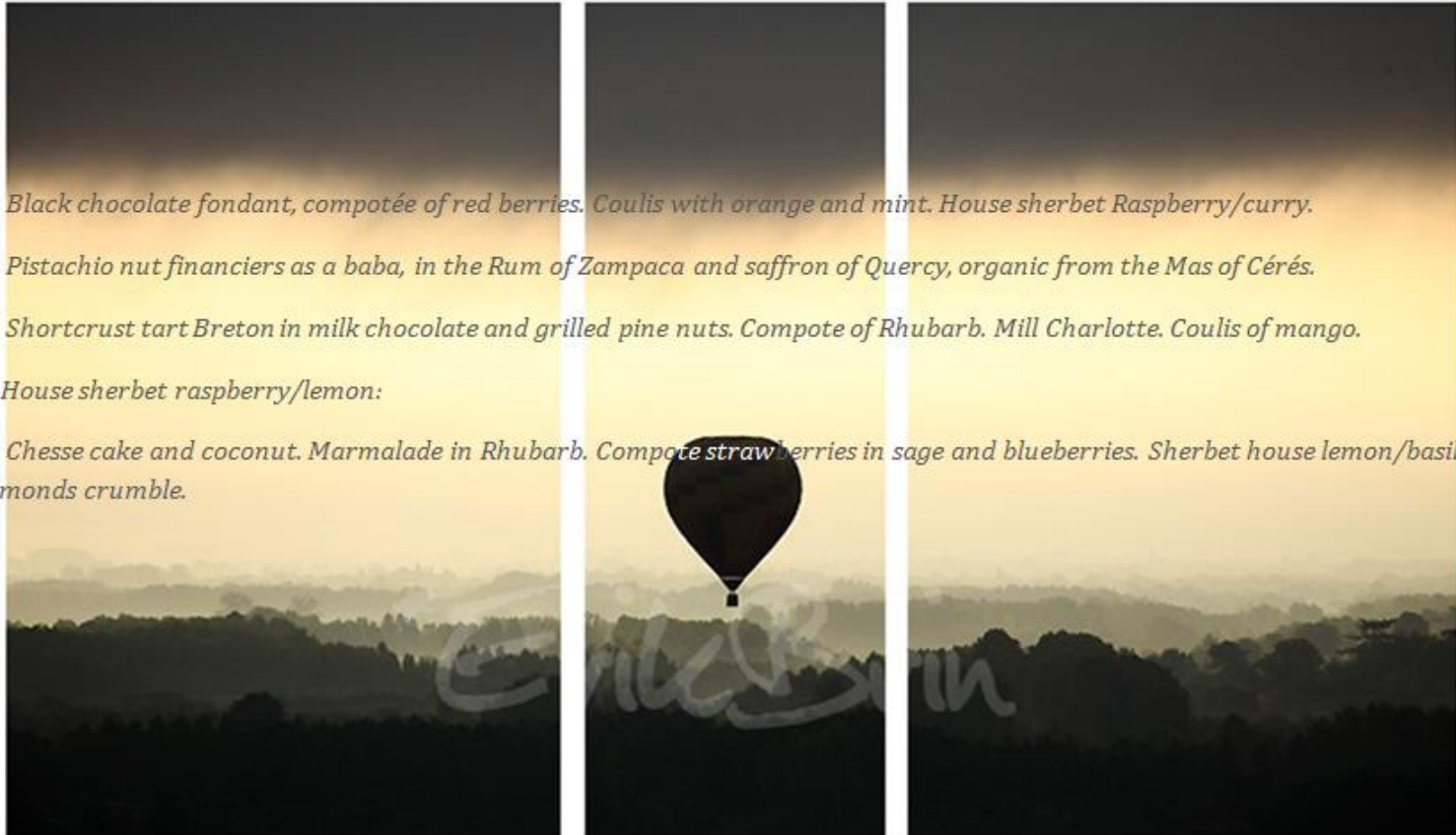


Deserts:

- *Black chocolate fondant, compotée of red berries. Coulis with orange and mint. House sherbet Raspberry/curry.*
- *Pistachio nut financiers as a baba, in the Rum of Zampaca and saffron of Quercy, organic from the Mas of Cérés.*
- *Shortcrust tart Breton in milk chocolate and grilled pine nuts. Compote of Rhubarb. Mill Charlotte. Coulis of mango.*

House sherbet raspberry/lemon:

- *Chesse cake and coconut. Marmalade in Rhubarb. Compote strawberries in sage and blueberries. Sherbet house lemon/basil. Almonds crumble.*





Gaspacho melon, petits légumes, saumon mariné aux poivrons. Pétales de pensées. Huile de basilic.

Gazpacho melon, small vegetables, salmon marinated in peppers. Petals of pansies. [Oil of basil](#).



Filet de Turbot au poivre Kampot blanc, mousseline de carotte au gingembre confit, mini carottes, courgettes et petits pois au cumin. Truffes d'été. Bisques de Gambas d'Argentine.

Turbot filet in white crystallized, mini ginger pepper Kampot, the muslin of carrot nick zucchinis and peas with cumin. Summer truffles. Bisques of Gambas of Argentina.



Araignée de veau de l'Aveyron rôtie en croûte de pistache. Céleris rave, girolles et shiitakes juste poêlés aux herbes. Lie de vin rouge de Haute-Serre. Emulsion à l'ail doux au safran Bio du Mas de Cérès.

Calf from the Aveyron roasted in a pastry case of pistachio nut. Celeris, chanterelles and shiitake mushrooms just fried in herbs. Dregs of red wine of High Greenhouse. Emulsion in soft garlic in the Organic saffron of the Mas of Cérès.



Tartelette sablée breton au chocolat au lait et pignons de pins grillés. Compote de Rhubarbe. Fraises Charlotte. Coulis de mangue. Sorbet maison framboise/citron.

Shortcrust tart Breton in milk chocolate and grilled pine nuts. Compote of Rhubarb. Mill Charlotte. Coulis of mango. House sherbet raspberry/lemon.

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ONCE UPON A TIME THE GORGEOUS FRENCH CUISINE MET THE AMERICAN CULTURE...
AND THE FUSION HAPPENED...
...THE BAGEL GOURMAND WAS BORN.



A GOURMET BREAK.
TASTY BRUNCH ON THE WEEK-END.
A HEALTHY LUNCH.

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FROM TUESDAY TO SUNDAY.
FROM 10 AM TO 8 PM.
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BAGEL *Gourmand*

French + American cuisine

Bagels

Le Lot	Rocamadour - Honey - Batavia Lettuce - Crispy Onions	16 \$
Le Gers	Foie Gras - Stewed Figs - Mash	18 \$
L'atlantique	Smoked Salmon - crème fraîche - dill - Red Onions - Capers	16 \$
Le Meulin	Ham - Brie - Batavia Lettuce - Mayonnaise	14 \$
Le Comté	Fried Chicken - Lettuce - Bacon - Comté	14 \$
Pep	Chicken - Lettuce - Truffe Sauce	18 \$
Le Moret	Roasted Chicken - Cottage cheese - Green Pepper - Tomato	16 \$

Salads

Cheesy	Lettuce - Fried onions - Emmental - goat cheese	20 \$
Crispy	Lettuce - croutons - chicken - poached egg - parmesan	22 \$
Nuty	Chicory - Nuts - Roquefort - hazelnut oil	24 \$
Fresh	Lettuce - apple - cucumber - tomatoes - dried duck fillet - croutons	24 \$

Brunch

Croissant - chocolatinés - petit pain - fresh fruit juice - homemade jam - cereals - pancakes - eggs - bacon - toasts - Tarbes beans - hot drink (coffee, tea, chocolate ...) - Donuts, cupcake 20 \$

Pastries

Apple pie	\$10
Crumble	\$10
Banoffee	\$14
Macarons	\$15

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