



## Concepts de restauration innovants 1

### Projet marketing - anglais

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



## Logo



## Communication medium :

'See what crickets and termites taste like!'





Man swallows unwittingly 500 grams of insects per year on average, hidden in fruit, raspberry jam and bread. WHY NOT NATURALLY???



#### Definition:

The entomophagy is the consumption of insects by humans.

#### Localisation:

Restaurant in Paris in the 2<sup>nd</sup> arrondissement

#### Capacity:

Approximately 30 persons per service

In this restaurant, we will offer you a lot of delicious dishes with insects. It is open every day - midday and night with a high amplitude schedule.

This restaurant is a brasserie that looks like a tapas bar but more luxurious.



#### Quality service:

- Latest technology
- Gastro food with insects
- Luxurious brasserie
- Food presented in showcase for customers to have an overview



This restaurant is a brasserie that looks like a tapas bar but more luxurious.



#### Strategy:

Penetration strategy







## *Discover Menu*

35.00 €

APPETIZERS INSECT



QUICHE BEETLES



RAVIOLI WITH CRICKET AND TO  
CHINESE MEAL



VERRINES CRUMBLE DES AMOUREUX



Logo

B & C  
Book and Cook

Communication medium



Cook it Yourself  
You'll be Surprised...



### The B&C Menu

(Reservations only)

- Includes: starter, main course and last course ..... ¥15 550,55
- 'Cook it Yourself' supplement with the chef ..... ¥4240,00



### The Classic Menu

(à la carte)



- Starter .....
- Main course .....
- Last course .....

### The Bar

- Cocktail B&C ..... ¥3950,90
- Alcohol 4cl ..... ¥1699,90
- Soft drinks ..... ¥1130,00
- 'Do it Yourself' cocktail 12cl ..... ¥3110,10
- Glass of Champagne ..... ¥1979,90



### Cooking lesson

(price per guest for 2 hours 30)

- From 1 Guest ..... ¥5940
- From 4 people ..... ¥5090,90
- From 6 people and more ¥3970,55



For more information flash this QR code





Cook it **Yoursell**. You'll be **Surprised**...

*Dear Elisabeth,*

*We are glad to give you this hand-made book as a gift.  
We would like to thank you for your loyalty.*

*Book and Cook's team*

## Our Concept

B&C is a gastronomic restaurant where the guests have to book their table (only by phone). In fact, there are only two menus offered to customers.

### **1- The B&C Menu**

During the booking, guests explain to the chef that they wish a « surprise » menu prepared by the chefs. The client can give the chef some tones about the menu he wants: for example he can say that he would like a vegetarian menu or a whole menu made with vegetables only. In this formula, there can be a supplement: Guests, if they have booked this service, have the possibility to assist the chef during his menu preparation.

### **2- The Classic Menu**

When the guest books his table, he can say to the chef that he would choose his dish once he arrives at the restaurant. The restaurant puts at the client's disposal a wide range of cookbooks with different themes. He can choose a recipe in these books.

B & Cはゲストが（ただ電話で）（彼・それ）らのテーブルを予約しなければならない美食のレストランです。実際、顧客に申し出られたたった2つの方式があります。  
予約の間の **B & C** のフォーミュラ、とゲストが（彼・それ）らが 驚き メニューがシェフによって準備したならいいのと思うシェフに説明します。 クライアントは、シェフに、メニューについての若干の口調を与えることができる彼は欲します：菜食のメニューあるいはメニュー全体が野菜のみで確認する彼が彼が好きであると言うことができる例のために、この方式で、もし（彼・それ）らがこの貢献、彼のメニュー準備の間にシェフを支援する可能性を記帳したなら、それは補足：ゲスト、を持つことができます。  
クラシックな方式がゲストであるとき彼のテーブルを予約します、彼はシェフに、彼がレストランに到着した途端に、彼が彼の皿を選択するであろうと言うことができます。 レストラン投げ異なった主題でアレンジメントが広範囲の cookbook本を持っている。 彼はそれらの本でレシピを選択することができます。





## About us

The B&C restaurant has been created in 2014.

The idea of this very original concept was born from our passion of our job.

Our goal : always satisfying you.

We want to provide you the best quality service and a unique experience.

*B & C レストランは中に作られました2014*

*この非常に独創的な概念の考えは我々の熱情から我々の仕事から生まれました。*

*我々のゴール： 常にあなたを満足させること。*

*我々はあなたに最上質のサービスとユニークな経験を提供することを望みます。*

## The location

We are located in the center of Shibuya in Tokyo. This borough is really trendy and known internationally.

You can join us, in our restaurant ,for a lunch, a diner or just for a break and relax with a cup of tea in a comfy sofa in our virtual patio.

我々は東京で渋谷の中心に位置しています。この自治区は本当に最新流行で、そして国際的に知られています。

あなたは昼食あるいは食事客のために、あるいはただ休憩のために我々と共に我々のレストランに加わって、そして我々の仮想の中庭で気持ちの良いソファーでの1杯のお茶で横になることができます。



B & C  
Book and Cook

B & C  
Book and Cook



## The restaurant

With the big room filled with luxurious materials, and the LED colored light bulbs, this room offer you a very trendy place to come.

The kitchen, located in the middle of the restaurant room, will blow you away if you decide to cook your meal with one of our chef.

大きいスペースが材料（装置）について豪華なそれらで満たされた、そして LED 色の電球であるという状態で、この部屋はあなたに来る非常に最新流行の場所を提供します。

レストラン部屋の真ん中（に・で）位置している台所は、もしあなたが我々の長の 1 人と一緒にあなたの食事を料理することに決めるなら、必要があなたを仰天させます。

## The Bar

Whatever you want, you can have a drink at the B&C's Bar.

You could compose your own cocktail with flavours that you like the most and have some advices from the Barman.

You can also savour our home made cocktail, which its very colored and made with super fresh products. These products are fair trade products.

あなたが何を飲するとしても、あなたはB & Cのバーで飲み物を飲むことができます。あなたはあなたが最も好きである味を持っているあなた自身のカクテルを構成して、そしてバーテンから若干の通知を受けとることができます。あなたは同じく我々の自家製のカクテルを味わうことができます。

これは本当に着色されていて、そして素晴らしい新鮮な生産物で作られています。

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## The virtual patio

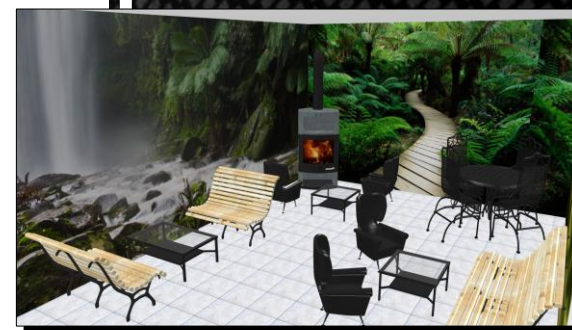
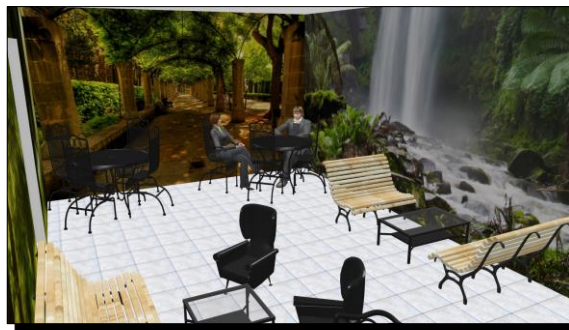
This is the place to be !

In a borough where there isn't a space of nature, our virtual patio is made for you.

You can relax in a room where the walls are filled with LED pannels wich project some nature's pictures.

It will allows you to be in a peaceful and calme place.

これはそうである場所です！ 自然のスペースがない自治区で、我々の仮想の中庭はあなたのために作られます。 あなたは壁が一杯である部屋で若干の自然のが描写する プロジェクトを緩めることができます。 それはそうするであろうあなたに平和そしての場所にあることを許す。



## The cooking class

If you want to learn how to cook exceptional dishes with one of our famous chef, you can try our cooking lesson's program.

We have 3 diferents types of kitchen :

- One made for 2 persons
- Another one built for 4 people
- Finally, the last one can welcome 6 people and more.

もしあなたが我々の有名なシェフの1人と一緒に並外れた料理を料理する方法を学ぶことを望むなら、あなたは我々の料理レッスンのプログラムを試みることができます。

我々は台所の3つのタイプを持っています 1が2人の人々のために作られるという状態で、もう1つは4人の人々のために形成されました、そして最終的に、最後の1人が6人の人々そしてそれ以上を歓迎することができます。



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# Examples of menus / tones that you can order at the restaurant

## Chocolate menu

We offer you the possibility to taste a unique experience which is to eat a whole menu, only made with chocolate (from the appetizer to the dessert).

This menu has been created by one of our famous chef.



### Starter

Bricks of chocolate and fresh goat cheese

### Main course

Chicken breast with chocolate and curry sauce

### Desert

Chocolate crème brûlée



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## French Cuisine

French cuisine refers to many culinary styles, which explains its richness and variety.

France is a rich country in some different ways : landscapes and customs, and for sure the cuisine.



### Starter

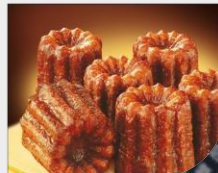
Foie gras with plums' chutney and grapes

### Main course

Roast chicken with croutons and smashed potatoes

### Desert

Canelés from Bordeaux



## Informations

B & C  
Book and Cook

Book and cook Restaurant  
Shibuya, Tokyo  
+336 80 26 xx xx  
bookandcook.tokyo@gmail.com



### Where to find us :

Web site : <http://bookandcooktokyo.wix.com/book-and-cook>

Facebook : Book and Cook

Youtube



web

Flash the QR code above to go to our mobile version of our website.



## Logo



**Communication medium:**  
**street marketing**



We offer an original concept where guests can choose their dishes from the conveyer belt which is turning around them.

Our food is fresh and traditional from the south of France with local products.

You can get for example the Toulouse Cassoulet which is really typical from our region. We want to keep the southern spirit in the dishes, the products and the decoration. This concept matches well the changing behavior of our society: eat fast with good value for money.

We offer two kinds of all inclusive menus:

- €19,50 for 2 colors of plate.

- € 25,00 for all the plates.

You are also able to pay the price per dish.

We want to attract business men and women at lunch time because we can deliver a speedy service thanks to the conveyer belt and our dynamic team. At dinner time, the ambiance will change and will be more festive. Customers can come to enjoy a couple of drinks with some delicious tapas for a reasonable price. We also organize special nights during rugby matches in a festive atmosphere. The restaurant is located in Toulouse's city center, at Jean Jaures.

The ambiance is traditional and friendly with the conveyer belt in the center of the restaurant which creates a convivial ambiance. This concept is really interesting for the customers because they can taste many dishes and discover southern specialties.

Concerning the communication strategy, we will use street marketing with our "Farandole Occitane car" which will turn around the city and sometimes give special offers. You can also visit our website and follow us on social networks (Facebook and Twitter). We have chosen direct distribution, so you just have to give us a call to book a table. Our team is really happy to welcome you!!!





## Menu

Price per dish :

- Blue €3.00
- Yellow €4.00
- Red €5.00

Gourmet Menu €19.50\*

Blue and Yellow plates

Occitan Menu €25.00\*

All the dishes



\*15 dishes max/ menu

• Main courses & ■ Dessert

- Crumpled ham
- Roman squid
- Fried smeld
- Fouasse
- Foie gras toast
- Duck parmentier \*
- Stuffed peppers
- Croustade
- Cassoulet \*
- Duck breast brochette \*
- Pan fried Foie Gras \*
- Goat's cheese toast
- Asparagus espuma
- Marinated anchovy
- Millas
- Cold meats platter
- Chicken wrings \*
- Cepes and bacon omelette \*
- Pastis Gascon
- Tuna sashimi
- Grilled bass \*
- Andouillette \*
- Chocolate fondant – Espelette spice
- Creme brûlée - Violette from Toulouse

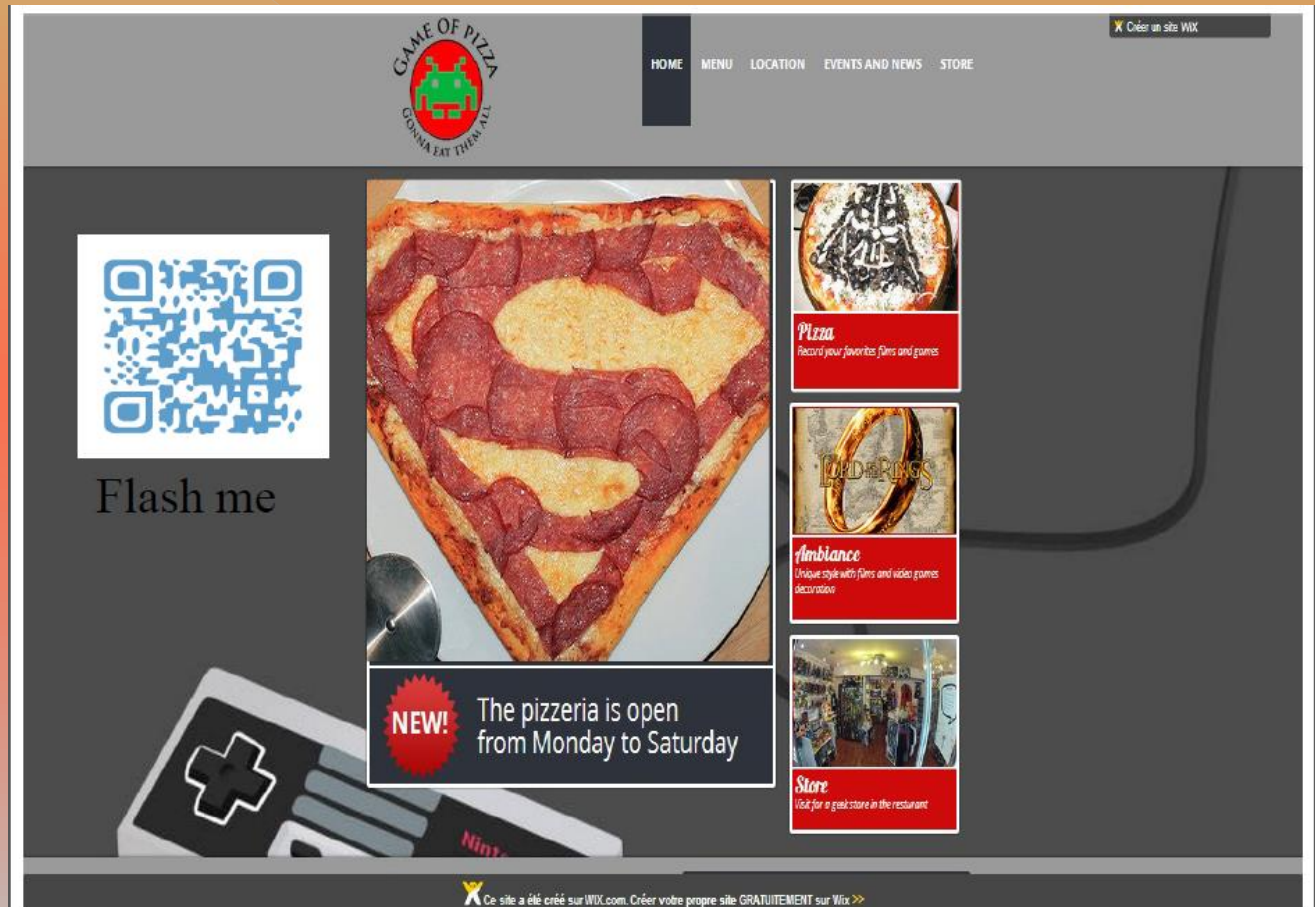
\*To order from our team



## Logo



## Creation of a website



# Communication medium

If you are a man, if you're a woman  
If you are 20 years, if you're 40  
If you are great, if you are small  
If you are brown, red or blond  
If you are mustachioed, or if you are bearded  
If you are athletic or a little less  
If you prefer Star Wars, or if you prefer Pac Man  
If you are a pgm, if you are a noob  
Anyway, if you're a geek  
This is the place for you

## GAME OF PIZZA

### Pizza of your favorite games and movies

To the Pokemon pizza at the Mario pizza, through Darth Vader pizza, this is what you can enjoy in our pizzeria. And all this at prices between € 7.50 and € 12.00

### A unique style

Decorating the walls to the tables through the windows, the whole atmosphere of the restaurant will remind you all that you love.

### Special evenings

Every week, two special events will be offered, where you can see the most cults geek movies, or then participate in tournaments video games.

### Shop

We also offer a corner shop where you can find and buy many products such as t-shirts to the face of your favorite movies and games, goodies, posters.

### Music

All your favorite soundtracks, such as BO Marvel, Game of Thrones, Star Wars, Lord of the Rings, Mario ... which accompany you



<http://gameofpizza.wix.com/gameofpizza>



### Pizzas

All the pizzas we suggest you remind the best known films and games

<b>Superman</b> 7.50€ Tomato sauce, Chorizo, emmental, jam, onion	<b>La Tannister</b> 8.00€ Tomato sauce, emmental, Chorizo, red pepper, chili
<b>Pokémon</b> 9.00€ Cream, emmental, potatoes, egg, bacon	<b>La Stark</b> 8.00€ Cream, cheddar, jam, beef, onion, onion
<b>Mario</b> 9.00€ Tomato sauce, champignons de paris, steak, mozzarella	<b>La Targaryan</b> 8.00€ Tomato sauce, tomato, emmental, pepperoni, duck breast
<b>Darth-Vader</b> 9.00€ Tomato sauce, emmental, mushrooms, black olive, jam	<b>La Baratheon</b> 8.00€ Cream, reblochon, goat's milk cheese, cheddar, corned, emmental
<b>Prince of Persia</b> 10.50€ Tomato, kebabs, aigron, emmental, kabab sauce	
<b>Peach</b> 10.50€ Tomato sauce, artichoke, rocket, tomato, mozzarella, aubergine, courgette	
<b>Resident evil</b> 10.50€ Tomato, fish, chopped beef, emmental, aigron, american sauce	
<b>Kraken</b> 11.50€ Cream, mussel, prawn, tuna, aigron, mozzarella	
<b>Lannister</b> 11.50€ Tomato sauce, emmental, Chorizo, red pepper, chili	
<b>Stark</b> 8.00€ Cream, cheddar, jam, beef, aigron, onion	
<b>Targaryan</b> 9.00€ Tomato sauce, tomato, emmental, pepperoni, duck breast	
<b>Baratheon</b> 11.50€ Cream, reblochon, goat's milk cheese, cheddar, corned, emmental	

### The 'Westeros' Houses

For the groups we suggest you a package of 4 pizzas to 32.00€



<b>La Tannister</b> 8.00€ Tomato sauce, emmental, Chorizo, red pepper, chili
<b>La Stark</b> 8.00€ Cream, cheddar, jam, beef, onion, onion
<b>La Targaryan</b> 8.00€ Tomato sauce, tomato, emmental, pepperoni, duck breast
<b>La Baratheon</b> 8.00€ Cream, reblochon, goat's milk cheese, cheddar, corned, emmental