



Concepts de restauration innovants 3

Projet marketing - anglais

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



Logo and slogan



Green Garden

Live Nature, Feel Nature, Eat Nature



Communication medium

Flyers



The Concept

- VEGETARIAN RESTAURANT : VEGETABLES, FRUITS, LEGUMES, HERBS AND FLOWERS
- ON A BUILDING ROOF WITH A TERRACE AND A GARDEN
- GARDENING LESSONS
- QUALITY, HEALTHY AND LOYALTY SYSTEM



Green Garden

Loyalty Card

- CALLED BEE FLOWER WITH BUTTERFLIES FOR SUBSCRIBERS
- COMING 10 TIMES OR COMING WITH A GROUP OF 10 PEOPLE
- AWARD : FREE BEVERAGE, GARDENING LESSON
- BUTTERFLIES WILL BE GRANTED A CUP OF CHAMPAGNE FOR THEIR BIRTHDAY

The Cuisine

- CASUAL DINING
- FRESH, SEASONAL, LOCAL
- STEAMED, MIXED, SAUTÉED, FROZEN
- 2 COOKS AND 2 WAITERS

The Dining Room



Green Garden

- NATURAL MATERIALS AS WOOD, CARTOON, RECYCLED PAPERS AND E CARDBOARDS
- COLORS REMINDING NATURE AS BROWN AND GREEN
- SMALL AND TALL TABLES (FROM 2 TO 6, AND FOR MORE IT REQUIRES A RESERVATION)
- 2 BAY GLASSES THAT OFFER A VIEW OF THE TERRACE AND THE GARDEN

The Atmosphere

- WOOD CHAIRS AND TABLES
- USING SUN LIGHT, WHITE LIGHT AND GREEN AS DIM LIGHT
- BUNCH OF FLOWER ON TABLES, CAN BE TAKEN
- SONGS FROM THE WOODS, BIRDS

Marketing Strategy

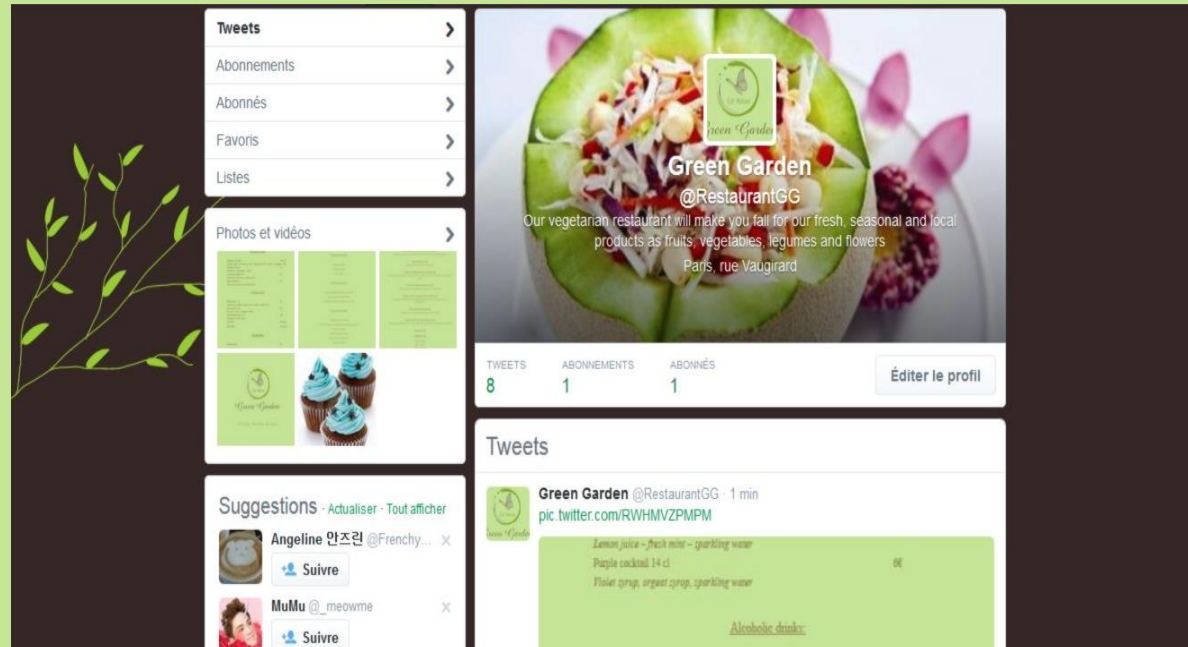
- TARGET : VEGETARIANS, WEALTHY PEOPLE AND PEOPLE FOCUSED ON HEALTH
- LOCATION : NEAR BUSINESS CENTER

Communication



Green Garden

- Street marketing : carrot, cauliflower and mushroom offering ice cream and soup
- Flyers
- Blog



The Menu



Logo



Communication medium






A UNIQUE NEW CONCEPT OF RESTAURANT APPEARS IN OUR CITY

Wednesday, September 1st

Our concept of restaurant is unique. In a typical building of New York, we offer our guests four restaurants and one bar with a specific musical theme for each restaurant.

On the first floor, there is a restaurant with pop folk music as a theme; on the second floor, the musical theme is reggae; on the third floor it's rock music and finally, on the fourth floor, the musical theme is electro music.

Each floor is a different world, entirely based on its musical theme: the decoration, personal uniforms and also the menu: food and drinks.

The furniture is systematically in relation with the theme. Plants and natural materials can be found in the reggae room. In the rock room, there is baroque furniture. The atmosphere is muffled in the pop-folk room: cozy sofa and soft lights. Moreover, the electro room has got colorful furniture: red, green, orange and yellow ones.

A central kitchen stands in the basement of the building and every dining room can welcome fifty people. Our staff is composed of six waiters on each floor and twenty-nine persons in the kitchen with a prestigious chef.

The bar is 'open-sky', on the highest level of the building. This roof bar is open during the summer and concerts are organized there (on a stage) every Thursday, Friday and Saturday evening.

In the heart of NYC, you can admire a wonderful panorama, while drinking a cocktail or listening to concerts.

This dynamic and joyful place is open to music addicts.

Our menus are between \$30 and \$60 by person.

The Listen eat-386 Columbus Avenue-14975 New York

Laure PERES, Raphaële HANOT 2734

ROCK MENU

\$60

Black russian

Caesar salad

Dough to the cuttlefishes



ELECTRO MENU

\$60

Acapulco golden

Gaspacho

Cooked salmon on one side and its sauce, vegetables tian

Stawberries charlotte revisited



POP-FOLK MENU

60\$

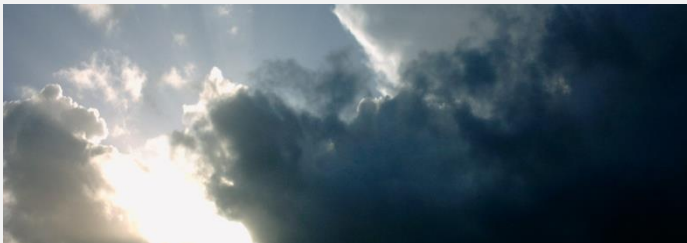
Champagne glass with pearls of raspberry

Soup in Jerusalem artichokes

Ravioli of ceps strewn with shavings of

Parmesan cheese

Chocolate cake « Opéra »



REGGAE MENU

\$60

Mojitos

Brochettes of scampi in the
caramel of oranges

Jamaican brown chicken

Cake in the pink candies



French wines (75cl)

RED WINES

AOC Chiroubles 2005 \$27

AOC Cheverny 2006 \$26

AOC Saint Chinian 2004 \$20



WHITES WINES

AOC Chablis 2006 \$25

AOC Graves 2005 \$30

AOC Jurançon 2003 \$28



ROSE WINES

AOC Tavel 2006 \$25

AOC Faugères 2007 \$32



CONCEPT OF The Building



Our concept of restaurant is unique. In a typical building of New-York, we offer our guests four restaurants and one bar with a specific musical theme in each restaurant.

On the first floor, a restaurant on pop folk music theme, on the second floor, the musical theme is reggae, on the third floor, it's rock music and on the fourth floor, the musical theme is electro music.

There is one different world per floor, all the floor is entirely based on the musical theme: the decoration, the personnel's uniforms and also the menu: food and drinks.

ENJOY YOUR MEAL!!

Logo



Communication medium



Logo



Menu on site or to take away

Bio Express

1 SANDWICH
+
1 DRINK
+
1 DESSERT

Retail

Hot Sandwich
8,90 €

Cold Sandwich
8,90 €

Hot Mini club
7,20 €

Cold Mini club
5,90 €

HOT SANDWICHES

Trio cheese : ciabatta, cream sauce, adam, cylindrical blue-veined cow's cheese, mozzarella 5,90 €
Kid : ciabatta, butter, goat's cheese, ham of aoste 5,90 €
Vésuvius : ciabatta, egg plant dip, crystalised tomatoes, ham of aoste or young chicken, parmesan cheese 5,90 €
Raclette : baguette, butter, boiled ham 5,90 €
Mini clubs sandwiches
Vesuvio : ciabatta, egg plants dip, Aoste ham or young chicken, parmesan cheese 3,90 €
Sweetness : ciabatta, butter, variety of lettuce „roquette“, fresh tomatoes, goat's cheese, honey 3,90 €

COLD SANDWICHES

Traditional : baguette, butter, bow or boiled ham 5,50 €
Campaign : baguette, butter, cured ham, gherkins 4,10 €
Poulioter : baguette, mayonnaise, salad, fresh tomatoes, young chicken 4,10 €
Complete : cereal bread, mayonnaise, salad, boiled ham, fresh tomatoes, cheddar cheese 4,10 €
Mimosa : baguette, mayonnaise, salad, tomatoes, egg, tuna, parsley 4,10 €
Roma : poppy seeds bread, butter, ham of aoste, crystalised tomatoes, hazelnut, chives 4,10 €
Vegetarian : cereal bread, olive, anchovy and caper paste, salad, fresh tomatoes, feta cheese, chives 4,10 €
Mini clubs sandwiches
Salmon : sesame bread, ricotta cheese, variety of lettuce „roquette“, salmon, chives 2,90 €

DESSERTS IN-SITE OR TO TAKE AWAY

Pastries 5,20 €
Fresh fruits salad 5,20 €
Ice cream or sorbet
1 scoop 2,00 €
2 scoops 3,70 €
3 scoops 5,20 €

We shall indicate you flavors



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