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A NEW LOOK FOR BRASSERIE BLANC

Brasserie Blanc, the 20-strong French restaurant group led by CEO Mark Derry and acclaimed chef Raymond Blanc is set to undergo a transformation as it rebrands and begins an extensive refurbishment programme. Working with award-winning branding and interior design agency, Blacksheep, the restaurant group is looking to build upon its success with a new understated and stripped-back identity, carefully designed to respect the character and history of each site.

The new branding, which has been translated across all the collateral including the logo, web site and menus has already been introduced to the brasseries in Cheltenham and Winchester with Oxford and Bristol scheduled for early 2015.

Based around the concept of 'chez nous' and Brasserie Blanc as the 'home' of real French cooking, the new look establishes a relaxed all-day dining experience. A range of unique and different spaces such as a pantry, cheese and wine table and enhanced bar areas have been introduced to each restaurant, encouraging customers to pop in for a morning coffee or post-work drink as well breakfast, lunch, dinner and all times in between.

Décor is simple with natural materials and a muted colour palette of heritage tones. Statement pieces sit alongside a mixture of everyday furniture such as textured timber tables and chairs, whilst a communal kitchen table provides a centerpiece to encourage more casual dining and drinking. Formal white crockery and tablecloths have been replaced with natural linens and handmade ceramics to give an altogether more relaxed feel alongside earthy materials such as reclaimed terracotta, antique metals and slate.

Brasserie Blanc
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