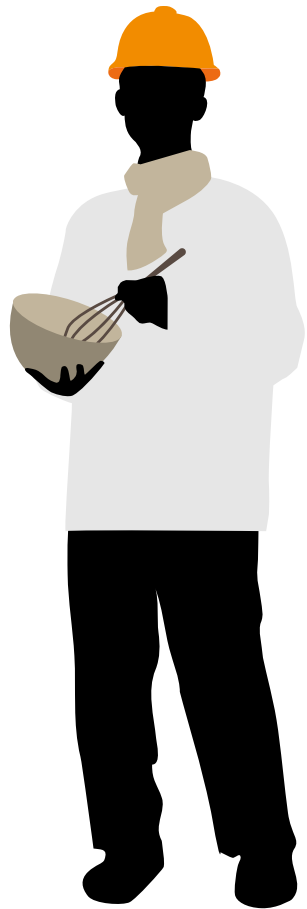




**“We are looking for commercial partners who can benefit from our massive customer base and capitalise on our quality dining experience.”**

# Introducing Bon Appetit



**“ Bon Appetit is the UK’s leading provider of workforce catering. The tier one catering partner of the London 2012 Olympic Games.”**  
(The largest catering operation in peace time Britain.)





# A Unique Sponsorship Opportunity



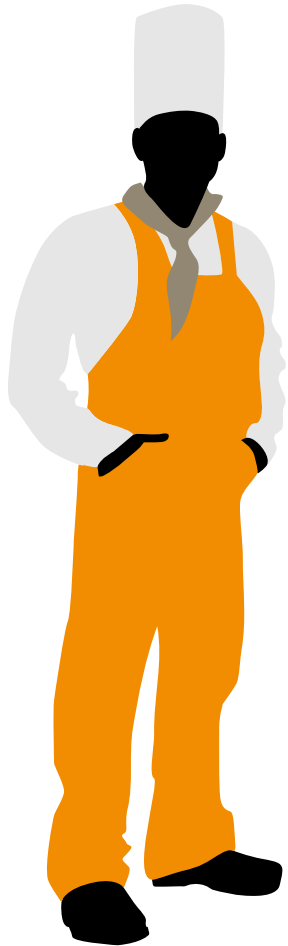
- ✓ We serve **25,000 unique weekly visitors** from across the construction industry at the UK's largest infrastructure projects
- ✓ Our **1.3m annual visitors** spend **6.88 hours per week** in our restaurants
- ✓ Those visitors average **30 minutes dwell time** per event across **18 events per week**



- ✓ Our visitors take away **3m takeaway cups** every year
- ✓ Our visitors use **5m napkins** every year
- ✓ **1m takeaway bags** are taken away by our visitors every year
- ✓ We use **1.5m** sheets of greaseproof paper every year



# Deep Consumer Engagement



- Our estate of venues offers a huge platform for brands to build truly immersive experiences
- Our Partner brands will have exclusivity across all communication touch points
- Partners can build campaigns over time, capitalising on seasonality or key calendar events
- Our captive audience is highly targeted, with multiple visits and multiple opportunities to connect
- There is no other media estate offering such depth and breadth of consumer engagement
- We understand how to make commercial partnerships work based on our experience of working with the UK's largest brands and projects



# Flexible Commercial Options

We are happy to discuss Sponsorship of individual restaurants, multiple locations or full buy outs of our network of sites. Sponsorship opportunities include, but are not limited to;

- Naming rights over the restaurants
- Headline sponsorship in restaurants
- Paper cups / napkins
- Take away bags / hot boxes
- TV screens & menu screens
- Table menu cards
- Wi-Fi login page
- Emails to our database through loyalty app. sign ups
- Loyalty app.
- Tables / dishes / staff uniforms
- Discount cards / competitions / meal plans
- Drinks fridges
- Product sampling
- Opportunities for data capture

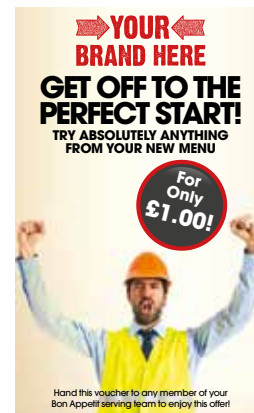
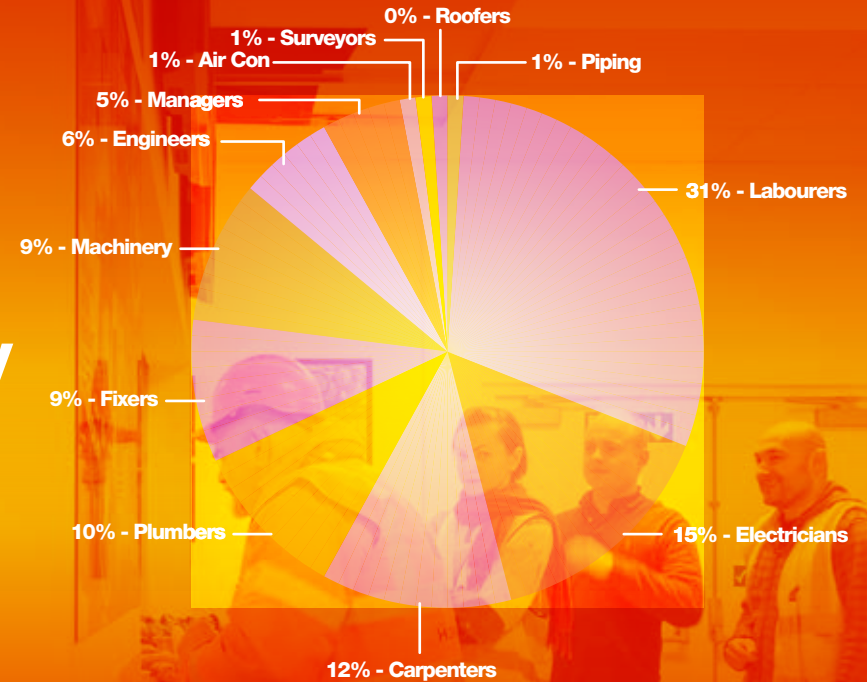


# Access Our Unique Audience



“ We capture detailed user data through our swipe card loyalty programme. Predominantly C1, C2 & DE demographic groups. ”

Bon Appetit Trade Audience by Master Grouping



# Working with the UK's Largest Brands



**SKANSKA**

**Berkeley**  
Designed for life

**Brookfield  
MULTIPLEX** **BM**



**NHS**



**AstraZeneca**



**Bloomberg**



**Sir Robert  
McALPINE**

**Balfour Beatty**



# Engage Your Consumers in our Restaurants

“ Our vision is to create the best possible dining experience for our customers - all day, every day. ”



A Unique Sponsorship Opportunity

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Contact us to discuss:  
[sponsorship@bonappetit.co.uk](mailto:sponsorship@bonappetit.co.uk)

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