

CASE STUDY:

CAMPAIGN: National Escargot Day
CLIENT: Café Rouge

Campaign to raise awareness of Café Rouge, positioning the brand as the most quintessentially French in the UK. Targeted existing and new customers by creating interest and excitement with previews and events in the lead up to the 24th May.

RESULTS:

Audience Reach: 12.9 million
Editorial Value: +£110,000

CAMPAIGN HIGHLIGHTS

- Coverage on Capital FM, BBC London and Radio 2
- Coverage in the Guardian
- Coverage in the Saturday Express
- 36 pieces of regional coverage
- 5 pieces of national coverage
- Coverage on 20 radio stations



If you can't beat them, eat them

I try to live my life by the good book (Alan Titchmarsh's How To Be A Gardener), so why does the good Lord send me snails? I can't keep throwing them over the wall (the neighbours are back from holiday), but to see my Eden eaten away makes me weep. I could always eat them: there

are 116 varieties of edible snail, but they should be starved for two weeks, to clear the digestive system, before being eaten. For anyone not Good Life enough to harvest their own, Café Rouge (caferouge.co.uk) is celebrating National Escargot Day on Wednesday by serving a decent gratin d'Escargots à l'ail for £3.95. The ultimate slow food?

richard.johnson@guardian.co.uk

FOOD&DRINK



the guide food & drink

The snail season



MAY 24 NATIONAL ESCARGOT DAY There are 116 varieties of edible snails, nicknamed the 'Land Lobster' on account of its delicate flavour and texture. When Café Rouge decided to serve up this variety in their restaurants last year, visitors to the St John's Wood, Highgate and Finchley branches gave it a big thumbs-up. This is an opportunity to enjoy the embodiment of classic French culture when Café Rouge will be serving up a special escargot dish in all of its restaurants on May 24. Locate your nearest branch by searching www.caferouge.co.uk

Food & drink



Snails lead the way in slow food

WE all know the French love snails. Throughout May, Café Rouge is celebrating National Escargot Day with a special gratin d'Escargots à l'ail for £3.95. The ultimate slow food?

Go escargot

For first-timers, the prospect of swallowing a snail is scary enough without doing so in the daunting surroundings of a haute cuisine eatery. But now you can sample escargot in the comfortable confines of your local Café Rouge. Throughout May, the French restaurant chain will be serving snails in the traditional way – cooked in garlic and butter. And surprisingly good they are too. Visit www.caferouge.co.uk for your nearest Café Rouge.