



tfs

Travel Food Services

James Martin Kitchen | Brioche Dorée

Structural Changes

BEFORE | FRONT VIEW

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JK
JAMES MARTIN KITCHEN



- EAT IN OR TAKE AWAY
- 🍴
- 🍷
- 🍽️
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- 🍺
- 🍻
- 🍱
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ಬಾರ್

Bar Signage added on façade



& BAR

Bar signage added in the bottom

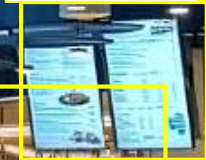
Screen for Entertainment



24*7 Beer Available signage



Reduced Screens



New Brand Story Wall

Enhanced Bar



Hostess Desk

JMK Market: Impulse buys will be placed on the table, while surrounding items will be for display purposes only





JAMES MARTIN Kitchen

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BREAKFAST

SANDWICHES

SALAD

CAKE

COFFEE

JMK
JAMES MARTIN KITCHEN

PER BRITISH

James Martin Kitchen

AFTER | SIDE VIEW

Bar Signage added on façade

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& ಬಾರ್

JAMES MARTIN Kitchen

& BAR

BAR open 24/7



Screen for Entertainment



Planters to be placed to block the side entrance to have single entry for seating

Increased BAR Visibility and Promotion in the junction

& BAR

Bar signage added in the bottom



BEFORE | INSIDE VIEW

PROPER BRITISH FOOD



PROPER BRITISH FOOD

Light taken up to get some focus on PROPER BRITISH FOOD



JMK round logo

Pops & Fizzes Quick Nosh Pints & Lagers

Lines on top of chillers



BEER Only for Display communication

Wooden Barricade for Display Unit





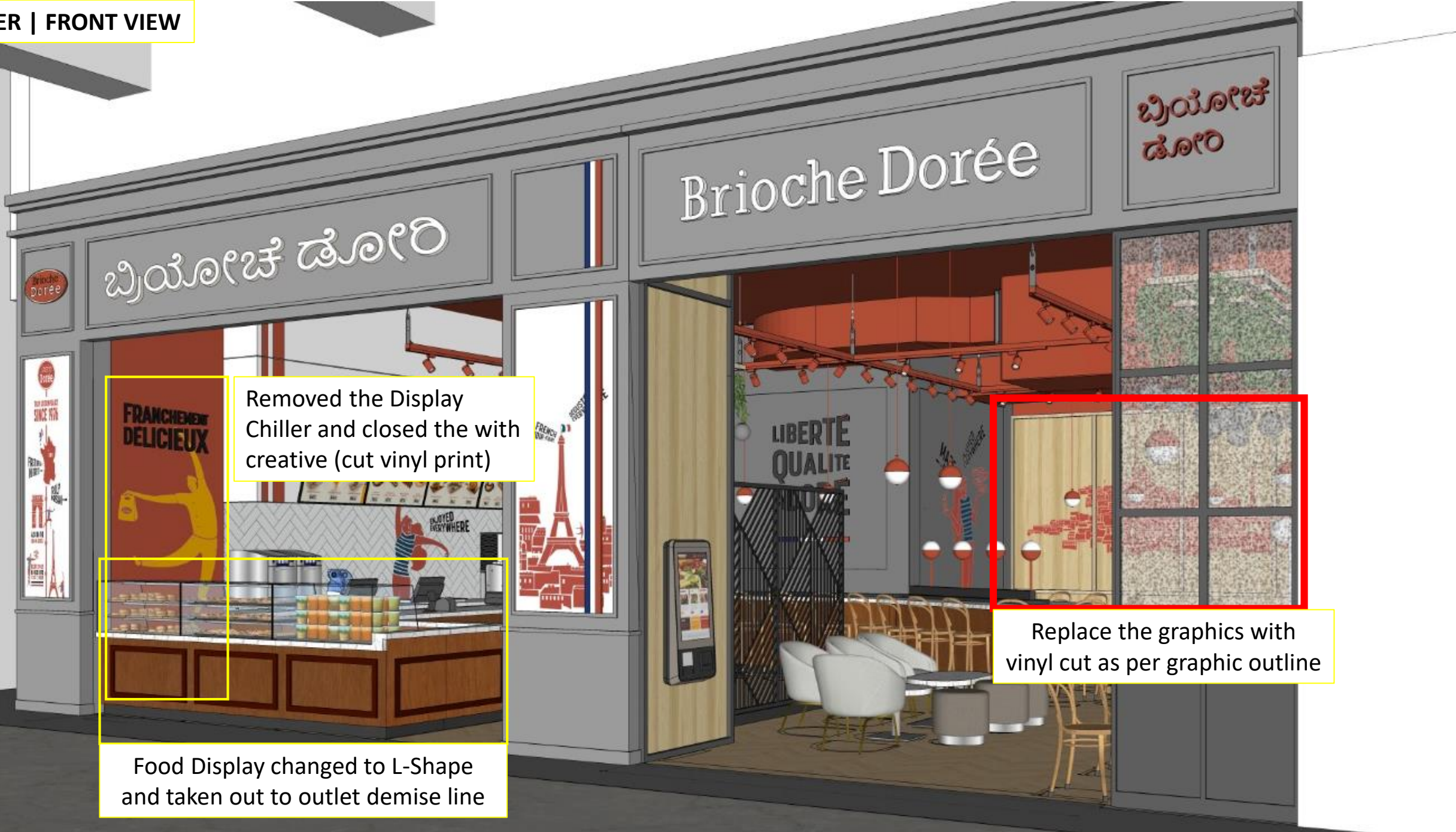
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Brioche Dorée

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Removed the Display Chiller and closed the with creative (cut vinyl print)

Food Display changed to L-Shape and taken out to outlet demise line

Replace the graphics with vinyl cut as per graphic outline

AFTER | FRONT CLOSE VIEW



Removed the Display Chiller and closed the with graphic (vinyl cut print)



Food Display changed to L-Shape and taken out to outlet demise line

FRANCHEMENT DELICIEUX

Brioche Dorée



ENJOYED EVERYWHERE

**LIBERTÉ
QUALITÉ
ADORE**



BEFORE | INSIDE VIEW





3 poster of brand photography on wall



Replace the graphics with vinyl cut as per graphic outline



2 poster of product images on wall

THANK YOU

