



## PRESS RELEASE

Café FLO Parkview Green



It is with great pride that we at Maison FLO celebrate 15 years of bringing authentic French cuisine to China. Maison FLO has always been a place where everyone is welcome and it has been our joy to offer the affordable luxury of Brasserie dining for so many years.

Over time, we have become an institution in China for Chinese locals and expats alike. They have become more than our customers, and in turn we have strived to be more than just a Maison. We are a meeting place for friends old and new, a window to French culture, a welcome escape from the vibrant metropolis that lies just outside.

In this ever changing and expanding city, the great challenge for us at FLO has been to maintain the traditional values and identity at the core of our Maison, while at the same time adapting to meet the evolving needs and tastes of our customers. We are proud of our accomplished history; we are equally excited for our future.

It is with that spirit that we announce our 15th Anniversary celebration at FLO in Beijing on September 2nd 2014. It will be our great pleasure to welcome and thank the many people that have made our journey possible; from the Embassy, Chinese



and expat communities to our trusted partners without whose support we could not survive.

A special menu has been created by our Michelin trained chefs Andy Choy and Stéphane Laurens for this event, with generous selections for you to enjoy. Along with this, live entertainment and a few surprises await you. To continue the celebration of our proud milestone, FLO will also be inviting a special guest, Michelin Star Chef Chambon, to join our kitchen and run an exclusive menu throughout the month of October.

While Maison FLO has stayed at the forefront of French cuisine in China for 15 years, we have also enjoyed the great successes of FLO Prestige, our premier catering service. FLO Prestige has been for many years the first and best choice for luxury brands' tailored events and world class dining in one's home. Through this achievement we grew, and now serve numerous international brands for their large events including the Volvo China Open for two years running.

With these tremendous successes behind us and our eyes firmly fixed on the horizon, it is with utter delight that we are soon to add the newest member of the Group FLO family – Café FLO.

Strategically located in the heart of a city landmark at the Park View Green, Café FLO epitomizes our dual goal; offering a high quality, authentic French experience while creating a relaxed dining environment where people of all ages and walks of life are welcome.

With Café FLO, we are launching a new Parisian café concept in Beijing. With modern Parisian styled interior and classic French ambiance, this 130spm venue will be a simplified, cozier version of our Maison. This is casual dining but with the high standard of preparation and ingredients that you have come to expect from FLO.

In the elegance of a Parisian bistro, you will find a wonderful selection of food and drinks. Along with our avant-garde selection, enjoy classic dishes such as Beef Bourguignon, fill yourself with homemade baguette and Quiche Lorraine, or simply take out delicious freshly made pastries. Tantalize your taste buds with our freshly made juices and ground coffees.

We especially look forward to demonstrating our extensive breakfast menu, power lunch, Parisian high tea from 2-5pm and daily dinner specials. Enjoy superb value set menus throughout the week, a fabulous selection of aperitifs and wines by the glass. Our weekend brunch includes well selected imported French oysters and seafood platters.

All food is monitored by Groupe FLO's executive Chef and we will continue to fly in high standard Chefs every year to train our team and add new and exciting dishes to





the menu.

We believe Café FLO is just the beginning. We are excited to be at the forefront of a new cuisine in China and we will keep innovating and growing to meet and exceed our customers' needs. Most of importantly, we invite you to step into a little bit of Paris, right here in the heart of Beijing.

**Jeanne LAUNEY**

**Marketing and Public Relation Manager Groupe FLO Asia**

**M: 13811432214 E: [jeanne.launey@flo.cn](mailto:jeanne.launey@flo.cn)**

**Jiaxi LI**

**Assistant Marketing and Public Relation Manager Groupe FLO Asia**

**M: 18310372097 E: [jiaxi.li@flo.cn](mailto:jiaxi.li@flo.cn)**

**No.18 Xiao Yun Road, Chao Yang District, Beijing 100125**

**T:64612998-16 Web: [www.flo.cn](http://www.flo.cn)**

