



PRESS RELEASE

Café FLO China World Mall



After celebrating over 15 years as Beijing's premier destination for French gastronomy, Brasserie FLO, the outspoken ambassador of Parisian brasserie culture in the capital is proud to announce the arrival of a new authentically French institution, the café. Although Beijing is flooded with eateries and coffee shop labeled as cafes, the city lacks a genuine Parisian café, until now.

Following the successful launch of the first Café FLO in the spacious plaza of the stunning Parkview Green shopping centre, Groupe FLO is thrilled to present the next installment in their expanding repertoire of classically French dining outlets, Café FLO China World Mall – an entirely unique way to enjoy the very best of French gastronomy in a casual, convenient and affordable setting.

The French café is more than a coffee shop or bakery; it is the meeting point for professional, social and artistic communities – where the life of the city plays itself out over the course of the day. A café's function changes from early morning, to midday and into the evening to suit the needs of its patrons. With expert skill that only comes from decades of excellence in providing authentic French gastronomy in China, Café FLO brings the very essence of French café culture to the heart of Beijing's bustling Central Business District.



Conveniently located on the lower level of the China World Mall, just steps from the junction of the Line 10 and Line 1 metros, Café FLO is situated at the very centre of Beijing's most prestigious commercial space. The classically elegant art deco façade, polished brass marquee and fine marble accents of Café FLO blend in among the neighboring fashion houses of Louis-Vuitton, Prada and Gucci, imbuing the entire space with a sense of high fashion and luxurious couture.

Spread over ??? square metres, Café FLO China World Mall takes FLO's popular café concept to new heights with an expanded menu of offerings and a variety of service atmospheres to suit any guest.

The Café is the ideal spot for early morning commuters seeking a delicious and timely Parisian-style breakfast. By early evening watch as the space transforms into a convivial environment for after-hours drinks where coworkers, friends and family can relax over a glass of French wine, savour a bite from the café's full dinner menu and enjoy nightly live music performances.

Suitable for work or leisure, Café FLO's weekend brunch plates feature classics like fruit laden *pain perdu* with Mövenpick vanilla ice cream, baked eggs with bell pepper *pipérade* and FLO's signature foie gras terrine. Make it an occasion with a selection from FLO's famous raw bar. Fine de Claire oysters on the half-shell, shucked to order and imported directly from France, are always a worthy weekend indulgence.

The take-away bar and bakery market, that grace the entrance to Café FLO China World Mall, are two new exciting features that make enjoying authentic French cuisine faster, easier and more affordable than ever. Now guests that do not have the time to sit and relax can still enjoy FLO's famous, Michelin-styled, French delicacies in a more convenient and flexible layout. Running late for a meeting or grabbing a prepared meal for later has never tasted so good!

Organic green salads, *croque monsieur* on buttery brioche, flaky croissant and gourmet sandwiches are prepared fresh daily for take-away. Surely no visit to FLO would be complete without a freshly baked *cannelé* or brightly coloured macaroon, add a few to your take away purchase to transform any quick meal into an indulgent affair.

From the bakery market, busy shoppers and office workers alike can take advantage of Café FLO's expertly curated selection of imported products and comestibles for take-away. From French *Bonne Maman* fruit preserves, Valahrona chocolates and cookies to fine wines, hand selected by FLO's team of expert chefs, bakers and sommeliers, Café FLO is the ideal destination for that last minute party favour or simply a delicious French accent to bring home to enjoy later. The bakery also features a new line of sweet and savoury breads baked with the highest quality imported flour, French butter and





German milk along side classis baguettes, sliced brioche and rustic sourdough boulé.

Of course, the core of any great French café is the dine-in menu and Café FLO has assembled an extensive collection of offerings ranging from breakfast platters with Parisian ham and *herb de Provence* seasoned tomatoes to set plates for the time-strapped business lunch including brasserie staples like *confit de canard*, *cordon bleu*, and *steak frites*. Signature small plates like the *tartine pyrénéés* with Spanish chorizo, bell pepper and tomatoes or the *plateau de charcuterie* are perfect for sharing among friends while catching up over a glass of wine or a late snack after a long day.

Diners looking for lighter options can enjoy a super-food packed beverage from FLO's new line of fresh fruit juices like beetroot and pear or avocado and apple, made to order with only the freshest ripe fruit. Or, just in time to help ward off the chill of winter, guests can try FLO's hot soymilk and oatmeal drinks. A warming blend of goji berry and jujube, almond and cashew or Chinese yam and rosehip with imported soymilk and rolled oats will restore and revive on even the harshest of Beijing's winter days.

The complete, authentic French café has finally arrived in the capital. No matter the occasion, Café FLO delivers the perfect balance of indulgence and convenience – a truly modern café that guarantees the very best of the French café experience from first sip to last bite.



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