

## **PRESS RELEASE**

### **APOSTROPHE CAFÉ ANNOUNCES LAUNCH OF NEW SITE AT HIGH HOLBORN**

Apostrophe, the stylish boulangerie-patisserie group that fuses exacting standards of inventive, healthy produce with sophisticated urban design, is opening its new site on High Holborn on 9th March 2010. In keeping with Apostrophe's philosophy, the new site will focus on quality, freshness and attention to detail.

This will be Apostrophe's 16th site and marks a particularly important development in the evolution of the group's interior design. Designed by renowned consultancy SHH, whose previous projects have included Umu restaurant in Mayfair, Christie's auction house and Adidas, the High Holborn site will include the usual Apostrophe features as well as an executive meeting area. Adorning the walls will be art installation and innovative tile concept, 'Clouds', designed by the internationally acclaimed Bouroullec brothers.

### **APOSTROPHE – FOOD**

A selection of organic artisanal breads, including wheat free & yeast free varieties such as black olive & herbs and apricot & walnut add diversity, quality and a healthy appeal to Apostrophe's sandwiches. Stand out selections from the 20 strong imaginative menu include Alsace (Reuben's Pastrami, Emmental, Sauerkraut, Mustard, £3.80) and Lyon (Chicken, Creme Fraiche, Sweet Chilli Jam, £3.40).

A eclectic mix of savoury pastries, an innovative range of viennoseries (prices start at £1.00) such as pain au chocolat & pear, organic porridge with a choice of honey or dried fruit (from £1.50) and a tempting array of organic cakes and fruit tarts are always available. A range of fresh soups, salads and yoghurts ensure that Apostrophe has an appeal at all times of the day whether a light snack or a hearty sandwich is needed.

### **APOSTROPHE – DRINK**

All Apostrophe baristi are expertly trained to prepare coffee of the highest quality with a particular emphasis on the Continental-style technique used to froth milk, rarely seen in the UK. Loose leaf, herbal blend and ice teas, organic pear or apple juice, freshly squeezed carrot or orange juice, freshly made smoothies, and the acclaimed hot chocolate complete the impressive drinks output. Both the Apostrophe brand coffee and the loose leaf tea options are available to buy, packaged.

### **APOSTROPHE – TAKE AWAY**

All Apostrophe products are available to take-away and stylish pink packaging ensures that many are bought as gift items. Apostrophe also offers delivery and account facilities to companies, catering for small boardroom meetings up to large conferences.

## APOSTROPHE

75-80 High Holborn  
London  
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Note to editors:

All of Apostrophe's products are available to eat-in or take-away.  
All prices quoted in release are take-away.

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