



The Livebait concept combines stunning customer service and simple design

## **GROUPE CHEZ GÉRARD**

**Jason Danciger - commercial director**

'The best steak frites this side of Paris', is the motto of Chez Gérard, the very French and very established brand from Group Chez Gérard which now has 11 sites. The company's first Livebait concept opened in Waterloo in 1995 offering innovative and eclectic fish dishes and now has seven sites in operation. The company's vision is to be the UK's leading premium branded restaurant operator.

"Today's customers are far more educated and discerning. There's also an element of grazing - people may eat one course in one place and go somewhere else for another. That's why we go to extra lengths to provide something customers might not have seen before, by ensuring each outlet is individual and designed slightly differently. We want to invoke the local experience which is developed by the restaurant manager, so that we don't become a faceless chain - we've all come

across those before!

Quality is at the heart of everything we do, and while there may be more competition, at the end of the day, quality will sort the wheat from the chaff. People will decide where they want to be with their feet.

**PEOPLE I ADMIRE** I admire Terence Conran for his vision and love of the industry and Karen Jones of Punch Taverns for her business focus and people skills.



**High ambitions**  
 Chez Gérard's ultimate target is at least 100 Chez Gérard and Livebait restaurants throughout the UK

Each Chez Gerard restaurant is designed differently to evoke the local experience