

JAMMIE
OLIVER
—
KITCHEN



CONTENTS

3

BRAND
STORY

9

GUESTS

11

MENU

24

BRAND
MATERIALS

25

RESTAURANT
DESIGN

33

UNIFORM

34

MARKETING
SUPPORT

35

JAMIE'S
MESSAGE

JAMIE OLIVER — KITCHEN

**A WORLD OF FLAVOUR FROM THE CHEF WHO'S
TRAVELLED THE GLOBE IN PURSUIT OF GREAT FOOD.
THIS IS THE ULTIMATE JAMIE OLIVER DINING EXPERIENCE.**

Our eclectic all-day menu takes you on a journey through Jamie's food adventures – tuck into the greatest hits from his best-selling cookbooks and award-winning TV shows, and discover what happens when Jamie's global inspiration meets local ingredients. This is modern-casual dining at its best, and is exactly the kind of food that Jamie enjoys with his own family and friends.

“Food is absolutely at the heart of everything I do and this menu is going to get people really, really excited. From coffee to brunch, light lunches to cocktails, and sharing plates to full-on dinners, we're open all day, and we've got something for everyone.”

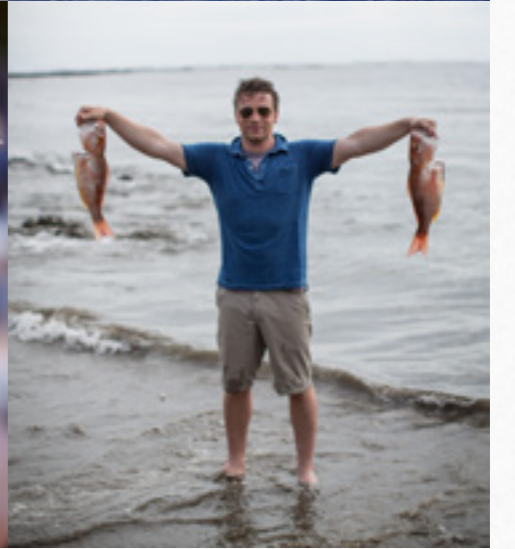
Jamie O





OUR STORY

20 YEARS OF TRAVELLING
ACROSS THE GLOBE WRITING
BEST-SELLING COOKBOOKS,
FILMING AWARD-WINNING
TV SHOWS, AND OPENING
INCREDIBLE RESTAURANTS.





KITCHEN

CELEBRATING THE JOY OF GOOD FOOD AND ITS ABILITY TO BRING PEOPLE TOGETHER. WHATEVER YOU'RE IN THE MOOD FOR, WE HAVE SOMETHING FOR YOU.



MORNINGS

Bright and inviting mornings see the bar stocked with pastries, the baristas in full swing, and our chefs flipping pancakes and cracking eggs. From full-on breakfasts and leisurely brunches to a cup of coffee with a snack, we've got your start to the day covered.



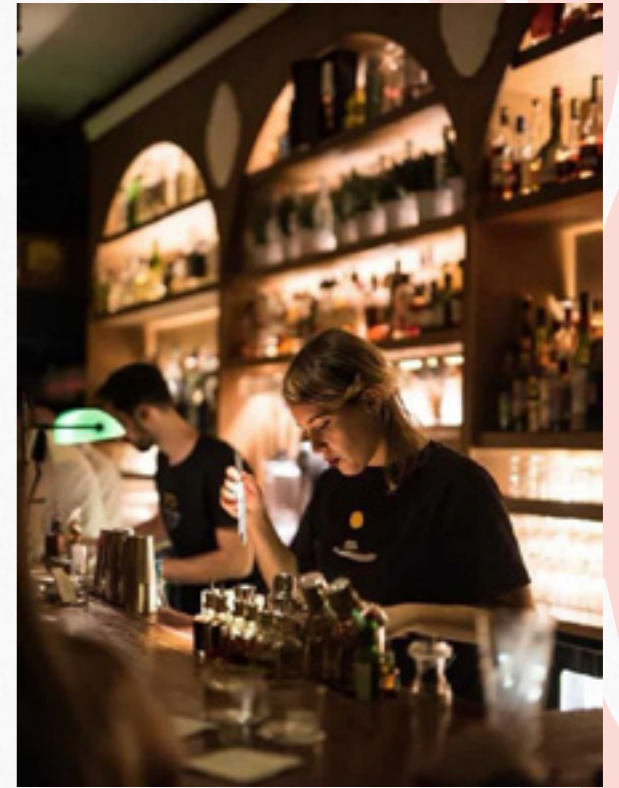
LUNCHTIME

The dining area starts to fill with workers, shoppers, friends and tourists. A steady flow of sharing plates are sent from the kitchen, along with buns, bowls and pizza planks. The bar send out freshly pressed juices, beer and wine and lunch runs late into the afternoon.



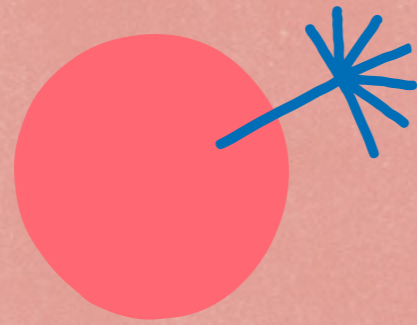
EVENINGS

We lower the lighting, our large sharing tables fill up, and the steady hum of delighted guests fills the air as they vye for the last taco and agree they need another round of sticky mango prawns. Our bartenders shake up locally inspired cocktails and mocktails.



AFTER DARK

Dinner service begins to wind down as the chefs send light bites to the bar and wobbly panna cottas, fudgy brownies and layered sundaes to the dining area. The chatter gets louder, the bar fills up, cocktails and wine continue to flow and the music tempo quickens.



OUR GUESTS

OUR MODERN-CASUAL DINING OFFER ATTRACTS YOUNG PEOPLE, GATHERINGS AND EXPERIENCE SEEKERS. WE ALSO TAP INTO JAMIE'S CORE FANBASE WHO ARE FAMILIAR WITH HIS GREATEST HITS.

TYPICAL GUEST PROFILES

MILLENNIAL PROFESSIONALS (AGE 23-39)

- Well-travelled, independent and embracing of different cuisines and cultures
- Likely to spend more on dining out than older generations, and more willing to treat their friends
- Desire plant-based dishes and premium non-alcoholic drinks
- Enjoy relaxed dining structures, such as grazing and sharing plates
- Impulsive, more likely to walk-in than book in advance
- Heavily influenced by social media, likely to share food photos and engage with brands online
- Value Jamie Oliver Kitchen for:
 - social meetups with friends for lunch, coffee, drinks & dinner
 - celebratory dinners with friends or family
 - weekend breakfasts and brunches
 - somewhere to work remotely and graze during the day
 - fun holiday meals





GEN X PROFESSIONALS (AGE 40-54)

- Long-term fans of Jamie, who are familiar with his recipes and cooking style
- Enjoy creative takes on familiar dishes
- Foodies who are interested in the provenance, quality and health benefits of ingredients
- Seekers of swift service and convenience
- Care about the quality and innovation of alcoholic beverages
- Value Jamie Oliver Kitchen for:
 - the Jamie Oliver experience
 - a pit stop while shopping
 - socialising with friends
 - post-work dinner & drinks
 - the relaxing atmosphere and a sociable backdrop
 - a trusted place to dine on holiday



MENU

OUR ECLECTIC MENU
CELEBRATES JAMIE'S
FAVOURITES FROM HIS
TRAVELS AND PLAYS ON
LOCAL FLAVOURS, TOO.





BREAKFAST & BRUNCH

FROM JAMIE'S ONE-PAN FULL MONTY,
TO SHAKSHUKA OR OVERNIGHT OATS,
ALL WASHED DOWN WITH FRESHLY
BLENDED SMOOTHIES, WE'RE A
BREAKFAST DESTINATION.





SMALL PLATES

**PERFECT FOR SHARING THREE
BETWEEN TWO. JAMIE'S SWEET-CHILLI
SMASHED SALMON FISHCAKES HAVE
TAKEN THE MENU BY STORM AND
OUR CHARGRILLED CHICKEN SATAY
SKEWERS ARE SUPER-MOREISH.**

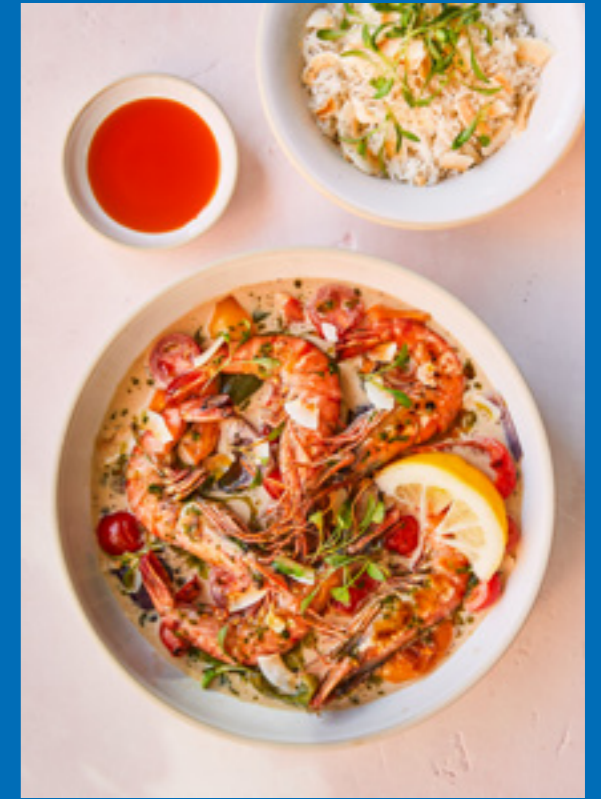




BIG PLATES

HAVE ONE TO YOURSELF, OR SHARE THEM WITH THE WHOLE TABLE, AS JAMIE WOULD. WE CELEBRATE AUTHENTIC ITALIAN PASTAS, RED HOT CURRIES AND LOW AND SLOW COOKED BARBECUE.







PIZZA PLANKS

EASIER TO CUT THAN A CIRCLE,
THEY'RE PERFECT FOR SHARING.
OUR TOPPINGS KNOW NO BOUNDS,
FROM LOADED PEPPERONI TO
DUCK & HOISIN SAUCE.



BOWLS

OUR SALADS ARE ALL ABOUT LAYERS OF TEXTURE AND FLAVOUR. JAMIE'S GADO-GADO IS A BIG HITTER – PUNCHY PEANUT DRESSING, BOILED EGG, CRUNCHY PRAWN CRACKERS AND STACKS OF VIBRANT VEG.





BUNS

WE CELEBRATE BURGERS AND OTHER DELICIOUS FILLED BUNS, LIKE FLUFFY BAO. CENTRE STAGE IS OUR CRAB BURGER WITH GREEN PAPAYA SLAW AND SRIRACHA MAYO IN A CHARCOAL BUN.





DESSERTS

WHEN IT COMES TO SWEET TREATS
WE LIKE TO HAVE FUN. BANOFFEE ICE
CREAM SUNDAE TAKES PRIDE OF PLACE,
CAMELISED BANANAS, ICE CREAM, OUR
SECRET RUM SAUCE AND BANANA BREAD
CRISPS, ALL LAYERED UP IN A GLASS.

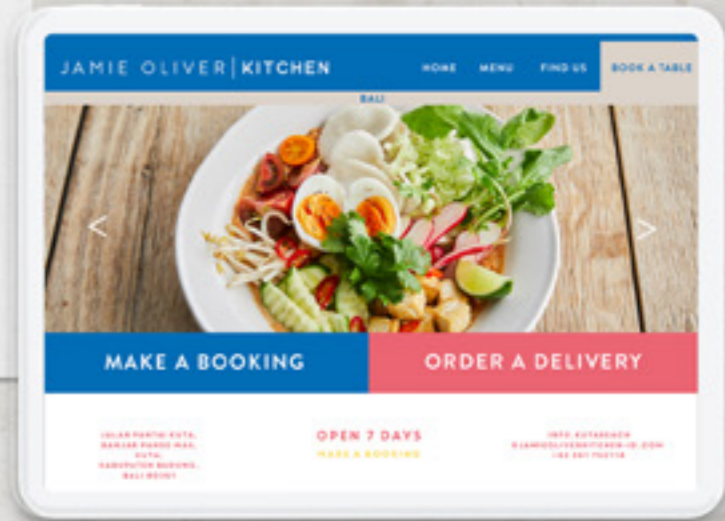




DRINKS

OUR COCKTAILS AND MOCKTAILS ARE INSPIRED BY LOCAL INGREDIENTS, AND WE OFFER BIODYNAMIC AND ORGANIC WINES. OUR OWN-BRAND COFFEE IS 100% ARABICA, SINGLE ORIGIN, AND FAIRTRADE, ROASTED LOCALLY IN SMALL-BATCHES.





DESIGN





THE ULTIMATE TRIBUTE TO JAMIE'S FOOD TRAVELS

Our restaurants adopt local influences and channel the vibes of incredible holiday breakfasts, lazy afternoon coffees and al fresco summer-night suppers with friends. A bright, fresh and welcoming setting is transitioned into a more intimate space as the evening sets in through simple changes to lighting and music. Our relaxed and flexible atmosphere is achieved through combining large sharing tables with smaller, more intimate spaces. At the heart of each site, a feature open kitchen and a buzzing bar bring Jamie's food adventures to life.





TYPICAL FLOOR PLAN

AREAS

Internal BOH: 158m²

Internal FOH: 285m²

Internal total: 443m²

External: 73m²

Overall Total: 516m²

COVERS

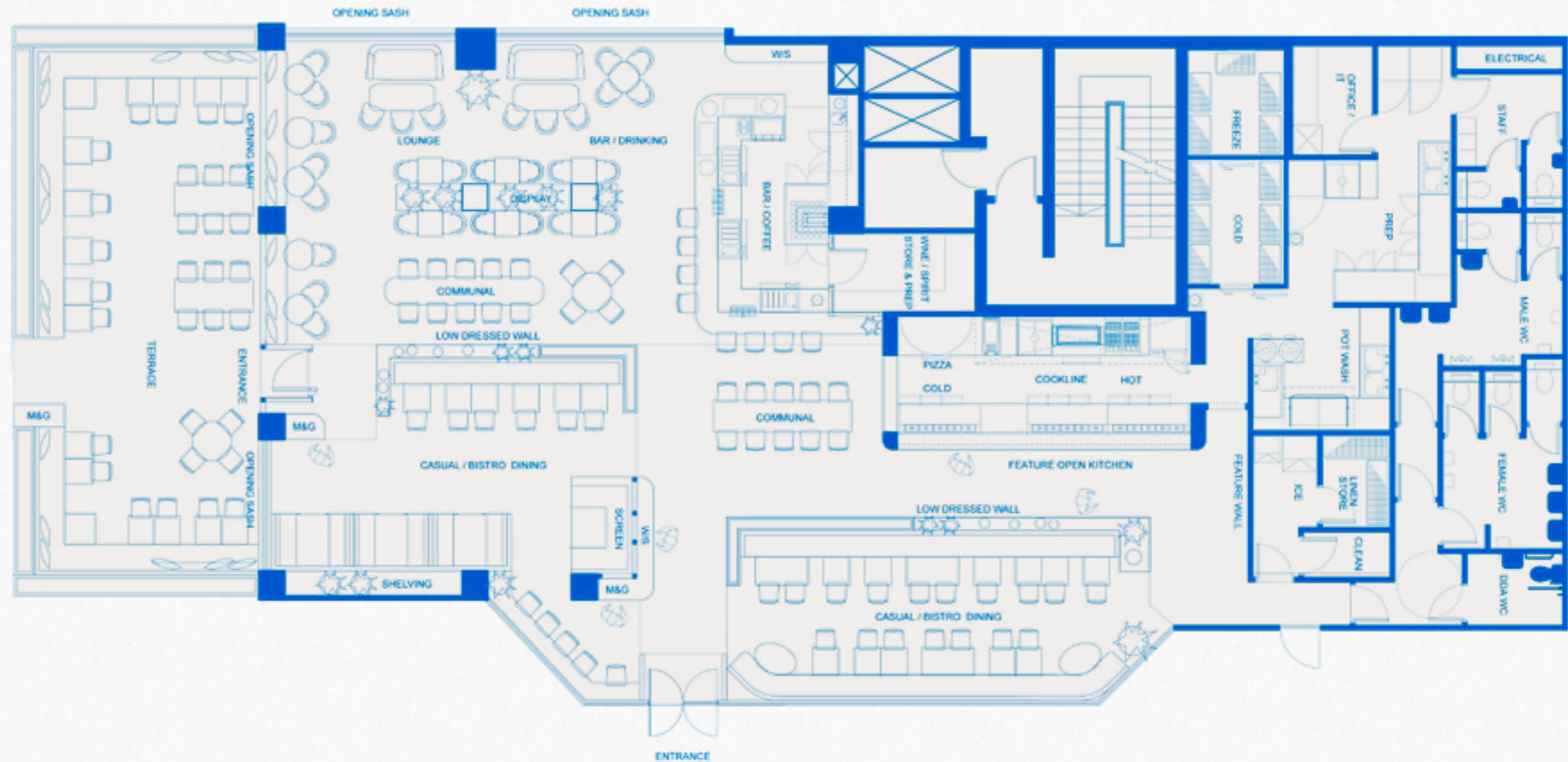
Dining: 82

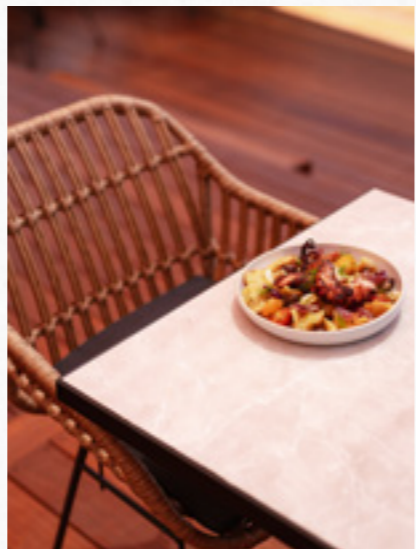
Bar area: 59

Internal total: 141

External: 48

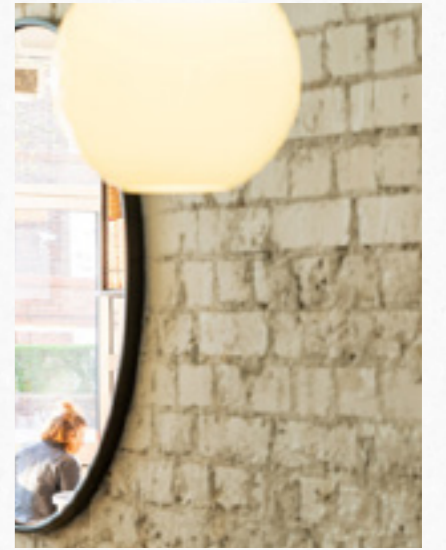
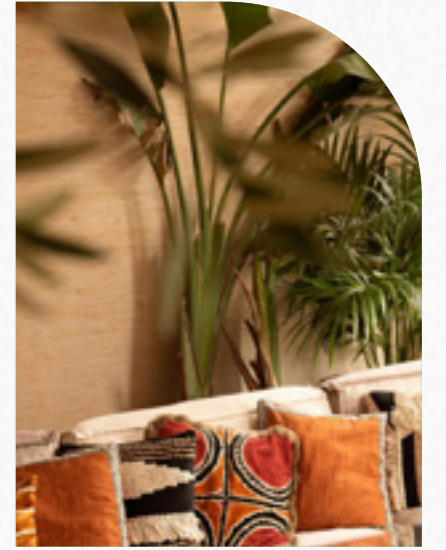
Overall Total: 189

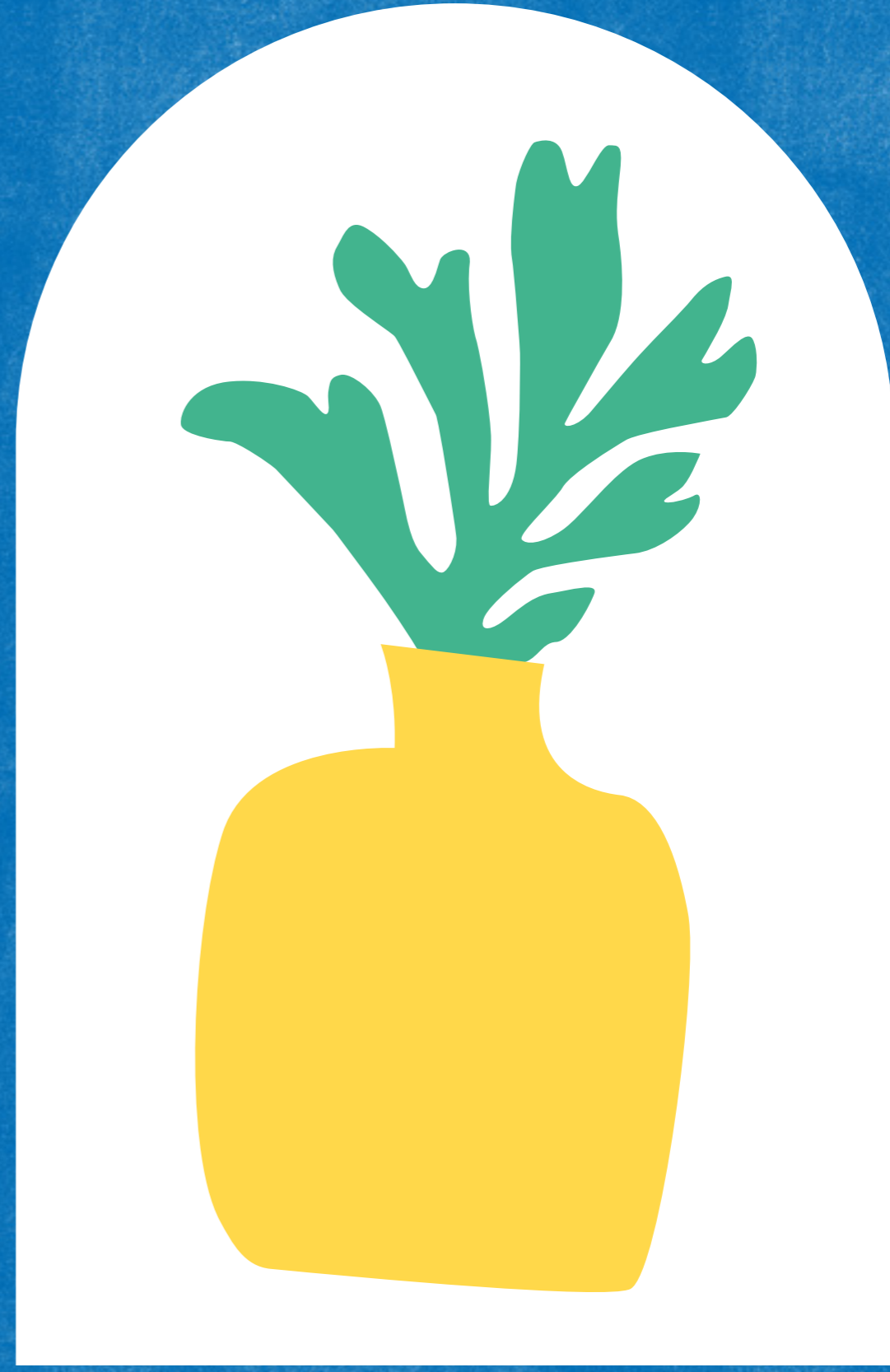




DESIGN ELEMENTS

OUR FRESH, NEUTRAL BACKDROP OF LIGHT TONES, RAW NEUTRAL TIMBERS, WHITE WALLS AND EXPOSED BRICKWORK IS BROUGHT TO LIFE WITH BRIGHT GREEN PLANTS, COLOURFUL SPLASHES OF GRAPHIC ART AND LOCAL LAYERS OF INTEREST.





UNIFORM

FRESH AND MODERN. LIGHT PASTEL TONES, IN KEEPING WITH THE NEUTRAL RESTAURANT DESIGN, ALLOW THE FOOD TO SHINE.

WAITERS & BAR TEAM



MANAGER



CHEFS



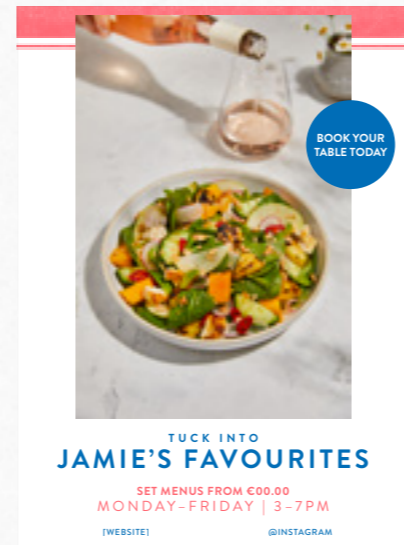
GLOBAL MARKETING & PR

Our marketing team develop and provide campaigns and assets that celebrate both key Jamie Oliver and global cultural moments. They're also on hand to help create and deliver bespoke creative solutions based on your market and needs.

JAMIE OLIVER KITCHEN



TUCK INTO DELICIOUS DISHES FROM *ONE* JAMIE'S NEW COOKBOOK
OUT NOW



BOOK YOUR TABLE TODAY

TUCK INTO JAMIE'S FAVOURITES

SET MENUS FROM €00.00
MONDAY-FRIDAY | 3-7PM

(WEBSITE) @INSTAGRAM

JAMIE OLIVER | KITCHEN

ALL YOU NEED IS LOVE

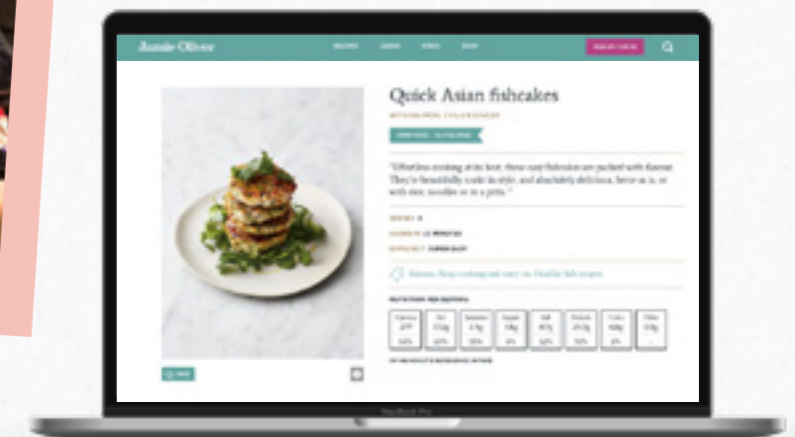
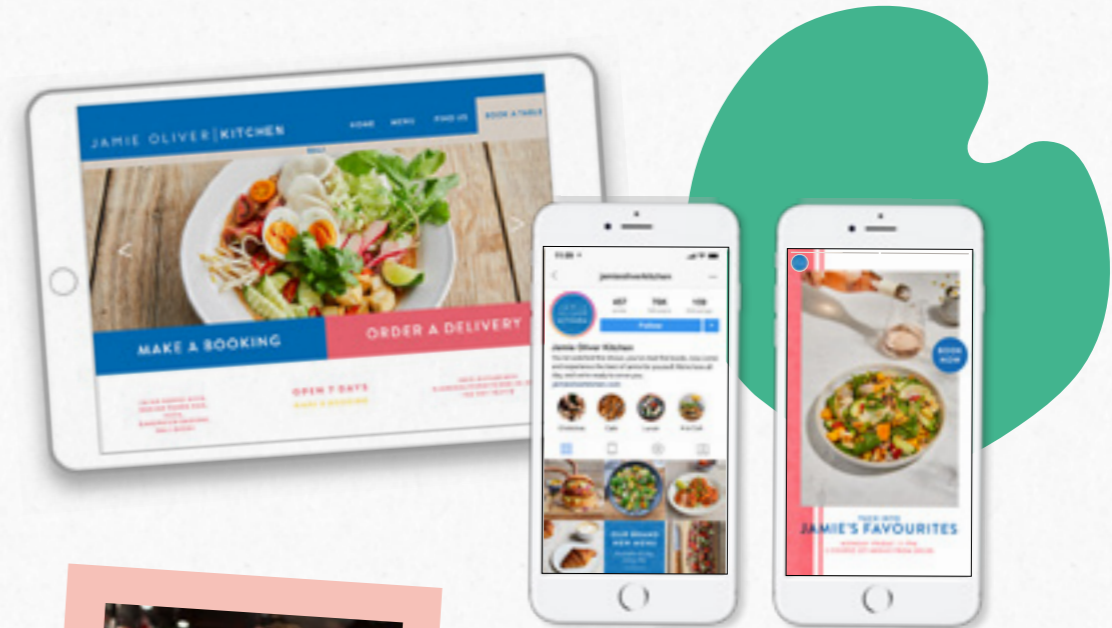
VALENTINE'S DRINK & DINE

€55 FOR TWO
This free-flow beer & wine with one starter, one main dish & one dessert

€25 PER HEAD
This free-flow beer & wine

€35 PER HEAD
This free-flow beer & wine with one main dish

13-16 February from 5pm



- COOKBOOKS • JAMIE'S VIDEO CONTENT • THE RESTAURANT RECIPE DATABASE • PROMOTIONS •
- WEB & SOCIAL MEDIA SUPPORT • CAMPAIGN PHOTOGRAPHY • CULTURAL CELEBRATIONS •



“THESE ARE MY
**GREATEST HITS OF
THE LAST 20 YEARS**

LIVING AND BREATHING IN
YOUR RESTAURANTS.”

|
Jamie



JAMIE OLIVER