

# concession

## NEWS

### UPDATE

## MASSARELLA CATERING DEVELOP 'TEA ROOMS' RESTAURANT CONCEPT FOR GARDEN CENTRES



MASSARELLA CATERING GROUP

Retail catering experts, Massarella, the restaurant provider for 'House of Fraser' have created a new and unique restaurant concept exclusively for garden centres. Their 'Tea Rooms' concept provides the perfect blend of traditional menu choices and ambience to offer garden centres an ideal upgrade to their facilities.

As a result of the unpredictable weather, garden centre catering offers are crucial to the success of garden centres and maintaining footfalls. The restaurants consistently offer a point of difference for garden centres and offer customers a much more desirable reason to visit as oppose to high street or DIY competition.

Therefore, providing the right, well managed, tailored approach to garden centre catering is essential to the business development of each site. Restaurants do however, require very large scale investment and management costs in order to succeed which make it difficult for garden centre owners to improve their proposition.

Massarella are however, offering garden centre owners the opportunity to upgrade their catering facilities with an offer managed by the experts and developed in conjunction with the site owners. Massarella will provide new equipment, fixtures, fittings, furniture and a tailored menu agreed with the owner.



[Click Here to download the presentation](#)

For more information on what Massarella can offer your garden centre, contact us now –  
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