



THE BRAND

BRAND IDENTITY

Las Iguanas have recently undertaken a full brand refresh, working with a leading London agency to develop an updated logo and visual language in keeping with the coming of age of the concept.

The resulting branding is strong and appealing with a unique Latin edge. It draws on the colour palette of the tropics, fresh and homely food, lovingly prepared, and vintage imagery spanning Latin culture from film and music to beach life and the overwhelming vitality of the continent.

THE BRAND

A Fresh Revolution - the menu is bursting with authentically Latin dishes cooked by skilled chefs from fresh ingredients. Crisp salads, moreish tapas and South American classics give Las Iguanas a unique edge.

Authentic, Relaxed and Welcoming - The team at Las Iguanas genuinely love South American culture and spend a lot of time and effort getting it right, from the food, to the cocktails to the interiors. This includes the warm, friendly, embracing service that reflects South American hospitality.

Zesty and Passionate - Las Iguanas is fresh and alive, imbued with all the sensual passion for living of Latin life.

Urban, Chic and Sophisticated - As South America grows in confidence its image becomes increasingly more sophisticated. Las Iguanas reflects this with a focus on the cool, stylish, urban aspects of the culture and design.





THE FOOD

Modern South American food draws on a rich history, fusing South American Indian ingredients with those arriving from Africa and Europe over the centuries. The resulting cuisine is rich in flavour, bursting with spices and textures which sit well with today's global enthusiasm for ethnic flavours.

Mexican, Brazilian, Peruvian, Chilean... the continent inspires the new and the different; the fresh and flavoursome.



THIS IS
iFresh!
LATIN
FOOD



THE FOOD

Our development kitchen at Las Iguanas in Bristol trials new dishes throughout the year ready to make an appearance on our seasonal menu which is refreshed for Spring and Autumn. This continuous development ensures that the menu remains innovative and exciting whilst retaining popular core dishes.

The menu brings together the best Latin dishes, based around unique and delicious home-made sauces and quality ingredients cooked fresh.





GLASGOW





STRATFORD





CAMBRIDGE



ROYAL FESTIVAL HALL



NEWCASTLE





PLYMOUTH



CRIBBS CAUSEWAY

