



*las*  
**IGUANAS**  
EAT LATIN / DRINK LATIN

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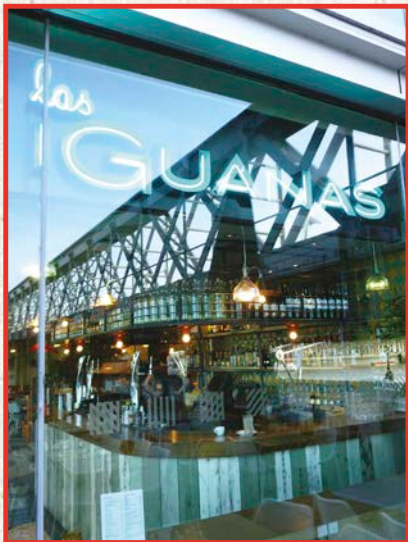
## EAT LATIN / DRINK LATIN

Las Iguanas is the UK's original and most successful Latin American restaurant operator. With this market booming in the UK and beyond, Las Iguanas continues to lead the way in contemporary Latin food, vibrant, evocative environments and superb hospitality.

Launched in 1991, Las Iguanas now has restaurants across the UK, serving up fresh South American food in iconic London tourist spots, lively leisure hubs, shopping malls, high streets and local neighbourhood eateries alike.

The mission is to Live Latin Life; to offer guests the experience of being somewhere else, somewhere better, somewhere distinctly Latin American.





# 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

## BRAND PRINT

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.



Latin soul



# AUTHENTICITY & DISCOVERY

The Las Iguanas team works hard to ensure that the brand continues to encapsulate the multi-dimensional appeal of South America. Key items are imported to add authenticity to the brand, from Las Iguanas' own cachaça to artisan terracotta serveware or small items of furniture from boutique designers.

The team have close ties with South America including friends, suppliers, charities and organisations. Regular visits serve to keep enhancing the brand and the authenticity Las Iguanas can deliver in both the food and beverage and the environment.

In Summer 2012 Las Iguanas played host the Rio Convention and Visitors Bureau and RioTur, hosting their hospitality ahead of the 2016 Rio Olympics.

The Rio Olympics will offer us a fantastic opportunity to showcase what we do while the eyes of the world are on Brazil and we are working closely with our Rio contacts to maximise the impact of this global event.

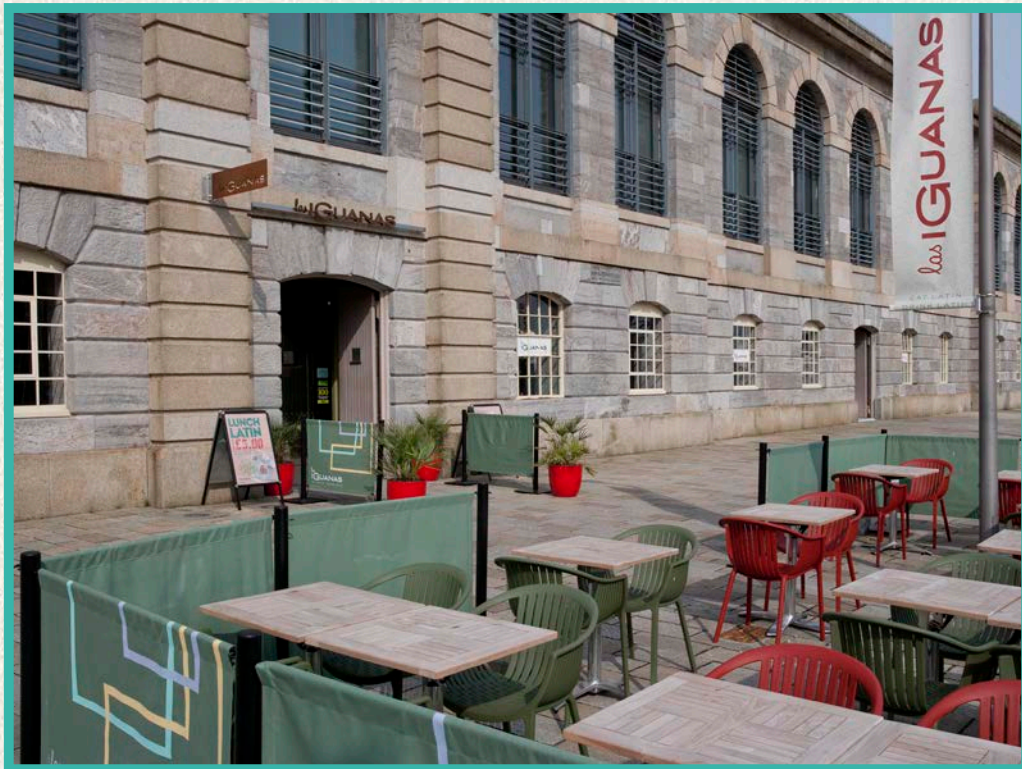


# LOCATIONS

Las Iguanas has a flexible all-day offer from morning coffee and churros, through tapas and light lunches to a la carte and cocktails. The brand operates successfully in all environments, including

- BELOW OFFICES AND RESIDENTIAL DEVELOPMENTS  
i.e London Southbank Centre, Plymouth Royal William Yard
- IN LISTED BUILDINGS  
i.e Newcastle Grey Street, Derby Friar Gate
- HIGH STREETS  
i.e Edinburgh George Street, Exeter Queen Street
- SHOPPING CENTRES  
i.e London Westfield Stratford, Manchester The Trafford Centre
- LEISURE CLUSTERS  
i.e Bristol Cribbs Causeway, Cardiff Mermaid Quay

Las Iguanas currently operate 38 restaurants in a breadth of locations across the UK. Recent developments include Regents Court in Leamington Spa and Edinburgh's historic George Street, home to prestigious shopping and dining in the City Centre.



ROYAL WILLIAM YARD - PLYMOUTH



# INTERIOR DESIGN

Working with carefully selected teams of top UK architects and designers we have created a range of interior styles. All capture the spirit of Las Iguanas but can be customised to suit individual locations.

Every detail is approved by the Las Iguanas team, from the profile of a kitchen pass or banquette seating to finishes and custom fittings.

## HIGH END

Sophisticated Latin; Mid Century Brasilia styling with the finest detailing and slick finishes.

## URBAN COOL

Bright and funky with a retro vibe and a myriad of textures.

## SHABBY CHIC

Relaxed beach styling

# HIGH END



Stratford



Cambridge





# URBAN COOL



Kingston



# SHABBY CHIC



Cribbs Causeway



Plymouth



Mermaid Quays

# 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  
**fresh!**  
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.



The bar is renowned for high quality classic Latin cocktails and mocktails, along with a carefully chosen range of South American wines and beers. Las Iguanas is the only restaurant brand to distil its own award winning cachaça, the spirit of Brazil, from sugar cane grown on the Magnifica plantation near Rio. This is used for the signature caipirinha cocktail.

# Guest TYPES

The brand has wide appeal. Our core demographic is 23-35 with a female bias however the flexibility of the offer attracts guests of all ages and types including:

**FAMILY** - the menu appeals to all ages and tastes, perfect for family gatherings. The Children's menu means that younger family members are well looked after

**REGULARS** - great hospitality and training means we make sure to recognise regular guests and make their visits extra special as they are our best advertisement

**COUPLES** - the rich environment allows for quiet, secluded tables for those looking for a more romantic dinner

**LUNCH** - lighter bites and tapas are available through the day for those looking for a quick lunch

**PARTIES** - the perfect venue for friends to meet and celebrate with sharing-style food in a warm environment

**FASTRACK** - fresh food cooked quickly; for those in a hurry many dishes are suitable for the guest who needs to be somewhere else or back in the office

**GRAZERS** - uninterrupted lounging for those rich in leisure time with a choice of tasty tapas throughout the day

**BAR VISITORS** - a relaxing bar space for guests to enjoy a drink and tapas dishes when they don't need a formal meal

# AWARDS



## Restaurant & Bar Design Awards

Shortlisted



INVESTORS  
IN PEOPLE

Gold

Sunday Times, 100 Best Companies to Work For 2015 & 2013

Investors in People Gold Standard

Investors in People Awards 2014 - Excellence in Reward & Recognition

R200 Awards 2014 - Best Restaurant Drinks Offering

Best Multiple Restaurant Design (Wembley)  
Casual Dining Awards 2014 - Finalist

Cooldest Big Brand - CGA Peach Icon Awards 2013

Best Multiple Restaurant Design (Kingston) -  
Restaurant and Bar Design Awards 2013 - Shortlist

Best management team BVCA British Venture  
Capital Association 2013 - Nominated

Best Design- Gold Award Commended (Westfield Stratford)  
British Council of Shopping Centres 2012

Best Design in a Retail Space (Westfield Stratford) -  
Restaurant and Bar Design Awards 2012 - Shortlist

The Sunday Times Buyout Track 100 2011

Group Restaurateur - Caterer and Hotelkeeper 'Cateys' 2009