Beat: Lifestyle

Parisian Restaurant UN DES SENS Responding to Increasing BUSINESS Demand

Offering FIVE Formulas to Businesses

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USPA NEWS - At Breakfast, Lunch and Supper tens of millions of French People decide to gather round a Table at the same time in order to share a Meal. For Foreigners, it is like something from outer space. French Eating Habits are indeed very singular. Meals play a large part in organising Social Life, this Major Collective Ritual is specific to France....

At Breakfast, Lunch and Supper tens of millions of French People decide to gather round a Table at the same time in order to share a Meal. For Foreigners, it is like something from outer space. French Eating Habits are indeed very singular. Meals play a large part in organising Social Life, this Major Collective Ritual is specific to France. But this is not the only Unusual Feature of Meals in France, People here also spend more Time eating than their Fellow Europeans. Americans take a radically different approach. There is nothing sacred about Meals : Everyone eats at their own speed, depending on their Appetite, Outside Constraints and Timetable. The British are very keen on Snacking too.

In France Meals are one of the Best Bits of the Day. Eating procures almost as much Pleasure as Reading or Listening to Music. Eating alone, at Work or at Home, is often seen as a Trial. Social Practice varies so much from one Community to another because Food is so much more than just a Functional Activity : it is loaded with Cultural Values, Symbols and Identities. French have a Culinary Conception of Food, putting the emphasis on Flavour and Pleasure. In the US Food is regarded as an Individual Concern, it is an individualistic, contract-based Model. In France, on the contrary, Food is a Collective Concern, almost a form of Communion : the idea of sharing is a key Part of the Meal.... What counts most of all is Conviviality.

Because it requires Guests to conform to a large number of Standards the French Gastronomic Meal, which was added to the Unesco World Heritage list in 2010, seems somewhat out of sync with the Trend towards greater Individualisation. Despite changes, the French Meal still plays a Key Part in People's Lives and Imagination. Regardless of the spread of fast-food Outlets, the upheaval in the World of Work and the Emergence of a Youth Culture, the French still eat their three Meals a Day at a set Time and attach great importance to Conviviality, Pleasure and Sharing. French Eating Habits have proved sufficiently robust to survive, even at McDonald's. One of the Reasons for the solidity of these Customs is that they are firmly rooted in the Past.

There are currently four Trends in the French food market : Health and balance, Traceability and Ethics, Quality and Value for Money. For most Tourists passing through Paris, however, the day-to-day Meal falls along the curve of the typical Parisian bistro-brasserie-café-wine bar. But what is the difference ?... Every Frenchman/Frenchwoman has an opinion, and every Opinion is slightly different. Bistros likely developed out of the Basement Kitchens of Parisian Apartments where Tenants paid for both Room and Board. Landlords could supplement their Income by opening their Kitchen to the paying Public. Menus were built around Foods that were simple, could be prepared in quantity and would keep over time. Wine and Coffee were also served.... Today, Bistros are mostly still part of the Hospitality Industry.

"Un Des Sens" is a Neo-Bistrot at Boulevard Hausmann (Paris), chic Parisian Business Area. This Restaurant opened in 2016, after the opening of a first one "Le Moderne" in 2013, offering "Semi-Gastronomique" Menus. Georges Abi Aad is the Owner, born in France with Lebanese Origin, he felt in love with the World of Restoration / Hospitality. The Restaurant was entirely refurbished with a Modern Look created by his Mother and financed by his Father. This Young Entrepreneur created his First Company in 2011 and Two Years later, bought "Le Moderne". In 2016, he created A3 Holding and opened "Un Des Sens" with Business Partners Anne-Sophie Morin & Chef Cyril Boulet. In 2017, he opened, next to "Un Des Sens" , "l'Annexe", a Fast-Food Restaurant offering also Take Away Food.

All the Qualities describing the French Gastronomic History in this Article, are represented in "Un Des Sens" : Health & Balance, Traceability & Ethics, Quality & Value for Money, Conviviability & Sharing, Collective Ritual & Pleasure, Traditional Gastronomy. This Restaurant offers Gourmet Breakfast, Lunch, After Work.

Anyway, The Owner Georges Abi Aad is trying with a Strategic Marketing to offer Five Formulas through his Three Restaurants :
* Formula 1 : Meals in Restaurant
* Formula 2 : Meals to Go created by the Chef

* Formula 3 : Catering for Office Lunch
* Formula 4 : Gourmet Breakfast
* Formula 5 : After Work

Source about "Un des Sens" - Visit of the Restaurant itself

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