



Café LE CORDON BLEU®

STUDENT'S CREATION COMPETITION



OUR STORY

Every day our Café showcases a range of artisan breads, the finest French pâtisseries, viennoiseries, gourmet sandwiches as well as daily specials - which makes it the ideal place for breakfast, brunch or lunch.

Working alongside our creative Chefs, the Café creates the most exceptional array of culinary delights with a menu inspired by the changing seasons. Using only the finest ingredients, we offer a range of freshly made artisan breads baked on site, accompanied by a delicious and unique range of viennoiseries, entremets, salads and gourmet sandwiches. Lunchtime also offers a variety of warming soups and chef's daily specials, all of which are made using traditional French techniques and seasonal ingredients.

Our viennoiserie and pâtisserie selection is among the best in London, with a variety of light and tempting croissants, pains au chocolat, pains aux raisins, macarons, cakes and tartelettes which make for the perfect partner to a comforting ground bean coffee, breakfast smoothie or a revitalising juice.

The boulangerie is open all day, serving the freshest artisan breads; including the classic French baguette, petits pains, sourdough bread and a 5 grain loaf.

At Café Le Cordon Bleu, we acknowledge that breakfast is the most important meal of the day, and have introduced a range of porridge, freshly made baguettes with scrambled eggs and bacon or salmon and the traditional Pain Perdu.

The drinks menu includes a bespoke range of locally produced Camden Town Brewery ales and wines that have been carefully selected by our Wine Development Manager and Lecturer of our Diploma in Wine, Gastronomy and Management, which can be enjoyed with a lunch, such as a 'ham and Gruyère buckwheat crêpe' or with an evening appetiser.



Cafe LE CORDON BLEU®

WHERE YOU'D BE FEATURED

60k
Instagram followers

38k
Facebook followers

9,5k
Twitter followers

+

Website, digital, social, offline advertisements
and newsletter



BRIEF

From July to August get ready to get creative in your kitchen! We want you to create the perfect dish to add to the Cafe Le Cordon Bleu menu this September.

We'll be looking for something innovative, using classic techniques and seasonal ingredients. Look at what's on offer in the cafe already to inspire you, and don't be afraid to experiment. The dish can be sweet or savoury, but don't make it overcomplicated - remember this will have to be freshly made each day to serve in the cafe!



POSTING GUIDELINES

CLOSE-UPS + MINIMAL STYLING

- Share the steps of the creatives process on social media and tag us to be shared on ours
- Move around to find the best light source. Don't feel confined to taking photos in your kitchen.
- Try taking photos from multiple angles.
- Write Instagram captions that inspire and sell your product to get our Café Le Cordon Bleu chefs to choose your creation





THANKS FOR BEING PART OF LE CORDON BLEU NETWORK

QUESTIONS?

Email us at london@cordobleu.edu