

The image shows a bustling, modern restaurant interior. In the foreground, a man in a blue shirt is looking down at something in his hands. Behind him, a long bar is filled with various bottles and glasses. Many other patrons are visible in the background, some standing and some sitting. The ceiling is high and features a large, circular, dark-colored structure. There are signs for "FLAT IRON WORKSHOP" and "PASTORCITO" on the walls. The overall atmosphere is lively and contemporary.

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Aver Insight
Arcade Food Theatre, London
July 19 2019

Overview

- A unique all-day food and drink concept
- Officially opens on Monday, July 22
- 12,500 sq ft including first floor mezzanine and basement bar
- Located on the ground floor of the iconic Centre Point on Tottenham Court Road



The concept

"It's all about the theatre of food – the sights, the sounds, the feel, the taste."

Thierry Brocher,
Director of Operations

- A place for top culinary talent to experiment and thrive
- A day-to-night environment elevated through music, art and design



The layout

- Split across three floors, with six independent kitchens, three bars, a coffee and bakery counter, and an outdoor terrace
- Elements unique to this food 'theatre' include an incubation-focussed mezzanine and a dedicated seating counter for each operator



The operators



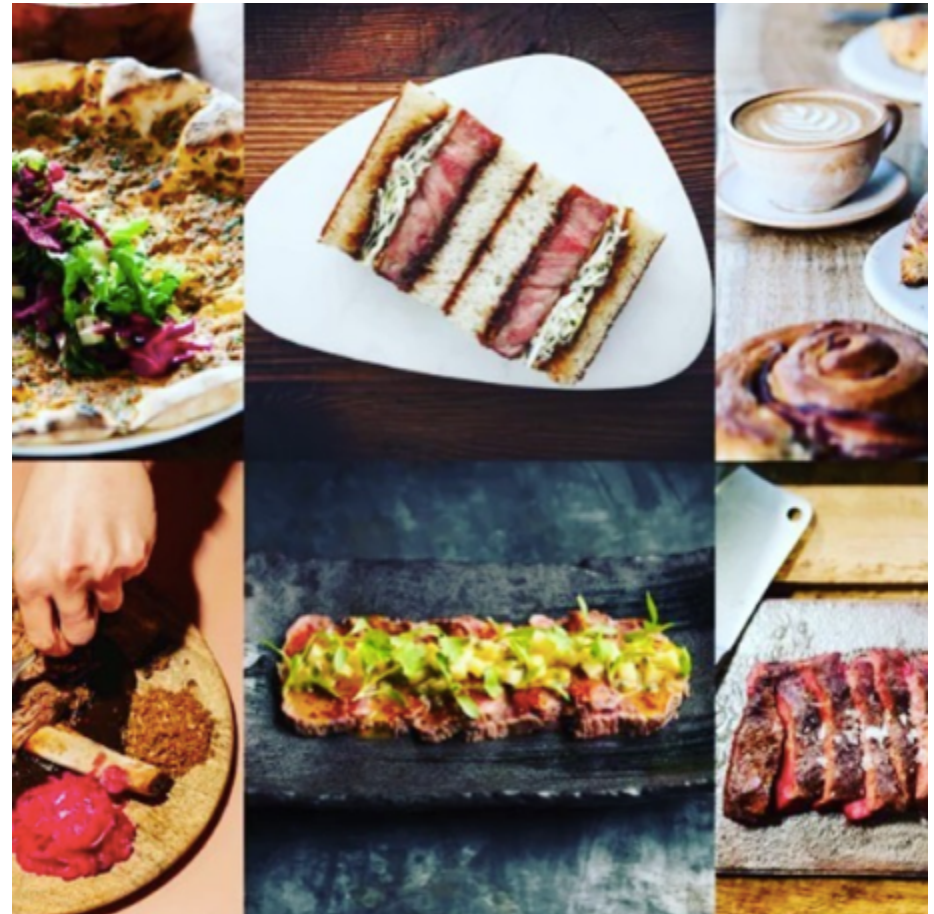
The offer

- A range of established food and beverage operators, all charged with providing new concepts or items unique to Arcade
- All-day dining and drinking
- Feature DJ sets on Thursdays, Fridays and Saturdays
- Art installations from internationally-renowned galleries



Starting on a high note

- The selection of brands come with big reputations
- More of a focus on allowing well-known operators to trial new concepts and menus than incubating new brands
- The mezzanine is said to be “incubation-focussed”, but starts with the acclaimed Tou by TaTa Eatery and their famous sandwich concept



Coverage in the press

Arcade Food Theatre celebrates its opening with a 50% off food soft launch

HOTDINNERS

Arcade Food Theatre at Centre Point: Inside Europe's biggest food hall

ES.

Arcade Food Theatre to launch 12,500 sq ft debut site

Property Week

THE CATERER 

Lina Stores completes food line-up at London's Centre Point

EATER
LONDON

New Food 'Theatre' Brings a Handful of the City's Hottest Restaurants to Central London

Conclusions

- Theatrical dining is a growing trend
- While not alone in the 'food hall' market, Arcade Food Theatre offers something different:
 - Range of food operators that are already well-known in London
 - Focus on experienced brands trialling new ideas, whilst competitors are seemingly focussed on incubation
 - Counter seating provides a personal connection to the brands, providing an intimate experience inside an immense venue
- Interesting concept in an increasingly crowded marketplace

The background is a collage of various images: a close-up of several sharp, yellow cheese wedges on the left; a top-down view of several red, oval-shaped pills on a red surface in the upper middle; a close-up of a glass jar containing a white cream with a yellow flower on top in the lower middle; and a close-up of a red, textured object, possibly a chili pepper or a piece of coral, on the right. The collage is divided into sections by solid color blocks of blue, yellow, and red.

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