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## **Tragus continues its expansion, opening nine new restaurants in Center Parcs**

Tragus Group Limited (Tragus), one of the largest mid-market restaurant chain operators in the UK, is pleased to announce an agreement in principle with Center Parcs to operate nine restaurants across the UK.

Center Parcs operates four villages in the UK, each set in a forest environment, typically 400 acres in size. Located at Elveden Forest, Longleat Forest, Sherwood Forest and Whinell Forest, the villages provide high quality accommodation in fully equipped villas, apartments and lodges. Each village offers an extensive range of sports and leisure activities plus numerous restaurants, bars and retail outlets.

Tragus has agreed in principle with Center Parcs that it will operate nine restaurants across the four villages which currently trade under the names Chez Pierre, Lucianos and the Hugos operation at Longleat. Tragus will initially operate these restaurants under their existing names until they are transferred following investment into one of the Tragus brands of Café Rouge, Bella Italia, Strada and Ortega.

Tragus, acquired by Blackstone Group Limited in December 2006, has a fast-growing portfolio of casual dining restaurant brands throughout Britain. The Group's management believes the move into Center Parcs will enhance the overall unique Center Parcs experience.

Graham Turner, CEO of Tragus, said: "As part of our ongoing restaurant opening programme, we are delighted to be expanding into the Center Parcs villages. This move demonstrates the strength of our brands and highlights the broad appeal of the restaurants in our portfolio."

### **Enquiries**

#### **Tragus**

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### **Notes to Editors**

Tragus Limited (Tragus) is one of the largest mid-market restaurant chain operators in the UK, with over 240 sites across the country serving over 16 million meals every year. Tragus operates primarily under the Café Rouge, Bella Italia and Strada formats in the UK.  
[www.tragusgroup.com](http://www.tragusgroup.com)

**Café Rouge (94 sites), [www.caferouge.co.uk](http://www.caferouge.co.uk)**

Café Rouge is the UK's only established national French restaurant brand, with sites designed to provide the look and feel of a classic Parisian bistro and a menu that includes steak frites, moules and tarte tatin. Café Rouge is predominantly a high street brand but it also operates successfully within a retail and concessionary environment.

**Bella Italia (71 sites), [www.bellaitalia.co.uk](http://www.bellaitalia.co.uk)**

Bella Italia is an all-day Italian trattoria with a rustic ambience. Its restaurants are in prime locations predominantly on the high street but it also operates from leisure park sites. In addition to classic pizzas and pasta its broad menu also includes a range of grill, main courses, sandwiches and salads.

**Strada Group (58 Sites), [www.strada.co.uk](http://www.strada.co.uk), [www.belgo-restaurants.com](http://www.belgo-restaurants.com)**

Strada (53) is a group of contemporary Italian restaurants located on the high street serving good quality, simple, freshly prepared dishes using the finest seasonal produce available. The menu offers hand stretched pizzas, fresh pastas, risotto and grilled meat and fish dishes. Belgo and Bierodrome (5) offer traditional Belgian food accompanied by the widest selection of Belgian beers in funky surroundings.

**Ortega (5 sites), [www.ortegatapas.co.uk](http://www.ortegatapas.co.uk)**

Ortega is a tapas bar and cantina with a unique atmosphere that captures all the passion and spirit of eating and drinking in Spain. Ortega offers an extensive and authentic tapas offering along with delicious paellas, steaks and seafood main courses. The bar serves traditional Spanish drinks such as Sangria alongside a selection of wines, lagers and classic cocktails.

**Brasseries (14 sites)**

Tragus also operates 14 brasseries under the brands Amalfi, Oriel, MA Potters and Abbaye.

**Center Parcs**

- Center Parcs is the leader in the UK short break holiday market. It has been operating in the UK market for 20 years and enjoys annual occupancy rates of over 90%. 1.5 million people stay at a Center Parcs village every year. It employs over 6000 people in the UK. There are 53 restaurants and bars across Center Parcs' four villages.
- It owns and operates four Center Parcs Villages in the UK, each with its facilities discreetly hidden in approximately 400 acres of natural woodland:
  - Sherwood Forest, Nottinghamshire
  - Elveden Forest, Suffolk
  - Longleat Forest, Wiltshire
  - Whinfell Forest, Cumbria
- The Center Parcs concept is to provide a range of exceptional leisure facilities, set amidst the surrounding forest environment which is both protected and enhanced. This concept originated in Holland in 1967 and has been developed during the company's 36 years of operation in northern Europe. Center Parcs is now a separate entity in the UK, owned by The Blackstone Group.