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Tragus launches new British restaurant concept

Tragus Group Limited (Tragus), one of the largest mid-market restaurant chain operators in the UK, is pleased to announce the launch of a new British dining concept for its site at Heathrow Terminal 5. The new Huxleys Bar & Kitchen will form part of the BAA Terminal 5 project, scheduled to open in March 2008.

Huxleys Bar and Kitchen is the exciting new Great British Food concept taking traditional British food back to its roots, offering good quality food with a high standard of basic ingredients and great flavours.

From kedgeree and kiln smoked Scottish salmon to steak and kidney pudding, ploughman's lunch, classic sandwiches and grilled steaks there is something for everyone. Not forgetting, of course, great British puddings such as syrup sponge and spotted dick, the Great British breakfast and afternoon tea.

The bar offers a full range of wines from across the world in addition to a classic selection of beers, ales and spirits.

All this, set in a contemporary bar and restaurant atmosphere with artwork representative of British iconic design, appealing to anglophiles and travellers from around the world.'

Graham Turner, CEO of Tragus, said: "Huxleys Bar & Kitchen is an exciting new British concept designed to appeal to all Anglophiles in an international environment. It will allow customers a wide range of British favourites, from the traditional Great British breakfast to syrup sponge pudding. We are delighted to be able to showcase our new brand at this prestigious development."

Catherine Peachey, BAA's Head of Category for Food and Beverage said: "We are pleased to announce that Tragus has chosen to launch their new British dining concept at Heathrow's new Terminal 5. Huxleys Bar and Kitchen will be adding to the vast array of exciting restaurants offering innovative food concepts to passengers travelling through the terminal next year."

BAA's Heathrow Terminal 5 is a £4.3 billion development - one of Europe's largest construction projects and expected to cater for around 30 million passengers annually. Other restaurants that have signed to the Terminal include Gordon Ramsey, Giraffe and Wagamama.

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Notes to Editors

Tragus Group 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

Café Rouge (94 sites), 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 (72 sites), 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 (57 Sites), www.strada.co.uk, www.belgo-restaurants.com

Strada (52) 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

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 (13 sites)

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

Blackstone Group Limited

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