

# BURR & Co



CONCEPT DEVELOPMENT  
MENU DEVELOPMENT  
BRANDING  
Edinburgh, London - 2016



Uniforms



INSIGHT HOSPITALITY

## CONCEPTS DEVELOPMENT

---

Insight Hospitality, were approached by Starwood Capital following their purchase of Principal Hayley hotels. Following discussions, a 10 hotel agreement was put into place, the brief was to assist on re-design of all food and beverage outlets within the 10 hotels. Working with Principle Hotel Company, the team were asked to develop an all day cafe in the InterContinental Edinburgh, The George– Burr & Co was the first new brand developed for Principal Hayley.

The team designed the look and feel for Burr & Co, based on Edinburgh's George Street to have a cosy yet lively vibe, nestled within this historic hotel.

Insight Hospitality then rolled this concept out into other Starwood Capital properties.

## MENU DEVELOPMENT

---

The team wanted to ensure that the coffee beans used were supplied by the white labelled Bran by Caravan Coffee, Kings Cross. Caravan Coffee's sourcing principles are simple: economic freedom for all, environmental stewardship, and the pursuit of mighty fine coffee. Additionally, Insight Hospitality developed a full cafe pastry and viennoiserie range.

## BRANDING

---

Plus Agency, developed Burr brand strategy and brand identity. The concept is an easy-going coffeehouse serving its own unique and distinctive Burr & Co. branded coffee c/o Caravan Coffee Roasters, alongside breakfasts, sandwiches, salads, snacks and a wider selection of drinks including glasses of wine and beer.'

Plus Agency took inspiration for the name from the mill that revolutionised the way coffee was ground in the late 1700's – the Burr. The logomark is a graphic representation of the burr mill used in coffee grinders to convert the perfect bean, to the perfect ground and ultimately, a great cup of coffee.



**INSIGHT HOSPITALITY**







# CONTACT US

## LONDON

EMAIL info@insighthospitality.net  
WEB insighthospitality.net  
DES +44 (0)7712 624825  
OLIVIER +44 (0)7595 326461


## DUBAI

EMAIL info@insighthospitality.ae  
WEB insighthospitality.ae  
PRABS +971 (0)58 502 5190

## LATAM

EMAIL melissa@insighthospitality.net  
WEB insighthospitality.co  
MELISSA +57 350 3493 874

 insight.hospitality

 insight-hospitality-llp

