

Lord Mayor of York Shows a 'can can do' attitude for Patisserie Valerie.

Submitted by: Marathana Marketing and PR Ltd
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The Lord Mayor of York Councillor Susan Galloway joined in the OO La La when the renowned Patisserie Valerie opened its doors in Feasegate to a full house!

The opening was part of a rapid expansion for the Company which has already seen thousands of new customers and businesses try its clever combination of early morning breakfasts, delivered catering, wedding cakes and a dazzling array of indulgent offerings.

Last year, two openings took place in Leeds. The new patisserie in York represents the most northerly opening for the Company - and has created 25 new jobs.

Until last year, Patisserie Valerie was a familiar site in London but relatively unknown outside the Capital.

When Saturday arrived, queues began to form from mid morning onwards, coinciding with the official opening by the Lord Mayor and the opportunity for edible indulgence – despite ample seating being available on two floors of the building.

Patisserie Valerie's Chief Executive Officer Paul May said,
"This year the plan has been to open in quality shopping areas outside London – and York fits the bill perfectly. The awareness of Patisserie Valerie was very high however before we even opened.

Customers commented that it was great not have to trek into London to find a Patisserie Valerie, but have one in their own area - and one of our biggest fans turned out to be the Lord Mayor herself. We were delighted to welcome her and all the other customers who joined us.

Some might find this enthusiastic reaction surprising – after all we keep being told that shopping is in decline and that retailers are struggling to find enough customers.

This is not our experience however. In times of recession, people need an affordable treat to cheer themselves up – and when things are going well, they want to celebrate.

We provide a dazzling array of pure indulgence in the form of our delicious cake range, but we do not neglect the basics of breakfasts, lunches etc matched with quick and excellent service. Many business breakfast clubs use our facilities early in the mornings for example.

We provide businesses with a delivered catering service and at the other extreme, decorated wedding cakes.

All of this puts us in a different market place from any other operator. This is why we have been able to add so many new customers in the last year.

We really believe that we are helping to add to the shopping experience and entice shoppers.”

Founded in 1926 by a Belgian - Madame Valerie, Patisserie Valerie has, over the years welcomed many celebrities through its doors where they and others can indulge themselves, whilst watching the world go by.

For more details of why Patisserie Valerie is so popular, go to www.patisserie-valerie.co.uk. To contact the York patisserie, call in at 5, Feasegate York YO1 8SH Tel:

ENDS

Issued by Ray Woods on behalf of Patisserie Valerie Holdings

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