



COMPANY NAME CHANGE FOR SOME OF SOUTH WALES' BEST EATERIES

The company which owns a number of eating venues around Cardiff and the Vale of Glamorgan, including Woods Brasserie, The New Conway, The Old Swan and Farthings of Cowbridge has decided to change its name from ChoiceProduce Ltd to Knife & Fork Food Ltd.

The company is headed up by directors Sharon Noakes, Sean Murphy and Serge Luceau, with Sean & Serge running the business on a day to day basis. Sean is a well known chef, having previously trained and worked with world-renowned chefs in Michelin starred restaurants. Serge Luceau is the Operations Director and has a proven background of running restaurants in France, combined with an excellent knowledge of wines.

Sean Says, "Whenever we mentioned the name, ChoiceProduce, people were unable to link it to a company owning some of the best eateries and pubs in South Wales. We came up with the name Knife & Fork Food Ltd, on an away day so many of our senior staff had a say in the name choice. We feel it is a much better reflection of what our company offers and can naturally encompass other ventures. "

Serge goes on to say, "We are honest about what we are trying to achieve: venues with great food, freshly cooked on the premises, with good wines, and above all a welcoming atmosphere from professional staff, who are knowledgeable and passionate about our offering."

ChoiceProduce has operated since 1999, when it acquired its first site, Woods Brasserie, in Cardiff Bay, formerly of Talbot Green. Woods is now a very well established Cardiff restaurant, renowned for its excellent food and customer service. The Old Swan Inn, in Llantwit Major, was purchased in March 2008. It is the oldest pub in Llantwit and has a very strong local clientele.

The New Conway, Pontcanna, Cardiff, was opened by the company in November 2008 and has recently become the first Cardiff pub to be included in the Michelin Pub Guide. The 3 Farthings operations (Wine bar & Restaurant, Delicatessen & Outside Catering) were acquired in October 2009. The outside catering arm of Farthings is linked with ZEN Event Management, run by Zoe Nelson, to provide a complete package of event management.



ENDS

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Editor's notes;

Knife & Fork Food Ltd (formerly ChoiceProduce) is owned by a group of shareholders of which Sharon Noakes, Sean Murphy and Serge Luceau are the directors. Sean and Serge operate the business on a day to day basis.

www.woods-brasserie.com

www.theconway.co.uk

www.farthingsofcowbridge.co.uk

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