



## KNIFE & FORK FOOD LTD LAUNCHES NEW WEBSITE

The company behind some of South Wales' best eateries, Knife & Fork Food Ltd, has launched a brand new website, [www.knifeandforkfood.co.uk](http://www.knifeandforkfood.co.uk). The company, formerly known as ChoiceProduce, owns Woods Brasserie, The new Conway, The Old Swan Inn, and Knife & Fork Deli and Event Catering. Previously each site had run its own website but the company believed a new corporate website, with individual pages for each site, would be more efficient and professional.

The new website now consists of a general home page, individual pages for each of the sites, contact details, menus and wine lists, special events, and information on the various chefs and managers. A very special additional feature of the website is the 'Ask the Chefs' interactive page with a 'Chef of the Month' feature, a Q & A feature, and an interactive recipe book. Customers can now question the chefs on their recipes and cooking techniques as well as adding their own.

Sean Murphy, Director for Knife & Fork, says, "We were keen to launch a company website rather than continue with individual ones and took inspiration from other restaurant groups. The website now shows off a company which is working together, but which still retains a lot of the individuality which makes each of our sites so unique. The Chef's page is also an interesting feature, showing off the personalities of our chefs, who often get forgotten about."

Knife & Fork worked with WONDER Marketing, who designed and launched the new website.

ENDS

For more information, please contact Caroline Hammond, PR and Marketing Manager, Knife & Fork Food Ltd, 07984 497692, [caroline@knifeandfork.co.uk](mailto:caroline@knifeandfork.co.uk)

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.knifeandforkfood.co.uk](http://www.knifeandforkfood.co.uk)

Woods Brasserie, Cardiff Bay

The Old Swan Inn, Llantwit Major

The new Conway, Pontcanna

Knife & Fork Deli, Cowbridge

Knife & Fork Catering