

Beat: Lifestyle

## **FRIENDS & FAMILY - The REVIVAL Of This EMBLEMATIC BRAND!**

### **NEW ELEGANT AND INNOVATIVE RECIPES**

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**USPA NEWS** - In 1989, Lina Ghosn opened her First Lina's Restaurant in Paris: Concept of the Tailor-Made Sandwich, Create Your Sandwich according to Your Desire with Fresh Products... Another Vision of Fast Food...

In 1989, Lina Ghosn opened her First Lina's Restaurant in Paris: Concept of the Tailor-Made Sandwich, Create Your Sandwich according to Your Desire with Fresh Products... Another Vision of Fast Food...

Nowadays, the Restaurant Chain is developing a Qualitative Offer on the High-End Fast Food Market and has the Goal of responding to "All Desires". The Team is at Your Disposal to surprise you with New Recipes, Flavors from Here and Elsewhere, Original Creations and Sublimated Classics...

Restaurants are located in France mostly, in Lebanon, South Korea, Qatar and Colombia.... While the Economy has impacted Customer Spending in Higher-End Restaurants over the last Few Years, the Love for Creative Food continued to grow at a Rapid Pace. This led to the Growth and Success of Fast Casual and Fast Fine Restaurants.

The Term "Fast Food" elicits Very Specific Expectations: ordering Food Over the Counter, Fast Delivery Time and a Low Price. While this is exactly what Fast Food is meant to be, it's not ticking the Box for Everyone, especially for Health-Conscious Diners.

There is a Growing Demand for Healthier Fast Food where People are willing to wait a Little Longer for the Preparation and fork out a Bit More Money for a Healthier Meal.... The Ordering Experience remains the Same, you place Orders at the Counter, but the wait time is Slightly Longer, usually no more than an Extra Five Minutes. The Biggest Difference lies in the Quality of the Ingredients.

The Local and Seasonal Produce also means that the Menu may change Several Times, providing Chefs with an Opportunity to experiment with New Dishes and giving Customers a Reason to return to try out New Innovations...

Millennials, who are quickly surpassing Baby Boomers as the Generation with the Largest Purchasing Power, are the Major Propellers of New Trends... Fast Casual Dining is reshaping the Experience of Fast Food by serving Meals that can be eaten Quickly and On The Go, while still Keeping Healthy.

Source: Lina's Restaurant @ 17 Bd Malesherbes, 75008 Paris.  
Tasting the New Elegant and Innovative Recipes - In the New Atmosphere  
" Friends & Family" Spirit

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