

Writing samples: marketing copy

As the Events and Marketing manager of Le Café Anglais restaurant and bar, I was responsible for writing and producing promotional content, including a monthly email newsletter.

Sample 1


Extract from the July 2013 newsletter, informing customers of changes to the restaurant layout and menu.

LECAFÉ
ANGLAIS

RESTAURANT ■ CAFÉ AND OYSTER BAR

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BOOK A TABLE



LES HAMBURGERS? AU RESTAURANT? T'ES FOU!

The New Menu Revolution

We're breaking down the barriers between the Oyster Bar and main Restaurant; we're overthrowing the establishment and eschewing all its bureaucracy. Starting from this evening, there's just one menu to choose from - wherever you eat at Le Café Anglais.

Order a Carpetburger wherever you please; tuck into Spiced Quails whilst sat on eau-de-nil banquettes or a bar stool - it's entirely up to you. Choose three courses or simply picnic on old favourites whilst leaving room for some dazzling new arrivals, like Spaghetti Vongole, Raw Hamachi Yellowtail and Roast Shoulder of Suckling Pig with Polenta, Marjoram and Lemon.

The revolution is deliciously close: click below to see a sample menu. The first person to name the characters above and the film they're from when booking a table will win a **bottle of Champagne!**

SEE THE MENU

Sample 2

'7 Days, 7 Excuses' (May 2013) featured online as well as on printed cards on each of the restaurant tables. The cards were intended as a fun way of letting customers know about upcoming events.

7 Days, 7 Excuses to join us at Le Café Anglais

Monday nights are still for drinking: Bring Your Own Bottle, we'll pull your cork and charge you absolutely nothing at all for it.

Tuesday squeals for Suckling Pig. We fire up the rotisseries and roast a piglet packed with porchetta seasoning - fennel, oregano and garlic - before serving with Fried Potatoes and Salad - all for £19.50.

Wednesdays are for oenophiles or the casually curious alike: we open four rather special wines from the list and invite you to taste them at the bar - or at the table - with some little nibbles to help them on their way.

Thursday nights are nothing special, just the original slice of seasonal prix fixe and affordable luxury. The same old a la carte features its usual specialities; the custard, the boudin, and the incomparable roasts.

Friday evenings spell Lobster with Chips (or Rice) and Salad. Have it grilled with a sauce of your choice or try the recipe of the night for a modest £28.50.

On **Saturdays** we do the FT Special, and Rowley's recipes come to life in the Café Anglais kitchen. Not forgetting Brunch in the morning - with everything from Kidneys to Kippers and eggs florentined, scrambled or poached.

On **Sundays**, the best roast lunch in London is served while our brilliant magician mesmerises children and adults alike. Colouring books and a kids' table in the Oyster Bar makes for a marvellous Sunday Lunch.



Not Forgetting - Every night - and every day - free parking in the Whiteley's car park.