



Press Release

09/2016

La Belle Assiette expands into the catering market with 'La Belle Assiette for Business'

Six months after its most recent fundraising, La Belle Assiette is unveiling the next phase of its mission to conquer the online catering market. The start-up is launching 'La Belle Assiette for Business', a service dedicated to businesses by allowing them to create a corporate account. Employees can book all their catering needs (for meetings, events etc.) while account holders control the budget and benefit from a centralised billing system. The service is live in France and will be developed in La Belle Assiette's other markets by mid-2017.

--

La Belle Assiette is launching 'La Belle Assiette for Business', an online tool that allows companies to book their catering needs quickly and easily online. Introducing several features, acquiring the best caterers and their services together - including meal trays, buffets, breakfasts, nibbles and sandwiches - so that all companies can benefit. Business catering is being reinvented by introducing:

- A single, consolidated bill, paid monthly by card or direct debit (the company can book services with many different caterers on the platform)
- A collaborative tool that several employees can use at once, while being managed by the registered account admin
- Streamlined support with a dedicated account manager and a customer service team available seven days a week from 9am to 7pm by email, phone and in app chat

Online platforms have democratised access to thousands of services, and La Belle Assiette is doing the same with the catering market.

Stephen Leguillon, CEO, explains: *"Just like booking.com for hotels, we're offering our clients a single platform for booking fantastic caterers each with their own speciality. La Belle Assiette was initially created for private customers, but today, companies also want to make bookings online. It's about business catering needs (team breakfasts, meeting meals, aperitifs, snacks etc.) and not just meals for individual employees. So we had to build a tool dedicated for our B2B customers, integrating their catering, handling and billing needs. 'La Belle Assiette for Business' is meeting a strong demand for a simple, centralised catering platform from this unique client base."*

With only 1% of catering services digitised in Europe today, La Belle Assiette is making its ambitions in the market clear. After a 'beta' version that impressed prestigious clients such as UBS, Perno-Ricard, Le Bon Coin and even Chanel, the start-up is aiming for monthly double-digit growth for its new B2B business.

For independent caterers who provide their services on La Belle Assiette, this tool will give them access to a whole new market. La Belle Assiette will attract corporate clients who require considerable resources, and so our partners can take advantage of this huge new area of growth.

Link: <http://business.labelleassiette.co.uk/>

Press Contact

Millie Ashbee - millie@labelleassiette.com - 020 3695 6211

About La Belle Assiette

La Belle Assiette is a food start-up that is revolutionising the restaurant industry by bringing tailored dining experiences to you. Customers can simply book online and the chef takes care of the rest, allowing people to host dinner parties effortlessly. Co-founded 3 years ago by Stephen Leguillon & Giorgio Ricco, La Belle Assiette now works with over 250 private chefs nationwide and has served over 10,000 customers so far.