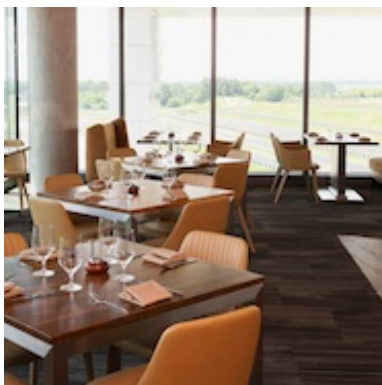


IN-STORE

Porsche introduces branded restaurant to expand consumer experiences

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Porsche's Restaurant 356 in Atlanta

By KAYSORIN

German automaker Porsche is diversifying its offerings with a new fine dining restaurant in its experience center in Atlanta.

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"Restaurant 356" will be incorporated into the automaker's expansive Porsche Experience Center and headquarters, where consumers will be able to dine overlooking a driving track, classic car gallery and performance center. Providing unique experiences that expand on traditional products can help create a cohesive identity for a brand.

"The restaurant allows Porsche the opportunity to engage with consumers in a lifestyle space," said Michelle Juzeszyn-Rainey, manager at **Porsche** Experience Center, Atlanta. "Who doesn't like great food, drinks and service?"

"But the venue also allows us the opportunity to share our brand heritage with our guests and enables them to learn a little about our brand. At 356, we can engage with customers in a more personal and relaxed manner."

Eat up

Restaurant 356 will be located on the second floor of the Porsche Experience Center,

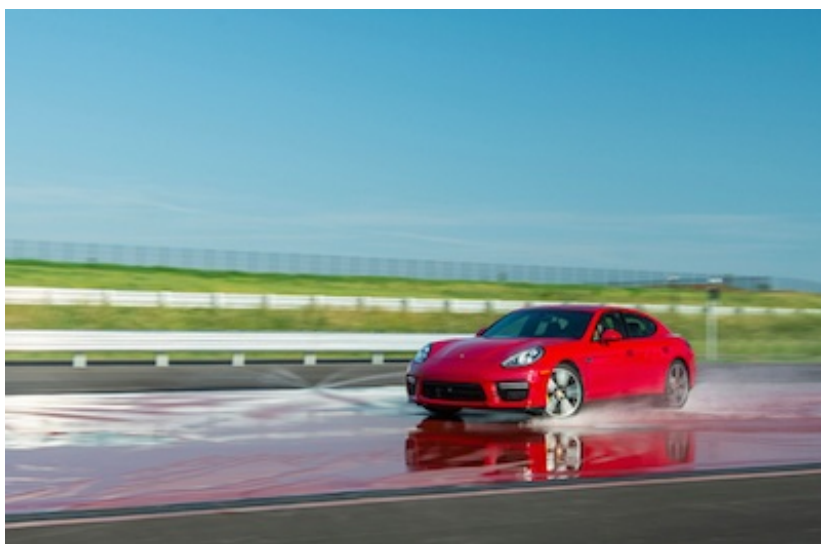
where it will provide diners with panoramic views of Porsche's 1.6 mile driver development track. Auto enthusiasts will likely enjoy this unique opportunity to observe the cars while they eat.



Restaurant 356 will offer global cuisine and a Porsche experience to consumers

In addition to the development track, the restaurant also looks out over the Hartsfield-Jackson Atlanta International Airport. Diners will be able to watch the aircrafts taking off and landing at Runway 826 Right.

The Porsche Experience Center also features a classic car gallery, restoration center, human performance center and driving simulator lab. Diners can visit these attractions before or after their meal.



The restaurant overlooks Porsche's development track

The restaurant will feature a fusion cuisine that combines elements of Polish, French and Southern fare made with locally grown produce. Executive chef Kyle Forson focuses on handcrafted dishes and seasonal ingredients.

Designed to appeal to affluent consumers, the restaurant will offer an extensive wine list with selections from around the world.



The views will likely entice Porsche fans and consumers

Porsche currently offers apparel in addition to its automobiles, so this new restaurant will give consumers an even more comprehensive experience. The unique concept will likely appeal to Porsche fans in Atlanta and those visiting the city.

As consumers are increasingly favoring experiences over products and services, this new venture is a positive addition to Porsche's offerings.



The decor is contemporary and elegant

Dinner is served

While it is still unusual for automakers to offer dining experiences, luxury fashion brands have begun to embrace the trend in recent years.

For example, British fashion house Burberry is expanding its global flagship location on Regent Street with the addition of an exclusive gifting area and an all day café.

The gifting area provides consumers with a range of seasonal gifts and personal gift-wrapping options, while Thomas' Café offers a selection of British cuisine. Expanding the flagship location will help Burberry attract more consumers to the store and encourage them to spend more time there ([see story](#)).

Restaurants provide an excellent opportunity for luxury brands to connect with

consumers.

U.S. lifestyle brand Ralph Lauren continued to round out its culinary offerings with the opening of its first restaurant in New York.

Ralph Lauren's The Polo Bar is housed at 1 East 55th Street, around the corner from the entrance of the brand's new Ralph Lauren Polo flagship on Fifth Avenue. The brand gave fans an early glimpse into the restaurant through a post on social media showing the dining room's interior ([see story](#)).

Porsche's Restaurant 356 will give consumers a chance to interact with the brand in a new way. It may inspire other automakers to venture into the realm of dining in the future.

"We're a company that's driven by passion and innovation, and of course, great engineering," Ms. Juzeszyn-Rainey said. "We're able to share these same attributes with our guests when they dine at 356.

"The passion for what we do shows through in our staff, innovative menus, food, desserts, cocktails and all the careful planning (engineering) that goes into the finer touches to make sure the customer is well cared for. The decor and furnishing selections were carefully designed to reflect the interiors of the 356 model, with rich brown leathers, detailed stitching, the tufting on the seats and the materials used for the tables.

"It's a timeless, contemporary design."

Final Take

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