

RETAIL

Harrods serves up new culinary concepts in Food Hall makeover

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Harrods' newly renovated Roastery and Bake Hall. Image courtesy of Harrods

By STAFF REPORTS

British department store Harrods has unveiled the first phase of the renovation of its Food Halls with the opening of a new Roastery and Bake Hall.

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Dubbed "The Taste Revolution," Harrods' two-year remodel plan marks the first major update to its culinary department in three decades. With its roots as a grocer, Harrods is looking to create food concepts that will make it ready for the future.

Brew and bake

The Roastery and Bake Hall has been returned to its original size and shape from 1925 with help from David Collins Studio. Allowing the architecture of the building to come through, Harrods restored the space's ceiling, cartouches and Carrara marble floors.

New touches were also added, including hand-embroidered leather barstools and a bespoke Porbat coffee roaster in black and brass.

In this area, consumers can watch newly appointed master roaster Bartosz Ciepaj and his team roast and grind beans for Harrods' restaurants and its packaged coffee products.



Harrods' Roastery. Image courtesy of Harrods

The bakery will be home to master baker Lance Gardner and his team, who will make 15 styles of bread along with pastries, cakes and cookies throughout the day, with new baked goods leaving the oven every half hour.

Consumers can enjoy both the coffee and the bakery's creations at an Art Deco-styled Coffee Bar. Staffed by baristas during the day and bartenders at night, consumers can get drinks such as a cappuccino or an espresso martini to pair with their baked goods.

As part of this remodel, Harrods is opening a stand-alone Roast and Bake concept store on Basil Street, which will retail coffee, sandwiches, salads and snacks for on-the-go consumers.



Harrods' Roast and Bake concept store. Image courtesy of Harrods

Led by Alex Downer, director of food and restaurants at Harrods, along with the retailer's 150 in-house chefs, The Taste Revolution will include three more launches in 2018 and 2019.

"The Roastery and Bake Hall forms the first phase of The Taste Revolution and we cannot wait for local foodies to discover what the room has to offer," Mr. Downer said in a statement. "Nowhere else will there be such a combination of skill, creativity, experience, outstanding service and variety of food offered in the beauty of a Grade II-listed environment.

"Harrods has been a pioneer in food retail since 1834," he said. "The investment in the Food Halls is inspired by Harrods' history and its continued commitment to the food industry in London and around the world."

While Harrods has expanded into other categories, food is at the heart of its roots, and it is a source of pride for the retailer.

In 2014, Harrods capitalized on the popular consumer trend of sharing meals with friends on social media by

generating a conversation on Twitter.

The retailer selected seven of its favorite in-house restaurants to feature on its Twitter account during the seven-day, unofficial "Restaurant Week." Harrods often showcases its culinary offerings to highlight that the retailer is much more than a shopping mecca and can be visited as an outing ([see story](#)).

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