

FOOD AND BEVERAGE

Holt Renfrew revamps cafe concept to encourage dwell time

December 14, 2017



The current Holt Cafe at Holt Renfrew Edmonton. Image credit: Holt Renfrew

By STAFF REPORTS

Department store chain Holt Renfrew has entered a culinary partnership to bring experiential dining into five of its locations across Canada.

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Holt Renfrew will work with Chase Hospitality Group, an expert in the development and execution of dining establishments, to open Colette Grand Cafe. The five Colette Grand Cafes, a French-inspired eatery, will replace Holt Renfrew's Holts Cafe in Edmonton, Montreal, Vancouver and the retailer's two Toronto locations.

Cafe concepts

Holt Renfrew's Colette Grand Cafe took inspiration from Colette, a staple of Toronto's upscale dining scene. Commencing in early 2018, the cafe concept will introduce a sophisticated menu and atmosphere for Holt Renfrew shoppers.

Department stores have been encouraging longer dwell times by consumers through the introduction of in-store dining options, elaborate food halls and coffee shops. As in-store traffic continues to dwindle, retailers must reimagine the experiences they offers within their locations.

The Colette Grand Cafe will be found in Holt Renfrew's Edmonton, Montreal, Vancouver stores as well as its Yorkdale and Bloor Street locations in Vancouver.



The current Holt Cafe at Holt Renfrew's Toronto Yorkdale location. Image credit: Holt Renfrew

"Colette Grand Cafe embodies the French-style and is the perfect fit for Holt Renfrew to offer clientele the full luxury experience," said Mario Grauso, president of Holt Renfrew, in a statement.

"Well-known for culinary excellence and creating beautifully designed spaces, we are excited to have Chase Hospitality Group restaurants as a valued partner," he said.

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

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 ([see story](#)).

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