



4 December 2008

**Café Rouge first for consumer choice at
the 2008 Hero and Icon Awards**

Café Rouge, the French restaurant group run by Tragus, picked up the Consumer Choice award at the Peach Network's Hero and Icon awards held in London.

The Hero and Icon awards are organised annually by the Peach Network, the business network for senior executives in the UK eating and drinking out market, with the aim of spotlighting and celebrating the individuals and businesses that are making a real difference.

The Consumer Choice Award was determined by the voice of the consumer. Every year, Peach conducts research among a representative sample of over 2,000 adults, including asking which restaurant, pub and fast food brands they use and, most importantly, how they rate their 'experience'.

The brand with the best consumer experience amongst the 20 most visited concepts was Café Rouge. The runners up were Nandos and Wagamama.

Said Peach Network's Peter Martin: "We all need heroes to look up to and emulate, people and businesses that can inspire with their qualities of creativity, determination, leadership and not to mention, on occasion, daring and style. And that's particularly true in tough times like these."

Full details of the event and winners can be found on The Peach Network website at <http://www.peach-factory.com/news/Peach6973.ink>