

RK



REINHOLD KELLER X POPEYES®

FROM NEW ORLEANS TO NEUCHÂTEL

HOW A DESIGN BRINGS THE SPIRIT OF A CITY TO LIFE

YEAH!



POPEYES

ONE BRAND.

ONE LIFESTYLE.

POPEYES® – A STORY THAT
BEGINS IN NEW ORLEANS

POPEYES® stands for iconic Louisiana Fried Chicken and lived hospitality. Since its **founding in 1972** in the Greater New Orleans area, the brand has come a long way – **from a local insider tip to an international franchise brand.**

The design is heavily influenced by the city of **New Orleans, Louisiana** – hence the name "**NOLA**".

With the design concept NOLA Fusion, Popeyes® brings this cultural energy into the food service industry. The concept represents a modern, distinctive brand experience that combines **tradition and the spirit of the times** – and transfers this spirit into the space.





WHEN VISION

MEETS TRUST

With Neuchâtel, an important foundation was laid for the roll-out of the new NOLA Fusion design. The restaurant is located **in the Maladière football stadium**, home of the Swiss traditional club Neuchâtel Xamax. Just a few minutes' walk from the lake and with its own outdoor access, the location is accessible even outside of center hours – **a real highlight for fans and guests.**



WHEN TEAM SPIRIT AND TRUST DEFINE SUCCESS



The project is backed by **Marché Restaurants Schweiz AG**, the licensee of POPEYES® in Switzerland. The company operates numerous restaurants and focuses on quality, hospitality, and innovative gastronomy concepts.

Together with #TEAMRK, a strong **collaboration in planning, development and project management** was established in Neuchâtel. From the beginning, all parties involved worked closely and solution-oriented.

Through clear communication and short decision-making paths, a smooth process was created – **a true team success.**

Another key success factor was the **long-standing collaboration** with licensee Christian Iff. Since 2018, he has been successfully implementing roll-out projects together with REINHOLD KELLER – including several POPEYES® restaurants, including the first project in the new NOLA Fusion design.



*"With REINHOLD KELLER,
I share a **common understanding
of quality and reliability.**
This is evident in each of our
projects – including the new
NOLA Fusion Design."*

Christian Iff
Head of Concepts QSR
Marché Restaurants Switzerland Ltd.

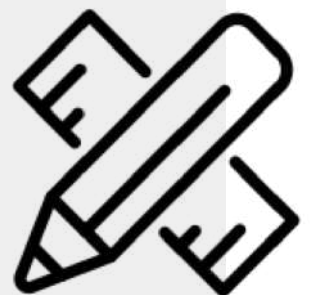


DESIGN THAT BRINGS IDENTITY TO LIFE.

WHERE BRAND VISION IS
TRANSLATED INTO SPACE

A project like POPEYES® Neuchâtel doesn't start with the groundbreaking but already in the **planning phase**. Our design and planning team considers itself a partner that translates brand visions into viable concepts and accurately transfers international design lines to new locations.

The focus was on making the new **NOLA Fusion design** spatially tangible – with clear shapes, harmonious processes, and a sense of space that perfectly combines brand and function.





Our task was to **precisely transfer the design to the area** in Neuchâtel. It was about much more than just implementing a corporate identity: aligning location conditions, operational processes, materials, budget constraints, and guest paths so that **brand identity, function and atmosphere** result in a harmonious overall picture.

A **central design element** that defines the NOLA Fusion concept is the **balance of its color palette**. The correct weighting and coordination of tones is crucial for maintaining the brand image – and this was a particular planning challenge at this light-flooded location.

In retrospect, the intensive planning phase was worth it in every respect. A store has emerged that represents the POPEYES® brand in all its facets and makes its **character spatially tangible**.



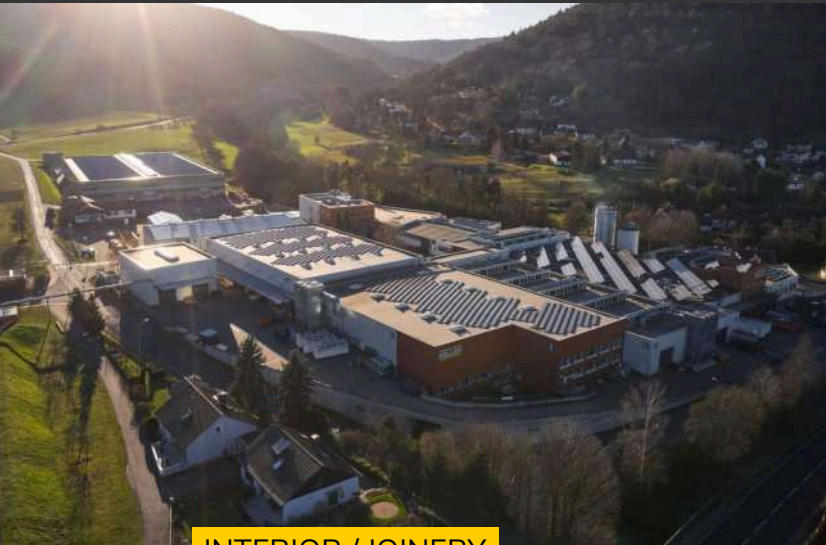
"Our task is to plan the brand identity of POPEYES® in such a way that it not only works technically, economically, and atmospherically but also becomes an experience. NOLA Fusion provides a great stage for this."

Christian Platz
Design & Planning
REINHOLD KELLER Group



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