

RK

REINHOLD KELLER X POPEYES®

FROM NEW ORLEANS TO *NEUCHÂTEL*

HOW A DESIGN BRINGS THE
SPIRIT OF A CITY TO LIFE

YEAH!



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**".

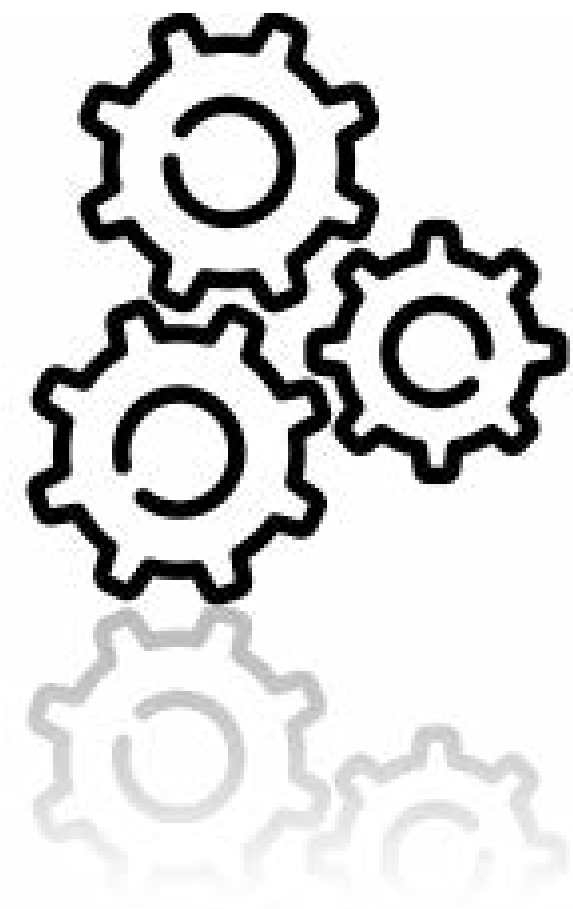
With the design concept NOLA Fusion, Popeyes® brings this cultural energy into the food service industry. The concept represents a modern, distinctive brand experience that combines **tradition and the spirit of the times** – and transfers this spirit into the space.





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.



WOW

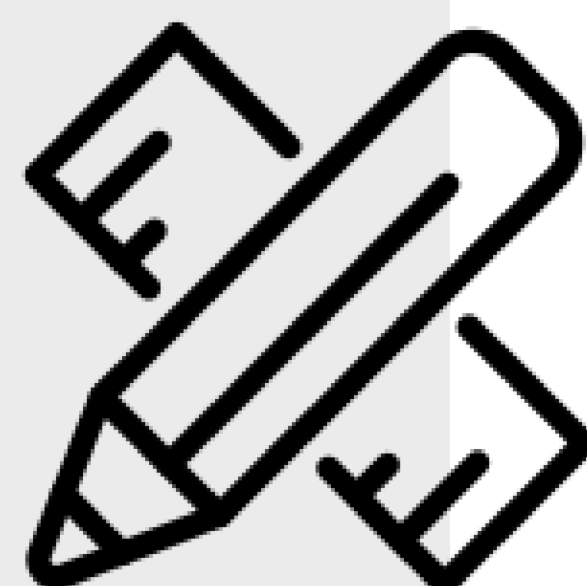


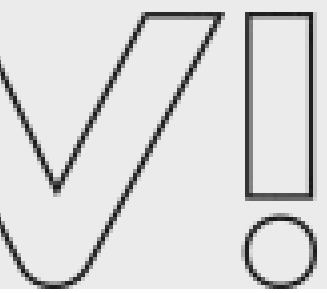
DESIGN THAT BRINGS *IDENTITY TO LIFE.*

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."

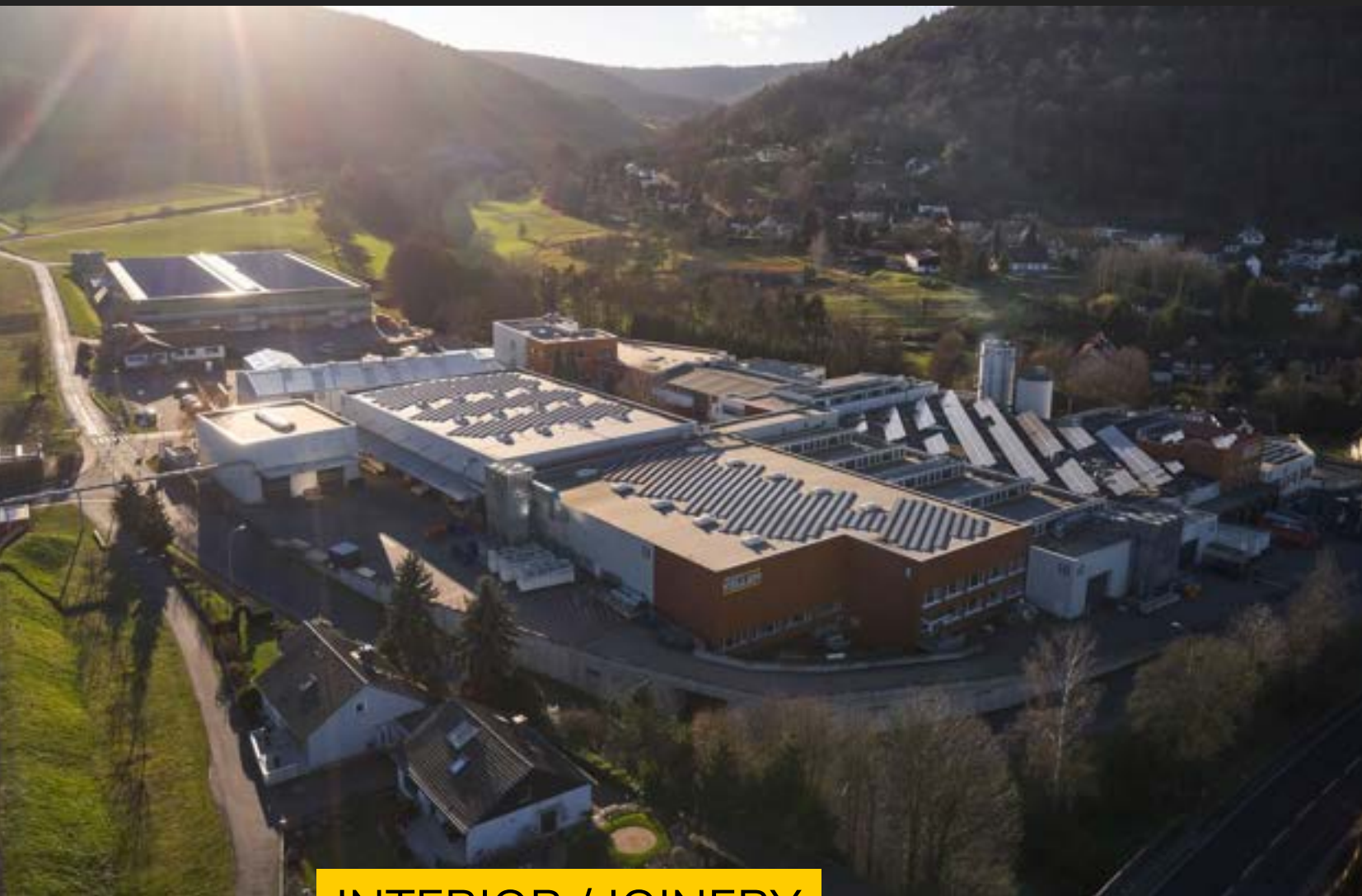
Christian Platz
Design & Planning
REINHOLD KELLER Group



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HEY!
HEY!
HEY!
HEY!
HEY!



INTERIOR / JOINERY

GENERAL CONTRACTING

FROM VISION TO WOW!

WHAT WE OFFER YOU

Depending on how far you have progressed with your construction and ideas, we have the appropriate solution for your requirements. Whether it's a new build or refurbishment, you choose the moment when you want to bring us on board as a partner.

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