

press

press release

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CADA creates India's first luxury food chain - ruci & idoni

CADA DESIGN GROUP was commissioned to design India's first luxury food and grocery chain **ruci & idoni** in Hyderabad. The first two stores have just opened simultaneously in Urmila Towers and GVK One and will provide delicacies from all over the world with a focus on organic foods and healthy living.

The stores covering approx 10,000 sq. ft. of retail space feature a fromagerie, bakery, florist, café, chocolate counter, juice bar, live kitchen, butchers, salad bar, kitchenware and baby care department as well as staples and groceries.

ruci & idoni is the culmination of years of research into the international food and grocery sector and aims to create the ultimate food experience, setting the highest standards in food platforming and lifestyle retailing.

David Callcott, co-founder of CADA DESIGN GROUP says about the new concept "we focused on platforming the products to a very high standard to maximise the visual effectiveness of the products and to enhance the shopping experience. We took our learning's from working with the likes of Harrods and Galeries Lafayette food halls to create a luxury food concept that market matched its destination and the brands aspirations. We are delighted to be working on this exciting concept and look forward to rolling out the stores across India".

-ENDS-

Notes to editors

About CADA Design Group Ltd

- CADADESIGNGROUP is an international brand and retail design consultancy, specialising in British design excellence with an international outlook.
- The London based studios provide strategic consulting, fresh thinking and creative design expertise to a national and international portfolio of clients including Nike, Harrods, Dean & DeLuca, Delhi Airport, Cardiff Airport, Galeries Lafayette, Harvey Nichols, Pret A Manger, itsu, Chop'd and INTERSPORT.
- CADA Design Group has over 60 years experience between the team and clients in 28 countries.

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