



# The Love Affair

## CREPEAFFAIRE CHISWICK & NUTELLA®

**Serving almost 2,500 crepes each week, Sheida Hassanlou, Manager of Crepeaffaire Chiswick lifted the lid on their operation showing how the addition of Nutella® helps boost sales and keeps customers coming back for more!**

Sheida Hassanlou joined Crepeaffaire Chiswick in July 2020 following her passion to have her own pastry shop. During her first two years at the Chiswick branch, Sheida completed her studies, becoming a qualified, professional Patisserie Chef. Her artful skill and eye for design is demonstrated in the beautiful plating of her crepes, waffles and mini pancakes in Crepeaffaire Chiswick.

The busy and bustling café has been a staple on Chiswick high street for nine years, proudly serving a footfall of 600 customers per week, totalling an impressive 2,500 crepes carefully prepared and served to happy customers. Along with their popular all day menu, the operator also enjoys a successful delivery and takeaway offering which launched five years ago.

Though the last 12 months had been challenging for Sheida and the team, footfall and consumer confidence is picking up again, with the hopes to return to pre-covid sales figures this year.

### Crepeaffaire Chiswick and Nutella® - The Love Affair


A combination as old as time and as popular as they come, crepes and Nutella® will always be a favourite.

Sheida and her team of eight have experienced immense popularity for their crepes that feature the UK's favourite spread\* - these include Classic Nutella®; Ultimate Nutella®; Banana Split; I'll Have What She's Having and The Whole Shebang. Despite a wide selection of toppings to choose from, it is the Classic Nutella® Crepe - combining Crepeaffaire's original batter recipe and Ferrero's iconic and unique spread - which remains the best seller.

"When I serve a dish with Nutella® I see the smile on my customer's face."

Demonstrating the importance of brand power, Sheida shared: "It's crucial to have the name 'Nutella®' on our menu - it's a quality and premium product everybody knows. In fact, the name often comes before the word 'crepe' - that's how you know how important it is! Crepes are all about Nutella® - it's our best seller!"

Loved by everyone, Crepeaffaire Chiswick serves 'Le Petite Nutella®' for families - which comprises 15g of the beloved spread with the option of fruit.



**When I serve a dish with Nutella® I see the smile on my customer's face.**

Sheida Hassanlou  
Manager - Crepeaffaire Chiswick



Sheida Hassanlou



Sheida has the flexibility to create daily specials and seasonal dishes unique to the Chiswick branch. The menus are updated annually, reflecting the changing consumer flavour trends, and Nutella® has a permanent position on the menu.

As Sheida says: "Crepes are all about Nutella® - it's such a winning combination, you can't go wrong and why would we mess with a classic?"

**World Nutella® Day 2023** will be the first year that Crepeaffaire Chiswick will be celebrating a big day in the food calendar – World Nutella® Day (5th Feb) - and it's not to be missed. With a wide range of foodservice formats available, as well as branded POS the dedicated team will be making the most of Nutella's brand power to kick start a month of fun that will help drive footfall and business.

Sheida explains: "We're going big for World Nutella® Day and we're so excited as it'll be our first year marking the occasion. Ferrero Foodservice is more than a supplier to us, they're a partner too. Together we'll be decorating our café, putting up posters, adding displays to push our Nutella® crepes and making the most of all the Nutella® formats. Including the 1kg Piping Bag for precise patterns, the 3kg Tub for mass crepe preparation, the 15g Portion Packs for crepes on-the-go and the 25g Nutella® jars – our customers love to purchase these to take home.

"February will be a busy month for us, with both Valentine's Day and Pancake Day. With the support of Ferrero, we can see that it's going to be even bigger this year. We just need to ensure we're ready for the customers to pour in!"

**Crepes are all about Nutella® - it's such a winning combination, you can't go wrong and why would we mess with a classic?**

Sheida Hassanlou  
Manager - Crepeaffaire Chiswick

### So, what lies ahead for 2023?

With so much opportunity, Sheida has exciting plans to continue to drive her business forward in the year ahead.

"We have new items joining our menu, but it's top secret until the unveiling! Our focus though, will be to continue to provide tasty crepes and waffles to our customers, whilst keeping costs down as much as possible."

Finally, we asked Sheida if she had any recommendations for her peers in foodservice to take into consideration when reviewing their offering.

"We would 100% recommend Nutella® to other operators – not only because of the brand power and the boosted profits, but for the smile we see on our customers' faces and the support we get from Ferrero Foodservice."



*Crepeaffaire Chiswick  
& Nutella®*



For more information and for the full range of Ferrero Foodservice products please visit

[www.ferrerofoodservice.com](http://www.ferrerofoodservice.com) or email  
[foodserviceenquiries.uk@ferrero.com](mailto:foodserviceenquiries.uk@ferrero.com)

