



Press Release
19th January 2011

PKL Launches Pop Up website

In response to the growing popularity of 'pop-up' temporary restaurants, PKL has launched a new website (www.popup-restaurants.com) detailing the key considerations behind the success of such projects, based on the company's experience in this area.

Uses for pop-up restaurants range from providing short-term facilities during peak seasons to promoting a new venue or product. In all cases the planning, project management and implementation of the temporary kitchen facilities are the key to success. PKL has supplied pop-up kitchens to many such projects, including Westfield Stratford City's Studio East Dining Pavilion, Innocent Smoothie's 'Five for Five' promotion, the Bloomsbury 'Big Top' and Jason Atherton's two-day restaurant at the London Restaurant Festival which raised funds for the homeless.

The new PKL site includes a 'Top 10 considerations' section that offers advice on all key aspects of 'popping up' a restaurant, from regulatory compliance through to choice of venues and the use of creative advertising. Other sections cover health and safety issues and the kitchen options available, as well as the practicalities of site survey, design, delivery, installation and maintenance.

For further information visit www.popup-restaurants.com.

Ends

PKL Ltd
Stella Way
Bishops Cleeve
Cheltenham
Gloucestershire
GL52 7DQ
Tel: 0845 840 4242
Fax: 01242 677819
Email: postbox@pkl.co.uk