

Chilango

Back in 2006 Eric Partaker and Dan Houghton trialed a new 'fast-and-fresh' Mexican restaurant concept in Islington London called Mucho Mas. The concept was as popular as it was simple allowing customers to build their own gourmet burritos, tacos, and salads from a selection of freshly prepared ingredients.

The Brief

With the favourable reception of the first restaurant the young entrepreneurs and their investors were keen to start realising the full potential of the business by outlining a very ambitious growth plan of up to 500 fast food outlets across the UK. 'i-am' were asked to develop a new strategic brand positioning that would best express their essence, vision and new found confidence together with a scalable creative solution that could deliver on their ambitions.

The Solution

'i-am' worked together with the Chilango founders on every aspect of their venture. First capturing the brand's Latin spirit in a cheeky new name customers could more readily engage with. Then proposing a new interior concept that was fast, vibrant and energising. Chilango, a slang term used to describe someone from Mexico City, perfectly captures the essence of modern Mexico and gives it a twist of fast urban cool. Vibrant colour, a sense of fun and a sprinkling of Latino lust for life became the new recipe for success.

The Result

'We're absolutely thrilled with the work 'i-am' have done. They not only succeeded in helping us understand, formulate, and express what was within us, but also created something that truly connects with and engages our guests - something that injects vibrant Mexican spirit into the heart of London. As for the numbers? Well, Chilango opened up at 7x the volume of its predecessor, Mucho Mas. Need I say more.'

www.chilango.co.uk



LUCHA LIBRE...
THE SOUL OF MEXICO

Mexicans do love the Lucha Libre. From the colorful and vibrant, these professional wrestling matches are a true reflection of the Mexican spirit. Lucha Libre is a blend of the best of Mexican culture and the best of professional wrestling. Lucha Libre is a blend of the best of Mexican culture and the best of professional wrestling. Lucha Libre is a blend of the best of Mexican culture and the best of professional wrestling.

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