

**Wm Morrison Supermarkets plc
Gain Lane, Bradford**

Race Cottam has enjoyed a long standing relationship with national retailer Morrisons, and for this project we were asked to design and develop their prestigious new Taste Kitchen to coincide with the launch of their own-brand "M Kitchen" Range.

Working closely with Morrison's Executive Chef, we developed a dramatic layout and created a signature interior design concept to tie-in with the new branding and reflect the importance of the product range. With a tight programme and working in a live environment, we supervised the build on site to help handover the project in time for the product launch.

The facility occupies a prime position by the main entrance of Bradford based Morrison's Head Office. Described by the supermarket as "a brand-new hub of exciting ideas", the kitchen provides an extensive range of facilities, incorporating a professional restaurant kitchen, a demonstration cooking area, five domestic style kitchens and a wine tasting and dining area, to allow development and testing of new products in a striking, functional and stylish environment.

Project Value £1.1 million



**RACE
COTTAM
ASSOCIATES**