



ÉPICERIE

ÉPICERIE  
SABLÉS AU FROMAGE  
DE VACHE-BÉARNAIS ET  
AU PIMENT D'ESPELETTE AOP  
80 g

ÉPICERIE  
CRACKERS  
DE POIS CHICHE  
AUX GRAINES  
100 g

**EVOK LAUNCHES ITS OWN  
GOURMET FOOD BRAND**

PRESS RELEASE



**In 2023, Evok launches its own gourmet food brand offering a sweet range and a savoury range.**

A bold graphic identity has been created for the new brand. The sweet range features playful, subtle pastel colours, while darker colours capture the elegant feel of the savoury range.

With these two new ranges Épicerie Evok now offers an extended choice of products. Juices, jams, biscuits and sweets compose the sweet range, whereas the savoury range features products including Espelette chili, Guérande salt, olive oil, crackers, butter biscuits as well as a variety of gourmet spreads.

Épicerie Evok will be enhanced with new flavours as new addresses open abroad.

The new products will be available on the E-shop or at Evok hotels.



## ABOUT EVOK

Using property owned by Pierre Bastid, Evok was formed and developed by Romain Yzerman and General Director Emmanuel Sauvage and opened in 2014. The aim of its three co-founders was to create new lifestyles and destinations that change the rules of what a luxury hotel can be. At each of its addresses, Evok offers its guests the welcome of their dreams, providing a unique contemporary interpretation of European culture and lifestyle.

Every Evok brand has its own distinct identity, but what they all share is the desire to provide a warm, authentic atmosphere that draws influence from the various environments in which the hotels are situated. Nolinski is a haven of tranquillity at the very heart of bustling city-centre locations. At Brach, Evok brings a sophisticated, welcoming lifestyle to imposing districts, while at Sinner, it draws on the vibrant energy of a historical neighbourhood, transforming it into an uncompromisingly edgy interpretation of a cultured lifestyle. Evok also invites you into some highly exclusive properties: the Hameau de la Volière, Palais Royal Restaurant, and Cour des Vosges.

Each location has its own brand, ambition, concept, and atmosphere inspired by its surroundings. For every project, the aim is to identify a suitable location, bring it to life and give free rein to the imagination of Evok's chosen designers: Philippe Starck, Tristan Auer, Jean-Louis Deniot, Christophe Tollemer and LeCoadic-Scotto, among others. The end goal is to provide unique, joyful moments of pleasure and wellbeing through outstanding service and the careful curation of every detail.

The group aims to be a key contributor to society, helping its team members to grow, imparting expertise and life skills, energising and striving for a more environmentally friendly future. It is our way of giving back, sharing our successes and promoting an exchange of skills and ideas as part of a project that goes well beyond the company itself.

Evok has developed real flair and expertise in the hotel, restaurant and wellness industries. From creating new hotels to refurbishing existing ones, in the group's native France and beyond, we offer bespoke services thanks to our strong management, auditing and consulting expertise.

Building on a collection of six extraordinary premises, the story continues with the international expansion of the group's brands: Nolinski in Venice (2023), and Brach in Madrid (2024) and Rome (2025).

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