



Restaurant News

La Madeleine Chooses Music Partner

2008-05-06 – La Madeleine Country French Cafe has chosen DMX, Inc. as its exclusive music supplier. DMX, a provider of sensory branding for commercial environments, will provide foreground music in the bakery and dining areas at la Madeleine's 60-plus North American locations.

"At la Madeleine our goal is to provide our guests a unique and memorable dining experience every time they visit us," la Madeleine's Chief Operating Officer, Phil Costner, said. "The DMX system enhances our country French ambience and enables our guests to immerse themselves in the experience."

La Madeleine's menu stretches from hand crafted pastries, to soups and salads, to country French dishes like savory crepes and herb crusted rotisserie chicken. DMX's music design will reinforce the feeling of traditional French country life by offering soothing sounds throughout the entire space, including the bathrooms, which will feature spoken-word French lessons.

Every la Madeline location also features a fireplace and wooden dining tables that are reminiscent of a family dinner setting. Music choices will seek to complement the decor and evoke a Continental experience.

To deliver the content, la Madeleine will use DMX's ProFusion D music platform, an on-premise system designed for long-play in commercial environments.

<http://www.qsrmagazine.com/articles/news/story.phtml?id=6495>