

## Website copywriting for St. Michael's Bistro Restaurant and Rooms

St Michael's is an acclaimed Bistro Restaurant with rooms in Painswick . a historic village in the heart of the Cotswolds, Gloucestershire. Nearing completion of a major refurbishment adding boutique guest suite accommodation, it was time to re-launch. Agency The Lines Group hired me to map out the website structure and research and write the new site. By interviewing the owners in-depth and visiting the build we were able to ensure the most effective design and content to showcase the new food and accommodation offer. Copy: Ian Castle, Freelance Copywriter. Site design and code: Lines Group. Photography: Ann-Marie Randall

Example extracts:

### **BISTRO AND RESTAURANT. SIMPLE SEASONAL CLASSICS, LOVINGLY PREPARED.**

#### **Eat simply. Eat well**

Food at St Michael's is about simplicity and enjoyment: delicious, unpretentious classic dishes made personally, on the premises, by chef and owner Matt. With over 30 years culinary experience, Matt's standards are exacting. The daily menu is always seasonal so we go big on fresh, top-quality ingredients. We only buy produce from trusted local suppliers (many family-run) and a few select specialists further afield. Expect a varied choice of British and European food throughout the year.

#### **Breakfast and Brunch**

Aromatic, fresh-ground coffee. Your choice of teas and juices. Piping hot pastries and crusty, home-baked bread. Our sausages and free-range eggs all come from farms less than a mile from our door. Whether you're up for a Full English, eggs benedict or creamed mushrooms on toast, look no further. If you stay with us in our guest rooms breakfast is fully included.

#### **GUEST ROOMS: THE BOHEMIAN SUITE**

Boho-chic is alive and well in the Cotswolds. Enjoy our decorative take on Arabia's One Thousand and One Nights folk tales.

Ochre walls, Moroccan-style filigree lanterns and lights, vibrant colourful fabrics and ornate furniture are just the start. The double bed, with carved mango wood headboard, can also be screened off from the lounge area with a curtain. The lounge has a large sofa and cushions which, if needed, converts in to an extra double bed . ideal for families with children. Ample room, twinkly lights, cosy comfortable sofas, smart TV, great views . the perfect Cotswolds hideaway.

For Sale. Persuasion.™



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