

# FRITKOT

## FAST FOOD CORNER

Shanghai | China

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After a huge success at the 2010 Shanghai EXPO, Fritkot - THE belgium fries expert - asked Naço Architectures to expand their business in China.



Address: 597 Hutai lu, Zhabei district, Shanghai / 闸北区沪太路597号, 近中山北路



After a huge success at the 2010 Shanghai EXPO, Fritkot - THE belgium fries expert - asked Naço to expand their business in China. Naço's work started from the logo, packaging, uniforms, menus... up to the first store design! Fritkot is owned by a Belgium family with few decades of experience in very tasteful and unique Belgium fries. The cooking technique is their secrets as well as the multiple Belgium and dips they offer. Fritkot / 飞薯客 / "small house of fries" means "baraque à frites" in belgium.

2010上海世博会上广受好评的人气美食“比利时特色薯条-飞薯客”已在中国市场上开出了第一家门店。纳索作为“比利时薯条专家”在国内的企业形象顾问，对其进行了全方位的包装。设计涵盖了标识、商品包装、菜单、制服直至整个店面。“飞薯客”来自于比利时薯条世家，迄今已有几十年的美味薯条烹饪经验，其独特的炸制方法和与众不同的酱料一直以来都是他们家族的秘密。Fritkot（飞薯客）在比利时语中就是“薯条小屋”的意思

### PRESS / CONTACT

NAÇO SHANGHAI  
 gu@naco.net

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