

DIGITAL FIRESTARTER

Tell your story through our growing digital platforms. With a weekly reach across Facebook, Twitter and Instagram of over 150,000 users our social channels are followed by thousands of 'treat seekers' across the city. Making our digital marketing package the perfect place to meet new fans and engage with old ones.

Using a variety of high quality media formats and our unique writing style, coupled with our digital marketing expertise means we know how to get your message out there to our high value and targeted audience. Supported by our well-loved and regularly visited website and email newsletter, Independent Life give your business the platform to share it's passions and tell your story.

Digital Firestarter £495

Great for launching something new, could be a venue, menu or even a new brand!

Reach a new level of brand exposure and drive high quality traffic to your site through our digital marketing package. Promote your business through our website and social channels. The pack includes:

- Custom written article hosted on the Independent Life website including images and links to your website (customer to provide photos)
- Article featured across our social media platforms over the course of 2 weeks for maximum coverage.
- Promoted story on website homepage and stories for one week
- One Instagram Story
- One Facebook Story
- One Facebook Post
- One Twitter Post

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Flipping Crêpe! Introducing Cargo Crepe...



Posted by Independent Life



TAGGED



Leeds is truly a place of diversity. We encourage new flavours and welcome different cuisines with open arms - and that's exactly what we're doing with **Cargo Crepe**, a French inspired crêperie which has recently opened in Queen's Arcade by professed crêpe connoisseur, Joe McDermott.

Cargo Crepe serves up a variety of sweet crêpes and savoury galettes, meaning no matter what your flavour palate is, there's something here for you. The Galettes are lovingly made by Joe using Buckwheat and they are naturally gluten-free (despite the name, they actually contain no wheat), each crêpe is carefully topped with the finest, locally sourced ingredients.

Their speciality Galette is the *Complète*, which is made with succulent ham from Lishman's in Ilkley, a variety of three cheeses and a perfectly placed organic egg - the real good stuff. However if you're vegetarian or vegan, don't despair, Cargo Crepe offer vegan cheese and toppings such as tasty vegetable ragout and chilli jam. Their delicious galettes also come in a mini size for kids - half the size for half the price!

Moving on to hit that sweet spot. The crêpes, like the galettes, are made with the highest quality ingredients. The crêpes are cooked using organic eggs, milk and butter and the toppings are all locally sourced. For the toppings you can go old school with lemon and sugar or go even sweeter with nutella or their alternative vegan almond chocolate orange spread. You can amp up your crêpe with some fruit and ice cream from Leeds' Northern Bloc.

Cider is the traditional drink to pair with crêpes, so in true French style - Joe is offering just that. **Cargo Crepe** has authentic French cider as well as traditional Yorkshire cider or alternatively how about a glass of lovely French wine. **Cargo Crepe** gives an embodiment of a hybrid with every feature showing French origins, but with a Yorkshire twist.



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So, how did it all begin? The inspiration behind **Cargo Crepe** comes from Joe's travels through Brittany in France, where he fell in love with all things crepe. Brittany is the crêpe and galette capital in France, so after he'd discovered his passion, he decided to return to France to train at crêpe school and become a master of the art.

After graduating from crepe school he opened his first crêperie, La Galette, where he fed the people of Marylebone in London with crêpes and galettes for four years. As he was originally born in Yorkshire, he decided to take to the road and serve up street food style on a cargo bike at festivals and events in Yorkshire. Now he has made his cargo bike a permanent location in Queen's Arcade to give the people of Leeds the opportunity to be bitten by the crêperie bug in the city centre at **Cargo Crepe**.

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Independent Life Leeds

Published by Lauren Hockney [?] · 18 January at 17:03 · 🌐

Have you met Joe? He's the connoisseur behind **Cargo Crepe**. We went to pay him a visit in Queen's Arcade to try out his mouthwatering crêpes and galettes. He's brought a little piece of France to Leeds and we're in heaven. Read about Cargo Crepe here: <https://leeds.independentlife.co.uk/introducing-cargo-crepe/> - thank us later! 🇫🇷 📍



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