

## *Parisian Michelin-star restaurant DIVELLEC engages the expertise of MOREL CHR and AURES Group to upgrade its POS management and payment systems.*

*Paris – Lisses, September 2017: **DIVELLEC**, a renowned French restaurant founded by Jacques le Divellec in 1983, is a Michelin-starred temple of gastronomy devoted entirely to seafood. Located near the Invalides quarter of Paris (7<sup>th</sup> district), for over thirty years, it has seen French Presidents, prominent politicians and influential media figures pass through its doors.*

Upon his retirement in 2013 at the age of 81, the culinary maestro handed over the reins of his establishment to a new management team comprising **Isabelle Saglio** and **Philippe Grach**, restaurant sector specialists and current owners-managers of *L'Esplanade*, and young Michelin-starred chef **Mathieu Pacaud**.

The team recently called upon **MOREL CHR** to handle the installation of its new point-of-sale systems at the restaurant, for which AURES Group's YUNO POS terminals were selected.

*"We've known **Frédéric Morel** for over sixteen years", explained Philippe Grach. "We have complete faith in his knowledge of our sector and we trust his recommendations entirely when it comes to systems management requirements for a restaurant of our calibre.*

*The **PHARE** software platform on which DIVELLEC's POS IT system is deployed was developed in France, has been operational for over 15 years and runs on Windows. It's user-friendly, highly intuitive and has been certified by its publisher as complying with new tax regulations applicable from 1 January 2018.*

*The platform ensures comprehensive and seamless management in terms of both front-of-house and back office operations; the payment process is smooth, as is the reservation and table plan management system for some 90 customers. The same goes for sharing administrative and accounting data, as well as real-time forwarding of sales figures to managers' smartphones - a very practical feature!*

*Powerful and reliable, PHARE has been set up to enable us to manage and make daily changes to our menus down to the very last detail. The same goes for our wine list, which currently boasts over 800 labels including a number of highly prestigious vintages."*

*"I should also point out MOREL CHR's impressive turnaround times", Philippe Grach added. "Our new system was up and running in less than a day! A specific maintenance contract guarantees us a response within an hour and a half in the event of problems or failure, thanks to a hotline available from 7am to midnight, as well as 7-day remote direct assistance when required."*

*"Our client DIVELLEC has been completely won over by the AURES YUNO terminals", commented **Frédéric Morel**, founder and Managing Director of **MOREL CHR**.*

*"Everyone loves the sleek, ergonomic and ultra-integrable design of the AURES YUNO terminals ; the high reliability of the i3 processor is a major strength, as is the flawless seal and resistance to water and oil splashes, a frequent occurrence in kitchens and restaurants. The adjustable viewing angle of the touch screen is also a prized feature in our working environment.*

*Another plus lies in the quality and resistance of the YUNO terminals' capacitive touch-screen displays: unlike other equipment, AURES displays are highly resistant and don't show signs of wear-and-tear or smudges on the most used parts of the screen; they are therefore extremely long-lasting.*

*What's more, the AURES 3-year manufacturer warranty provides end clients with complete assurance, a further advantage".*

*Frédéric Morel concluded: "The identity of the software installed and the reputation of MOREL CHR are also perceived through the physical equipment used at sale and service points; our POS solution is a complete package and the hardware is the first thing the customer sees. It's therefore essential that we choose a partner that offers POS terminal designs and performances worthy of our name. As I told Philippe Grach, we can only place our trust in a recognised manufacturer with proven experience in the catering sector, as demonstrated for example by the various eating areas and take-away franchises at Gare de Lyon train station in Paris."*

The solution deployed at DIVELLEC includes four YUNO POS terminals (i3 processors), receipt and kitchen printers and an A4 invoice printer.

#### Advantages of the MOREL CHR solution

- PHARE software developed in France and self-certified (runs on POS terminals, tablets, order pads, etc.)
- Quick response from sales and technical teams
- Installation in less than a day
- On-site after-sales support in less than 1.5 hours
- Contractual 7-day hotline, 7am to midnight
- 7-day remote direct assistance
- No subcontractors
- Subscription to additional systems upon request

#### Advantages of the AURES YUNO POS terminals

- Exclusive, ergonomic, modern and highly integrable design
- POS terminal modularity (fixed, wall, mounted installation, etc.)
- Highly reliable, excellent performance over the long term
- Easy to maintain (integrated server chassis)
- Very few external cables
- 3-year warranty
- Ultra-resistant touch-screen display (no wear-and-tear over time on the most used sections of the screen)
- Multiple working screen angles (not necessarily offered by competitors!)
- Fully protective POS terminal seal (100% splash-resistant)

### **About MOREL CHR**

**MOREL CHR** is an information technology specialist that supplies, installs and maintains POS payment and management systems and solutions in the restaurant, hotel, bar and club sectors, and also in the general food take-away businesses (bakeries, etc.). It markets and deploys global solutions, primarily based on the PHARE software platform (Windev).

MOREL CHR was founded in 2016 by **Frédéric Morel**, a hotel and catering sector specialist with several decades of experience. After working as a Chef then catering director at Lasserre, he went on to join the sales departments of Toshiba and Pi Electronique. He also distributed Pi Electronique products in the United States for 8 years via his own business. In 2003 he became Sales Director at Pointex.

[www.morelchr.com/](http://www.morelchr.com/)

<https://www.facebook.com/morelchr/>

[f.morel@morelchr.com](mailto:f.morel@morelchr.com)

### **About DIVELLEC**

The Michelin-starred restaurant founded by Jacques le **Divellec** has enjoyed a sterling reputation since it opened its doors in 1983. A veritable landmark of the Invalides quarter in Paris and a favourite haunt of French Presidents, politicians, diplomats and influential media figures, the restaurant's menu is entirely dedicated to traditional French cuisine and seafood, serving delicately refined dishes crafted from premium quality fish, crustaceans and shellfish.

After the culinary maestro's decision to retire in 2013, DIVELLEC's management was entrusted to a new yet extremely experienced team comprising **Isabelle Saglio** and **Philippe Grach**, managers of *L'Esplanade*, and **Mathieu Pacaud**, the talented young Michelin-starred chef who several years ago made his début at *Restaurant l'Ambroisie* alongside his father Bernard Pacaud, awarded three Michelin stars since 1986.

The newly managed DIVELLEC obtained its first Michelin star in 2017.

[www.divellec-paris.fr/](http://www.divellec-paris.fr/)

### **About AURES Technologies**

Founded in 1989 and listed on Euronext since 1999, the AURES Group manufactures EPOS systems and related peripherals. This PC-based hardware and open-system equipment provides management and till functions to all points-of-sale and points-of-service, including specialist food and non-food stores, retail outlets, superstores and catering and hospitality.

With corporate sales of **€76.2 million** for 2016, AURES has global presence, with its head office in France, subsidiaries in the UK, Germany, Australia and the USA - and a network of distributors and resellers in 50+ countries.

In 2016, the Group received the **BFM Award of the Export Performance** of the year.

Complementary to the POS activities of the Group, the OEM "Equipment & Systems Department" works closely with systems integrators and suppliers, providing them with complete product lines of hardware elements and sub-equipment for industrial, kiosk and digital display applications.

[www.ares.com](http://www.ares.com)

### **For additional information, please contact:**

**Yannick-Florence Waelly**

Communications & PR Manager

AURES Group (France)

T : +33(0)1 69 11 16 65

E : [yannick.waelly@ares.com](mailto:yannick.waelly@ares.com)