LUDO LEFEVBRE

CHEF LUDO, LA

OVERVIEW

- French chef. Trained for 12 years under well known chefs in France
- Known as most influential figure in Los Angeles dining scene
- LudoBites
  - series of temporary, reservation only restuarant takeovers that rotated through different spaces from 2007 - 2012
  - made pop-up restaurants become popular in places like LA
  - makes him definitely a tastemaker



AWARDS

- World's 50 Greatest Chefs
- Multiple-time James Beard Award finalist
- Received the French national honor Chavalier de l-Ordre des Arts et des Lettres
- Starred in ABC cooking competition, The Taste, hosted by Food Network's Next Baking Master: Paris

RESTAURANTS

- Petit Trois le Valley (Sherman Oaks, CA)
- L'Original Petit Trois (LA)
- LUDO BIRD, Ludobab, Trois Familia (Crypto Arena)
- Chez Maggy (Denver)
- Delphine (Mexico)

PERSONAL RATING

4.5 / 5

Arielle Valera

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RESEARCH

- Chef. Lefevbre has various restaurants throughout the U.S. **(Haute Living)**
  - Majority of his restaurants are located in California
  - his restaurants satisfy cravings; not typical LA healthy in his book
- Has restaurants that are of different cuisines and different "vibes"
  - Petit Trois: traditional counter seating, dining rooms, lavish French Brasserie
    - the restaurant inside looks good for a Sunday brunch. Definitely not a casual/street-wear restaurant. More smart casual **(based on photos)**
    - Prices on dishes range from $17 to $68 **(Yelp)**
    - Yelp review average for the two locations is a 3.8
      - bad reviews are mainly for the seating and service that customers have experienced. In terms of food, some said it felt overpriced for what they were eating
  - Ludo Bird: casual food spot, specifically for attending an event at the Crypto Arena in LA.
    - Prices on items range from $7 to $20 **(Crypto Arena)**
    - super casual as it's mainly a vendor and not an actual sit down restaurant
- Chef. Ludo has a recipe book that also has stories from his pop-up restaurants. It has 68 reviews with a rating of 4.5 stars on **Amazon**
- Has been in shows such as **"The Taste," "Next Baking Master: Paris," "Rat in the Kitchen," and "Ludo Bites America" - as a judge, contestant, and mentor**
- He started his culinary training at age 14 and later moved to LA from France to start his own restaurants **(CSQ Magazine and Haute Living)**

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AUDIENCES

FOOD TREND CHASERS

- Ages 26 - 32 (late Gen Z and Early Millennial) (any, but predominantly Caucasian)
- This group likes trending restaurants and food overall. Can be any ethnicity or sexual orientation
- Has enough money to spend just in case the prices are high. At least bachelors degree
- lives in bustling cities, mainly LA since majority of Ludo's restaurants are in LA
- They would want to give their own review about the spot (could be a side hustle)
  - this includes critique about food, service, pricing, and ambience
- Uses social media platforms such as Instagram and TikTok to look for new food spots
- will most likely visit the pop-up restaurants and not frequent the actual established Ludo restaurants
- would want to try what the hype is about
- passion points: eating, spontaneous activities, adventuring LA urban areas, social media posting

AMBIENCE SEEKERS

- Ages 36 - 72 (late Millennial and Baby Boomers) living in Sherman Oaks CA or any luxury/retirement area. highly educated (bachelors/masters/phd) (any ethnicity, but predominantly Caucasian). Most likely heterosexual
- This group likes to go to food nice sit down places with their friends and family
- Likes restaurants where they could reserve a spot and not have to wait too long to be seated
- Enjoys calm restaurants with nice and calm ambience. Nothing too hectic, especially when trying to enjoy a meal. Wants to be able to have a nice chat while eating
- Most likely is on Instagram and FaceBook
- Enjoys French cuisine and doesn't mind spending extra for quality foods

ASPIRING COOKS & BUSINESS OWNERS

- Ages 14 - 30 (Early Gen Z through Early Millennials) (any, but predominantly Caucasian) (big cities such as LA, Austin Texas, New York)
- Comes from an well-off family. Is able to try these resturants with family. Comes from a family that is well involved in their growth as an individual. has enough money overall
- is inspired by Chef. Ludo's story of learning at a young age, pioneering trending food pop-ups, and his story of crossing the Atlantic to open up his own businesses
- watches the TV shows and videos Ludo was featured in such as "Selena (Gomez) + Chef,"
- follows the receipes and foods that Ludo makes through his work and book
- follows what Chef Ludo does and recommends

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RATING & REASONING

MY RATING

4.5/5

REASONING



TASTEMAKER

Chef. Ludo has helped **pioneer the notion of pop-up restaurants**. His work along with a few other chefs has made food experiences more enjoyable as it adds to a feeling of **exclusivity and limited time offer**. His story of training to become a chef is **inspirational to aspiring chefs**, and anyone who wants to start their own "hero" journey. In **media (interviews and videos)**, Chef. Ludo is seen to be **likeable and charismatic.**

CREDIBILITY

Chef. Ludo is in **various interviews, articles, and TV shows that show his work as a chef.** He has also **received awards** that credit him to be a great chef. This allows consumers to believe he is a **well established chef** and that he has great expertise in food.

RESTAURANT RATINGS

Although it may not be his fault, some of his restaurant ratings and reviews are below 4 stars because of **unfriendly service and/or mediocre food.** These reviews tie back to him because **his name is associated with his restaurants**. If people were to not know much of him, it would definitely paint him as, for better lack of words, a scam artist in the food industry. However, people will still be interested in what he has to offer because of his credibility & expertise. He should focus back on his restaurants and less of his TV personality to win back the masses, hype, and further make his brand overall reputable again.

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