

food&wine

by Terry Muller

# Elephant Boy spreads its wings

## Elephant Boy Cafe

329 Bong Bong Street, Bowral  
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Popular Bong Bong Street eatery Elephant Boy, has signed up for prime retail space in Manuka, Canberra's premier foodie destination.

The new store is to be offered as a franchise, an idea that proprietor David LeDuc took onboard when he was approached by a franchise specialist company.

Working together, they have formulated plans and procedures for suitable applicants to successfully take on this rather unique style of café. Elephant Boy Cafe was started by David and his wife Claudia two years ago, flowing on from their existing Elephant Boy brand of curry sauces and condiments which are sold throughout the likes of David Jones food stores, Harvey Nichols of London and more than 100 other leading food shops in the UK.

After moving to the Highlands and selling the Rangoon Racquet

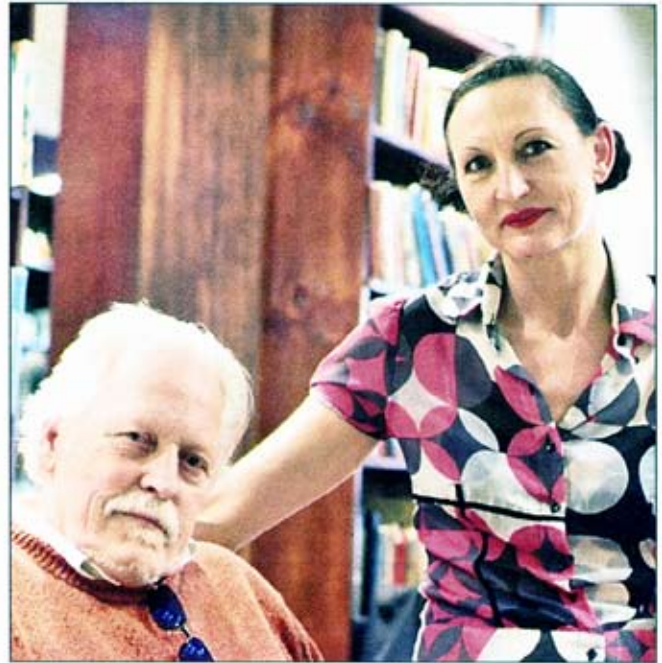
Club, their Crows Nest restaurant, the Le Duc's were able to concentrate on the Elephant Boy brand.

The café proved such a success they have doubled the floor space during their first two years and are now ready for this next step.

The Manuka café is envisaged to be the first of five stores over the next two years and Manuka, in the midst of "the lunch-a-lots" is an exciting start. The Manuka store is also situated beside Jones the Grocer. The two will complement each other well making it attractive for potential trade.

So how do you replicate an elephant? The books, lamps, leather lounges and elephants (mainly given by appreciative customers) will all be there to project the same casual classy style of presentation and décor which has an air of old Raffles (at least how I imagine it was).

The menu has become well known for cooking delicious old fashioned favourites and dishes, which include many of the brand-



**CAPITAL MOVE:** *Contemplating the next move, Elephant Boy proprietors David and Claudia Le Duc.*

ed sauces will be replicated, with scope to introduce other suitable dishes to complement individual stores.

The Le Duc's are rightly proud of

their efforts in establishing a business which reflects their gift in hospitality, and for similar minded hospitality professionals an opportunity awaits.