

Blaze Bistro

Elevated comfort food. Bold flavour. Delivered.

Do not pretend the Yorkville restaurant is already open. Present Blaze Bistro as:

A premium delivery kitchen launching in Toronto, with a future flagship restaurant planned for Yorkville.

That gives the brand credibility now while building anticipation for the physical location.

Changes needed immediately

1. Replace the top information bar

Remove the placeholder address, French telephone number and Basilico email.

Use:

- **Delivery across Toronto**
- **Order through Uber Eats**
- **Email: info@blazebistro.ca**
- Instagram and TikTok icons

Until your permanent restaurant opens, do not display a customer-facing street address unless pickup is actually available there.

2. Simplify the navigation

The current menu contains too many template pages, including portfolio pages, chef pages, shop pages and multiple menu styles.

Use only:

Home | Menu | Order Online | About | Catering | Future Yorkville Location | Contact

The most visible navigation button should be:

ORDER NOW

Not “Book a Table.”

3. Completely rewrite the hero section

The existing hero repeats generic language about Paris food, steak and “Where every flavor tells a story.”

Recommended hero:

BLAZE BISTRO

Bold Flavour. Elevated Comfort.

Chef-inspired dishes, premium ingredients and unforgettable flavour—prepared fresh and delivered directly to your door.

Primary button: Order on Uber Eats

Secondary button: Explore the Menu

Add a small line beneath the buttons:

Now delivering in Toronto • Yorkville restaurant coming soon

The hero photograph should show your strongest real menu item, not a generic dining room. Food sells delivery orders better than an empty luxury interior.

4. Add delivery platform buttons

Near the top of the site, add recognizable buttons for:

- Uber Eats
- DoorDash
- Skip
- Direct Ordering — later

Do not use buttons that merely say “Order Online” without indicating where they lead. Customers should reach the ordering page in one click.

5. Replace “About Restaurant”

The current page claims to be a five-star restaurant in Paris and includes an unrelated story about French entrepreneurs.

Replace it with:

The Blaze Bistro Story

Blaze Bistro was created to bring restaurant-quality food to the delivery experience. Our menu combines bold flavours, premium ingredients and modern comfort-food favourites, all designed to travel well and arrive ready to enjoy.

We are beginning as a Toronto delivery kitchen while preparing for the launch of our future Yorkville restaurant—a vibrant destination for great food, music and unforgettable nights.

This section is important because your current model could otherwise be perceived as just another anonymous ghost kitchen.

6. Replace the four restaurant features

The current template promotes fresh food, a longtime chef, luxury space and music, and wines.

For the delivery launch, use:

Made Fresh

Prepared to order using carefully selected ingredients.

Built for Delivery

Our dishes are designed to maintain their flavour, texture and presentation in transit.

Bold Signature Flavours

Distinctive sauces, seasonings and combinations you will only find at Blaze Bistro.

Premium Packaging

Secure, presentable packaging that makes every order feel like an experience.

The “built for delivery” claim should only be used after testing each menu item after approximately 20–30 minutes in its packaging.

7. Remove reservations for now

The site currently includes multiple “Book a Table” calls to action and a full reservation form.

Replace that section with one of these:

Join the Blaze List

Be the first to hear about new dishes, exclusive offers, pop-up events and the opening of our Yorkville location.

Fields:

- First name
- Email
- Mobile number
- Preferred updates: Offers / New Menu Items / Yorkville Opening

Button:

JOIN THE LIST

This will help you build an owned customer database instead of depending entirely on Uber Eats.

8. Turn “Private Events” into catering

The template currently promotes weddings, meetings and private rooms that do not yet exist.

Change it to:

Blaze Catering

Bring Blaze Bistro to your next office lunch, private gathering, birthday or special event.

Offer:

- Corporate lunches
- Group meal packages
- Party trays
- Individual boxed meals
- Custom catering requests

Button:

Request Catering

Only promise catering categories you can reliably fulfill from the current kitchen.

9. Rebuild the menu presentation

The template menu is elegant but too text-heavy for delivery. It also contains placeholder dishes and repeated menu items.

Each menu item should include:

- Professional photograph
- Dish name
- One-sentence description
- Price
- Dietary or allergen indicators
- Spice level where relevant
- "Order Now" button

Recommended categories:

- Blaze Favourites
- Burgers and Sandwiches
- Entrées
- Pasta or Rice Bowls
- Shareables
- Sides
- Desserts
- Drinks

- Combos

You should also create 3–5 clearly marked **signature dishes**. A large menu is not necessarily an advantage on Uber Eats. A focused menu generally creates a clearer brand, easier kitchen execution and better food photography.

10. Add bundles and high-value combinations

Your website should merchandise, not merely display the menu.

Examples:

Blaze for One

Choice of entrée, side and drink.

Date Night at Home

Two entrées, one shareable and dessert.

Blaze Family Feast

Four mains, two large sides and beverages.

Late-Night Blaze

A signature handheld, loaded side and drink.

These combinations can raise order value and make the brand feel more intentional.

11. Replace testimonials

The template contains generic restaurant testimonials attributed to “Margaret – Food critic.”

Do not publish invented reviews. Until genuine reviews exist, replace that section with:

- “Why Blaze?”
- Customer food photos after launch
- Verified Uber Eats reviews
- Press mentions
- Influencer reactions clearly identified as promotional, where applicable

At launch, you can temporarily remove the entire testimonial slider.

12. Replace the location section

The template currently tells visitors how to find the restaurant and displays a Paris address.

Use:

Now Delivering in Toronto

Blaze Bistro is currently available for delivery through selected platforms.

Delivery area: Toronto and surrounding service zones

Pickup: Include only when available

Yorkville flagship: Coming soon

Buttons:

Check Delivery Availability

Get Yorkville Opening Updates

Do not announce a firm restaurant opening date until the lease, permits, build-out and operating schedule are sufficiently certain.

Homepage structure I would use

1. Announcement bar: **Now delivering in Toronto**
2. Header and simple navigation
3. Food-focused hero with **Order Now**
4. Delivery platform buttons
5. Signature dishes
6. Blaze bundles
7. "Our Story"
8. Why customers should choose Blaze
9. Full menu preview
10. Catering
11. Yorkville restaurant coming soon
12. Email/SMS signup
13. Instagram food gallery
14. Contact and delivery information
15. Footer with policies and platform links

Design changes

Keep the black, cream and gold luxury appearance, but introduce a controlled flame-inspired accent such as **burnt orange, deep ember red or copper**. Do not cover the site in literal flames; that could make it look like a sports bar or hot-sauce company.

The current template uses extensive luxury restaurant photography and messaging. For Blaze Bistro, the visual priority should be:

- 70% close-up food photography
- 15% packaging and delivery experience
- 10% lifestyle imagery
- 5% future restaurant concept imagery

Use your Blaze Bistro logo prominently, but allow the food photographs to carry the homepage.

Essential technical additions

Your developer should also add:

- Mobile-first ordering buttons
- Sticky **Order Now** button on phones
- Google Analytics and Meta Pixel
- TikTok Pixel if you advertise there
- Email/SMS signup integration
- Search-engine titles and descriptions for Toronto delivery
- LocalBusiness or Restaurant structured data
- Menu structured data where appropriate
- Privacy policy
- Terms and conditions
- Allergen disclaimer
- Delivery and refund policy
- Accessibility improvements
- Compressed WebP/AVIF food images
- Social sharing images
- Custom 404 page

Most important correction

Do not build the homepage around the future physical restaurant yet. Build it around **getting someone hungry and moving them into Uber Eats within seconds**