



The London
Food & Beverage scene



H-Hospitality
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With very special thanks to
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ABOUT H-HOSPITALITY

H-Hospitality is a forward thinking concept and design studio with a team of dedicated young professionals that want to make a difference in the hospitality industry. Our spirit is entrepreneurial and we have a passion for hospitality in the broadest sense.

Our one stop approach, from research to opening, promises a hassle free development process.

We approach the hospitality business from two main angles; the conceptual angle and the investment angle, both equally important. Conceptually our approach starts with the market orientation, followed by concept creation, interior design and operational execution. From our offices in Amsterdam we oversee the European, Middle Eastern and African markets. Our clients are business and real estate owners, investors, operators and developers seeking to create inspiring and sustainable hospitality businesses.

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INTRODUCTION

London is one of the most significant cities for food in the world and is home to countless passionate chefs who are redefining the way we eat. In July 2022, the city counted 20'642 restaurants, with 5 three star Michelin, 10 two star Michelin and 55 one star Michelin venues. However, London hasn't always been a culinary destination and this title had to be earned. In the 1980's, no one would have possibly imagined London as a global F&B destination. Of course, some nice places were already operating, for instance, Michel Roux's classic French restaurant, *Le Gavroche*, Marco Pierre White's *Oak Room* or Pierre Koffmann's *La Tante Claire*. However, ordinary Londoners wouldn't normally visit such places but would occasionally go to rather old-fashioned steakhouses or eat at fish & chips shops. The early 1990's was the turning point with the opening of some unexpected restaurants, such as *Quaglino's*, from designer and restaurateur Terrence Conran. This extravagant venue started encouraging people to spend more boldly when eating out. Another factor that contributed to the change of the dining scene was the 'mad cow disease' as the fear of it became a driving force that made people question the quality of the food they were being served, forcing British chefs to rediscover the local produce. Moreover, the increase of disposable income among young Brits went hand in hand with the increase in the number of upscale restaurants which allowed the venues to fill themselves up with guests. In addition, people started developing an obsession for cooking shows on television. Personalities such as Jamie Oliver or Gordon Ramsay contributed to the interest of people in food. Brits were more captivated than ever by the idea of eating out. Talking about food

became a common language among people in London and knowing food better than others started to become an important social factor. Finally, London is the largest city in Europe making it a broad market for restaurants. The population rose by 2.7 million over the past 30 years and it is predicted to reach 11 million by 2050. These extra Londoners continue to be a captive market for restaurateurs to make their names. As a final remark, let's not forget to mention the Covid-19 pandemic which completely shifted the world, including the restaurant industry. Some venues didn't survive the lockdowns, but others opened during or after them with a new, adapted concept.

Just like New York or Paris, London is a true cosmopolitan city, where people from various parts of the world live together with all their linguistic and cultural differences. The city is home to many cosmopolitan venues such as *The German Gymnasium*, *The Wolseley* or *Hakkasan*. These places are made by the people who go there: an attractive group of like-minded people, both locals and foreigners, who successfully create a glamorous ambience, blending the beauty of the city with an international touch. *The Wolseley* opened its doors as London's first Grand Cafe and was designed as an establishment to endure, consolidating British heritage with European grandeur. Today, it is renowned for its fascinating interior, seamless service and classic food. *German Gymnasium* is offering Central European inspired cuisine and glamorous cocktails in three different spaces: an all-day Grand Cafe, a sophisticated restaurant and a bar. Finally, founded by Alan Yau, *Hakkasan* was the first modern Chinese restaurant

distinguishing itself by fusing Asian cuisine with a Western upscale dining experience.

In this report, we will go through different F&B trends and concepts that are firmly present in London. We will highlight different restaurants in each part, from fine dining and upscale to more casual places in such a way that everyone can find what suits them best. We will start by examining restaurants that have a focus on sustainability and put an effort in serving local and organic produce, as well as concepts built around ethical meat. We will also have a look at plant-based venues, from vegan fast good food to vegetarian fine dining, as they became significantly more important over the past few years. Then, we will present the ethnic diversity of London's restaurant scene with different cuisines from all over the world. We will have a closer look at British cuisine and more specifically, at the evolution of Modern British cooking, as well as gastropubs and of course, the famous afternoon teas cannot be forgotten either. Then, we will look at fine dining restaurants as a whole, from luxurious to more fun concepts, as well as the well-known chefs behind them. Fun dining venues have understood that their clientele desires an experience that consists of more than the food served. The chefs behind this concept are using their creativity to respond to the growing expectations of clients. From genuine storytelling to stimulating people's five senses, they are coming up with innovative ideas to create a "wow" effect. Moreover, it is important to mention that some of the most famous restaurants in London are differentiating themselves with signature elements, ranging from signature dishes or drinks to interior elements. We will have a closer look at some popular design trends such as open kitchens, bringing nature indoors and minimalistic versus abundant

design. We cannot forget to mention breakfast and brunch venues, including the rise of bottomless brunch offers throughout the city. Then, we will introduce modern cafes that are offering a simple but excellent F&B offering throughout the whole day, with an emphasis on high quality coffee. Moving on from a focus on food to beverages, we will discuss about concepts related to wine such as wine bars. We will also quickly see that beverage pairing doesn't end with wine but there are great opportunities in beer, cocktails or fresh juices. Last but not least, we will take a look at the cocktail craze in London, from trendy hotel bars serving timeless classics to innovative cocktail bars offering their unique creations. Indeed, we couldn't include everything in this report on London's F&B scene but all the examples that we mentioned are our favourites, recommendations or have received international recognition.



Le Gavroche



Marco Pierre White



Quaglino's



German Gymnasium



The Wolseley



The Wolseley



The Wolseley



Hakkasan



Hakkasan

SUSTAINABILITY IS KEY

An emphasis on sustainability and the use of local produce

New generations are becoming more conscious of the consequences of their lifestyle on the planet, leading to a global shift in consumer behaviour. Climate change and other natural disasters are here to remind people to look for more sustainable ways to conduct their lives. The food & beverage industry is expected to be at the forefront of change by reducing their footprint. This can be achieved by minimising food waste and offering local, seasonable and organic products. Studies have shown that consumers are willing to pay a higher price for products which are better for the environment. This can be a source of motivation for F&B venues to be more mindful of the planet. Thankfully, many chefs are focused on using local products and played an important role in making this trend visible to the public eye in London.

Silo was the first zero waste restaurant in the world born from a desire to innovate the food industry while respecting the environment and the nutrients we consume. The restaurant is directly trading with farmers, using local and seasonal ingredients that generate no waste and any remaining parts of food is composted, closing the loop. At *Silo*, they also have their own flour mill, churn their own butter, make their own oat milk and process meat with a nose-to-tail ideology, meaning that every part of the animal is respected and used. *Silo* was awarded a Green Michelin Star for its sustainable actions. The two other restaurants in London holding this recognition are *Oxo Tower Brasserie* and *Petersham Nurseries Cafe*. *Native* is offering a sustainable and ethical

dining experience with a seasonal menu, foraged cocktails and natural wines. The creators behind the concept have a true passion for nature and foraging, reflected in *Native's* philosophy. Moreover, the restaurant is in partnership with Farms for City Children, a charity that offers children the opportunity to live and work together on a real farm for a week, located in the British countryside. *Farmacy* is another sustainable restaurant concept, offering seasonal plant-based specialities in a bohemian chic atmosphere. The restaurant has a Demeter certified farm in the countryside, following biodynamic farming. Their goal is to make the link between the farm and plate as direct as possible and to challenge conventional food systems that work against nature. *The Duke of Cambridge* was Britain's first organic gastropub, certified by the Soil Association since 1998. Their menu changes regularly since it is always based on the freshest produce available from their suppliers. Moreover, they believe in the positive impact of plant-based diets so vegetables are at the heart of the concept. *Fallow* is another concept serving innovative food made with carefully sourced ingredients. The creators of this restaurant came up with their own philosophy called "Conscious Creativity", combining their passion for creative cooking and sustainable thinking. Chantelle Nicholson recently opened her new venue, *Apricity*, which is a circular restaurant. Her purpose was to create a sustainable community with her team and share their learnings with other restaurateurs. With their zero-waste cooking philosophy, the team created a hyper-seasonal menu, sourcing ingredients from small suppliers. But sustainability in a restaurant doesn't stop here. The interior design, the lighting, how the menu is displayed or the way the plates are washed also need to be considered when building up an

environmentally-conscious concept. Finally, *The Clove Club* is not only one of the best restaurants in London but also a pioneer in serving the best of British seasonal produce. Currently, the number one UK restaurant on the Sunday Times Top 100, fifth on the UK National Restaurant Awards and number 32 on The World's Best Restaurants list, *The Clove Club* focuses on integrating often-overlooked ingredients in their seasonally changing tasting menu.



Silo



Silo



The Clove Club



Native



The Clove Club



Apricity



Apricity



Fallow



Apricity

Meat still takes a central place on menus so the importance of ethical and locally sourced animal products is emerging

Even though excluding or at least reducing meat from our daily diets would be the most sustainable and healthy way to eat, meat is still a popular item on many people's plate. However, the enthusiasm to consume ethically sourced and organic meat is on the rise. Over the few years, an impressive amount of meat-oriented concepts have appeared in London such as butchery-restaurant hybrids. Transparency, good quality and craftsmanship are at the centre of these places.

Hill & Szrok is an ethical butchery supporting sustainable British farming by working with small, independent farmers. By night, the butchery transforms into a neighbourhood restaurant where customers can enjoy top-quality, seasonal meat. Contrary to the image of this large group, *Hawksmoor* is one of the most sustainable restaurant groups in the UK, committed to serve British bred beef only and supporting small farms using traditional British farming methods. What's more, the group became carbon neutral by offsetting their carbon footprint with carbon credits funding in various projects worldwide. *Flat Iron* was born from the desire to make great steak accessible for everyone. Their approach is to serve little known secondary cuts from high quality beef, making this delicacy reasonably affordable. Moreover, they work with local family run farms, practicing regenerative farming, where cattle live a longer stress-free life, resulting in better meat. *Cocotte* is a farm-to-table rotisserie, serving free-range chickens from France. The roasted chicken can be ordered as a whole, a half or a quarter. There are some exciting sauces and sides to accompany the meat such as truffled mac & cheese, French

ratatouille and a myriad of rich salads. What's more, on the weekends, *Cocotte* is serving brunch with chicken at the heart of their menu. It is worth to mention *Beast*, not necessarily for being sustainable but for the quality of the products they serve. This high-end surf & turf restaurant is the embodiment of land and sea on one plate, offering a variety of Norwegian king crabs and steaks, including Japanese Kobe and Wagyu, Chateaubriand, Sirloin, Ribeye and Porterhouse. Finally, *Smokestack* is a barbecue restaurant with an industrial vibe. The highlights of the menu are the brisket and ribs that are brined, oak-smoked, coated with a BBQ sauce and chargrilled.



Flat Iron



Hawksmoor



Cocotte



Beast



Beast



Beast



Smokestack



Smokestack

PLANT-BASED

From vegan fast good food to vegetarian fine dining

Although there is an option of consuming ethical meat, many people decide to cut out animal products entirely from their diets. This choice can be made for several reasons, from lowering one's carbon footprint or showing solidarity for the animals, to trying to lose weight. New generations are more focused than ever on health and sustainability, which gives the perfect ground for the success of plant-based products. From fast-food chains to London's finest restaurants, vegan and vegetarian options are available everywhere.

Holy Carrot is a plant-based restaurant serving ethically sourced, seasonal produce. The dishes are also gluten-free, sugar-free and free from preservatives or additives because their goal is to not only create dishes that taste good but also feel good. First opened in 1988 as a wholesome café serving vegetarian food, *Mildreds* is now offering a 100% plant-based menu with Oriental influences. Similarly, *Comptoir V* is also serving vegan Middle Eastern food. *Stem & Glory* is a plant-based and carbon neutral restaurant concept. All of its venues were launched thanks to successful crowdfunding campaigns and they keep doing it for their upcoming projects. Ella Mills, better known as Deliciously Ella is a famous vegan food writer and entrepreneur based in London. After publishing several cookbooks and creating her own food products line, she recently opened her new restaurant *Plants*. The venue is offering freshly prepared plant-based dishes such as oyster mushroom scallops and pumpkin confit. *Purezza* was the UK's first vegan pizzeria and is currently holding

numerous awards including National Pizza of the Year and a leading award at the World Pizza Championship. The team spent years in food laboratories to create a plant-based mozzarella that tastes and melts just like the dairy version. For plant-based Asian concepts, we have *Facing Heaven*, a Sichuan restaurant where chilies and surprising textures take the centre of the stage or *Itadaki Zen*, a Japanese tapas restaurant. *Rudy's* is a vegan diner and butcher serving American comfort food such as meat-free burgers and hot dogs, loaded nachos, mac & cheese or dairy-free milkshakes. *Temple of Seitan* is perhaps the most famous vegan fast food brand in London with several restaurant locations across the city, as well as delivery-only dark kitchens. The founder of the company was desperately trying to recreate the plant-based version of fast food chicken shops she used to love before turning vegan. We must say that she successfully accomplished her mission. The *Unity Diner* is not only a plant-based restaurant but also a non-profit business supporting animal welfare by donating profits to various charities and they even created their own animal sanctuary, Surge Sanctuary.

Now let's move away from casual venues and explore some of the best vegan fine dining menus across London. *Gauthier* is a creative fine dining restaurant offering modern, plant-based French cuisine. The chef, Alexis Gauthier's vision is to redefine the expectations of upscale dining and help form a new plant-based future of food. *Pied a Terre*, a well-established fine dining venue in London, offers French cuisine with a Greek touch. The restaurant is famous for its vegan tasting menu, as well as their "Vegan Feast" takeaway and delivery services. Finally, *Pollen Street Social*, a sophisticated British fine dining restaurant, also offers a very nice vegan tasting menu.



Holy Carrot



Holy Carrot



Stem & Glory



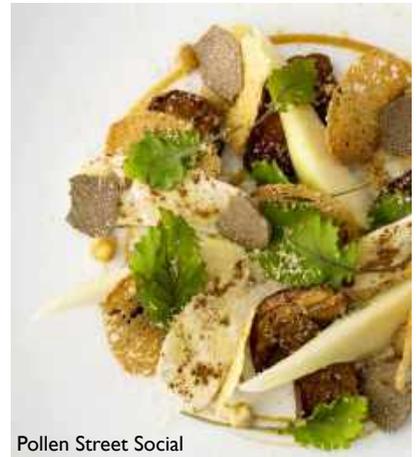
Plants



Gauthier



Pied a Terre



Pollen Street Social



Pollen Street Social



Nibbreds

The power of food: nutritional values

Over the past decade, not only sustainability but also health concerns became consistently present in people's daily lives. Many of them, especially from younger generations, are being mindful of what they consume and want to assure that they fuel their body with healthy meals, full of nutrients. This is an opportunity for restaurants and cafés to gain loyalty by offering options that are suitable for this kind of lifestyle.

Superfoods are nutrient-rich food considered to be extremely beneficial for health and well-being. Examples include berries, grapefruit, turmeric, chia seeds or avocado. *Avobar's* menu is composed of dishes made from these superfoods, with a special focus on avocado, one of the most nutrient-dense produce in the world. Their avocado bun burger has become famous worldwide and inspired many other health-focused restaurants to be creative with their offering. *Niche* is a 100% gluten, nut and sesame-free restaurant serving their own version of British and European classics such as beer-braised short ribs, boeuf bourguignon pie, pork escalope or fish and chips. They also have many dairy-free, vegetarian or vegan dishes making *Niche* a venue where people with a special diet will always find something nice to eat. *Eat Activ* is a concept focusing on gut health by using cultured and fermented ingredients in their dishes. Their goal is to make people feel good in their bodies after eating at this place. They also want to make healthy food options available hence they offer ready-to-take lunch boxes for the busy people of London. Finally, *Granger & Co.* is an Australian all-day dining concept emphasising fresh food and an easy-going lifestyle. With restaurants in London, Sydney, Tokyo and Seoul people go to

this place to enjoy healthy dishes in an appealing environment.



MODERN CAFES / BRUNCH

Brunch culture and the rise of modern cafes

Unlike the past, many people are going out to meet for breakfast instead of dinner. From business meetings to catching up with friends, the demand for morning meals is on the rise. Due to the popularity of breakfast items, the late morning to mid-afternoon tradition of brunch also boomed in recent years, as we can see it in the growing number of modern cafes. The modernity of these cafés can be seen from different angles such as the food offering, the design or the philosophy of the place. Londoners particularly like modern cafés since it allows them to take a quick break before jumping back into the buzz of the city.

No. 29 *Power Station West* is an all-day brunch, coffee and cocktail venue. This social space is part of the *Darwin & Wallace* group, creator of many neighbourhood places and highly dedicated to sustainability. Our favourites from the menu include the mushroom toast with tarragon and truffle or the blueberry ricotta pancakes. *We Are Vegan Everything*, or *WAVE* for short, started as a cake shop, but quickly grew into a vegan cafe with a selection of toasts, bowls, smoothies and juices, besides the coffee and sweets. *Watch House* is everything a modern cafe is about: offering the community high quality coffee, food and service, in a carefully designed, minimalistic environment. This concept became a local success and not only has several locations across London, but also sells its own roasted coffee beans and coffee capsules. *EggBreak* is a neighbourhood restaurant serving international egg dishes throughout the whole day. Menu items include sweet potato rosti with poached eggs, Turkish

eggs, sabich eggs Benedict, Mexican omelette, spicy gochujang egg bun and more. *26 Grains* was inspired by the Nordic way of life with a menu centred around warm porridges and hearty toasts, just like they do it in Copenhagen's best brunch places. Similarly, *Antipodea* serves all kinds of toasts and porridges, the difference is that this venue was inspired by Melbourne's lifestyle. Next to the all-day breakfast, they also have a selection of Turkish pides and Italian pizza for lunch. *The Daisy Green Collection* is a group of Australian cafes in London. One of their locations, *Scarlett Green* was even voted as the Best Brunch Spot in the World on TripAdvisor. *The Black Penny* offers English Breakfast classics with a twist, such as baked beans with burrata, crispy duck hash browns, as well as Middle Eastern small plates like baba ghanoush or grilled halloumi with red peppers. But even more important than food is the high quality coffee they serve. Similarly, *The Good Egg* is an all-day brunch restaurant serving a Tel Aviv style cuisine. Created by three friends, *Brother Marcus* has now three locations in London, offering all-day brunch with a Middle Eastern influence. For example, to celebrate the Queen's Platinum Jubilee, they were serving ostrich egg and soldiers during the celebration weekend. *Brickwood Coffee & Bread* is another all-day brunch place with several locations across the city. The menu includes burritos, egg dishes, burgers, sandwiches and some sweet treats such as chocolate chia pudding or banana bread. Finally, as its name indicates, *Where The Pancakes Are* is the place to be for pancakes in London. From sweet or savoury American pancakes to French crepes and Dutch babies, they have every single type of pancakes on their menu. Of course, most of the luxury and 5-star hotels offer an amazing brunch such as *Cafe Biltmore* at The Biltmore Mayfair, *Malibu Kitchen* at The Ned or *The Restaurant* at

NoMad Hotel. Moreover, many well-known restaurants dedicated to upscale dining offer a brunch during the weekends such as *The Wolseley*, *German Gymnasium* or *Balthazar*.

Furthermore, with the introduction of bottomless brunches, accompanying your first meal of the day with an alcoholic drink became an acceptable behaviour instead of being seen as a “bad thing”. Popular brunch drinks include champagne, Mimosa and Bellini, Bloody Mary, Espresso Martini and refreshing spritzes. For example, the already mentioned *Daisy Green Collection* offers a bottomless brunch on a daily basis at each of their venues. Their “package” includes one sweet and one savoury dish with an unlimited flow of champagne and mimosas. With four locations across London, *Lantana Cafe* is an Australian all-day cafe offering a large selection of healthy meals and juices. On the weekends they have two bottomless menu options: one with unlimited bubbles and another one with unlimited coffees and juices. Finally, London’s famous *Quaglino’s* also offers a bottomless champagne brunch on Saturdays.



THE REINVENTION OF NATIONAL CUISINE

From Traditional British to Modern British

Stereotypical British food includes fish & chips, shepherd's pie, beef Wellington, steak and kidney pie, Full English breakfast, Sunday roast, Yorkshire pudding and trifle. In reality, British cuisine is much more than this..... it is a melting pot of diverse flavours and cuisines. The biggest influence on British cuisine was of course, the colonisation of India. As already mentioned, Indian food played such an important role in the British food culture that tikka masala became the national food of England. Even before colonisation, British cuisine was already affected by the Danish and Norwegian vikings, who invaded the island and introduced the techniques of smoking and drying fish. Moreover, the Normans left a French influence and the Knights brought back spices from their crusades in the Middle East. Indeed, these foreign influences made possible for British cuisine to become a colourful mix that was never seen before. However, it's true strength has always been in the use of local and fresh ingredients of Great Britain.

Opened in 1789, *Rules* is a true heritage, being one the oldest restaurants in London. It serves traditional British food in an Edwardian environment, with a menu focused on British game, as well as other classics such as pies and puddings. Similarly, ever since its opening in 1742, *Wilton's* is serving the finest seafood and game, combining traditional British dishes with a now, modern service. The restaurant has a carving trolley, serving a different type of meat each day. For example, they offer a roast leg of Dorset lamb with roast potatoes and mint sauce on Mondays, whereas for Saturday

dinner, they have a beef Wellington with fondant potatoes. *J Sheekey* is a historical seafood restaurant that opened more than a 100 years ago. Next to the fish and shellfish selection, seasonal game is also displayed on the menu. Their signature dish is Sheekey's Fish Pie, considered a British classic. *The Quality Chop House* also has a long history. It started in the 19th century as an "eating house" for working men and then turned into a traditional British restaurant. The menu revolves around high-quality meat from the island. In fact, the current owners are so passionate about meat and wine that they opened a butcher's shop next door, as well as a wine bar and shop. *Holborn Dining Room* is a British brasserie, serving seasonal cuisine in an authentic environment. The menu includes both traditional dishes and modern reinterpretations such as the vegetarian version of the Beef Wellington made with beetroot and hispi cabbage. This brasserie is also home to *The Pie Room*, a destination dedicated to one of the most legendary dishes of Britain, as well as *The Gin Bar*, offering London's largest collection of gin with over 500 labels. A fine dining destination inspired by contemporary British and Irish cuisine would be *Corrigan's*. Their gourmet dishes include Scottish lobster ravioli, rack of Welsh lamb or salt-aged côte de boeuf. The Gladwin brothers are behind a group of "Local & Wild" neighbourhood restaurants, including *Rabbit*, *The Shed*, *Nutbourne* and *Sussex*. The menus of these farm-to-table restaurants are showcasing British classics, using the best of local produce. Similarly, *Hereford Road* is a neighbourhood restaurant offering traditional British dishes. With several locations across London, *Blacklock* offers traditional British food, with a special focus on high-quality meat. The animals are acquired from a farmer-butcher family in Cornwall and the chefs use a nose-to-tail

philosophy to increase their sustainability. *Nest* is a cosy restaurant that was created by three friends to celebrate the best of seasonal British produce. The venue is produce driven and work with some of the best suppliers in the United Kingdom. At *Nest*, only one kind of meat is used in the kitchen at a time to ensure a sustainable way of managing meat consumption and celebrate rare breeds of the country. For example, the spring menu is dedicated to lamb, while dishes in autumn are built around the game season. The dishes are paired with low intervention wines, as well as beers and ciders. With many venues across London, *The Ivy* has been well-loved ever since it's first opening in 1917, serving British classics in an art-deco environment. With time, they started incorporating Modern British plates into their menu, as well as Asian-influenced dishes and many vegetarian or vegan options.

As we already mentioned, the ultimate strength of British cuisine has always been in the local and fresh ingredients of the island. Modern British cuisine took these ingredients and reinterpreted them, often with an element of fusion. Instead of reviving traditional dishes, they reinvented them with a twist.

One Michelin-starred *St. JOHN* is all about quality and simplicity. They serve British classics such as roast bone marrow, grilled ox heart or Welsh rarebit in a modern way. Not only do they have this restaurant, located in what used to be a smokehouse, but they also operate a series of bakeries and wine shops. We already talked about *The Clove Club*, a pioneer in serving the best of British seasonal produce. Their philosophy is to integrate often-overlooked ingredients in their tasting menu such as green tomato, Swiss chard, celeriac or endive. These are then paired with Orkney scallop, Wiltshire trout, Cornish

Monkfish or Aylesbury duck. Jason Atherton's famous *Berners Tavern* is offering traditional British cuisine with a twist. The exciting dishes include pork and pistachio pie bread, Cornish cob chicken with harissa mayo and frozen feta, or prawn cocktail with lobster jelly and avocado wasabi puree. Moreover, the whole atmosphere of this restaurant is majestic, with historical paintings covering the walls. Two other Modern British restaurants from Atherton are *Social Eating House*, inspired by French bistro dishes and one Michelin-starred *City Social* with an Italian influence. Then, one Michelin-starred *Lyle's* is offering Modern British cuisine in a minimalistic environment. The restaurant is also holding number 33 on The World's 50 Best Restaurants list. Other noteworthy Modern British restaurants with a Michelin star include *Behind*, *Leroy*, *Ritz Restaurant*, *Elystan Street*, *Dysart Petersham* and *Frog by Adam Handling*. After, *Lupins* offers traditional British plates with a contemporary twist. The chefs work with seasonal ingredients native to the British Isles and add an international touch to them. The menu is composed of small plates to share between the whole table, in a light and cosy environment. *Quo Vadis* is another Modern British restaurant with a regularly changing menu that goes back to traditional recipes for inspiration. The dishes can be enjoyed in a beautiful dining room with stained-glass windows. Similarly, at *Ormer*, clients can discover seasonal Modern British dishes through the tasting menu, in an elegant environment. *12:15 by James Cochran* is another good example of a Modern British restaurant. The chef's mixed heritage, Caribbean and British, is reflected in the contemporaneity of the menu. Dishes include white crab with jerk spiced butter, slow braised Hereford beef or strawberry and elderflower trifle, while on Sundays, they serve

a traditional Sunday Roast. *Bistro Union* is a Modern British neighbourhood bistro with an often-changing menu. Dishes include beetroot cured salmon with pickles and horseradish, venison tartare or braised ox cheeks with suet dumplings. Similarly, *Primeur* offers modernised British dishes in a rustic environment. *Rochelle Canteen* is a seasonal restaurant with a small, daily-changing menu and is working closely with local suppliers. The menu welcomes both traditional and modern dishes from Britain, as well as other European countries. Finally, Chef Tom Sellers is showcasing his new and unique approach to British classics in his two Michelin-starred restaurant *Story*. The whole dining experience unfolds like a story. Chapters include candles that melt into beef dripping to accompany the bread, storeos that are their own version of Oreo cookies composed of squid ink biscuits with smoked eel mousse or cheese that arrives in a picnic basket. This restaurant is the perfect example of how to create memorable experiences for clients who have high expectations to receive a “wow” moment.

Holborn Dining Room



Holborn Dining Room

Story



Lupins



Lyle's



St. JOHN

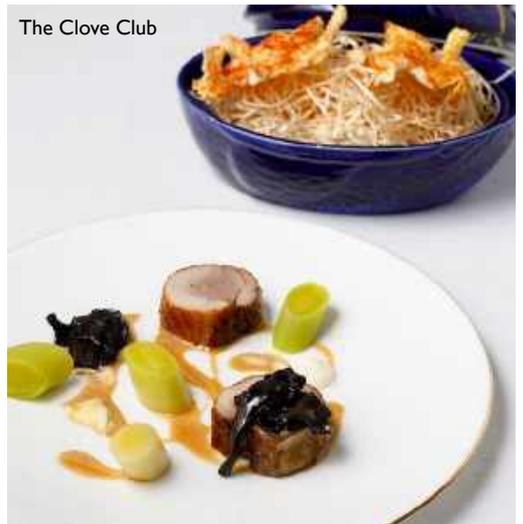


The Clove Club



Berners Tavern

The Clove Club



Gastropubs

Gastropubs appeared in London in the early 90's and completely redefined British dining. Unlike pubs, where the focus is solely on drinking, gastropubs serve gourmet comfort food to accompany the drinks.

Most of London's gastropubs offer seasonal Modern British cuisine such as *The Princess of Shoreditch* or *Lore of the Land*, both highlighting the best of local produce. *The Harwood Arms*, focusing on British game, even received a Michelin star, making it the only pub with such recognition in London. The first gastropub in London was *The Eagle Farringdon* and its mission of "good food and drink with great people behind the bar" is true until today. Gastropubs, part of *Cubitt House* such as *The Grazing Goat* or *The Alfred Tennyson*, are all traditional yet modern venues. Some of their locations have a separate bar, a restaurant or even rooms available. Similarly, *The Culpeper* is composed of four floors, each of them dedicated to a different concept. The ground floor is home to a pub, the first floor functions as a restaurant, the second floor hosts bedrooms and the rooftop is a garden. The food offering of the pub is limited during the evenings as they only serve bar snacks such as scotch eggs, sausage rolls or hand cut chips. However, for lunch they offer modern dishes with an international touch, as well as a traditional roast on Sundays. *The Cadogan Arms* is a true Chelsea institution and the aim of its recent renovation was to bring back its previous glory and pay homage to 200 years spent serving the local community. The extensive food offering includes pub classics, bar snacks, British dishes and Sunday roasts. All of the above is prepared from carefully selected, seasonal ingredients to showcase the very best of local British cuisine. *The Guinea*

Grill is another historic pub specialising in grass-fed British beef and traditional pies. *The Pig and The Butcher* specialises in rare breed meats and they even butcher on site. *Fox & Pheasant*, inspired by the British countryside, is also located in the heart of Chelsea. The menu includes pub classics such as fish & chips or ham hock & cheddar pie, as well as international food such as vegetable curry or prawn & avocado tacos. *The Camberwell Arms* is a fusion between a neighbourhood restaurant and a pub. The kitchen is very much product-focused, using high-quality seasonal ingredients and the wine list is mostly composed of natural wines. *Churchill Arms* is different than the other gastropubs we have seen so far. The interior is filled with beautiful flowers and Churchill memorabilia, while the kitchen runs a Thai cuisine. Another gastropub moving away from British cuisine is *Plaquemine Lock*, offering Cajun and Creole food to accompany the great beers.



The Fox & Pheasant



Princess of Shoreditch



Lore of the Land



The Camberwell Arms



The Fox & Pheasant



The Camberwell Arms



The Culpeper



The Churchill Arms



The Cadogan Arms

The many faces of Modern European cuisine

Modern European cuisine goes a step further than the modern approach to national cuisines. This food direction is among the most diverse ones, mainly with French, Italian and Spanish cuisine as its base. Influences of other cuisines from Europe can also be presented on the menus, such as German and Austrian, Nordic or Baltic. This direction stands for a reinvented look on European food whereby some classics are presented in a surprising way. Modern European cuisine gives the freedom for chefs to experiment within the European culinary heritage. This can lead to a fusion cuisine using techniques and approaches from Europe but not exclusively.

A great example of Modern European cuisine is *Duck & Waffle*, offering British cuisine with influences from other European countries. *Wild Honey St James* combines French cooking techniques with the seasonal and local produce Britain has to offer. This one Michelin-starred restaurant focuses on keeping the plates simple but flavourful. Another Michelin-starred example is *Hide*, born from a collaboration between chef Ollie Dabbous and Hedonism Wines. This restaurant and bar is set on three floors and serves a light and creative Modern European cuisine. *Sessions Arts Club* is located in the old judges' dining room at Sessions House in Clerkenwell. The dining room is surrounded by terraces with fireplaces, a rooftop bar and garden, making the venue not only a restaurant serving Modern European cuisine but also an art and performance space. Let's not forget to mention *German Gymnasium*, a Grand Cafe inspired by the Central and Eastern part of Europe. Dishes include German, Austrian and

Hungarian classics such as schnitzels, sausages or apple strudels. Another Modern European Grand Cafe is *The Wolseley*. Besides French classics such as escargots or coq au vin, the menu also includes dishes from other European countries such as Hungarian goulash or herring, beetroot and horseradish salad from the Baltic countries. *Levan* is an all-day neighbourhood bar and restaurant serving contemporary European dishes, inspired by the bistronomy movement and the team's favourite bistros in Paris, Copenhagen, Stockholm, Barcelona or Berlin. Another neighbourhood restaurant offering Modern European bistro dishes is *Rondo*, located at The Hoxton Holborn. *Six Portland Road* is an intimate neighbourhood bistro with a concise European menu. The dishes change on a daily basis, according to what ingredients are available to the kitchen. Similarly, *Westerns Laundry* offers a light and modern selection of daily-changing European dishes. As mentioned before, many Modern European restaurants get inspiration from Italian or Spanish cuisine. It is the case of *Cafe Cecilia*, an all day dining venue offering a simple, Italian-inspired menu or *Brat*, following the cooking techniques of the Basque region. Finally, *108 Brasserie* is a chic restaurant offering continental food. Menu items include refined European classics such as Caesar salad, prawn linguine, fish & chips, mushroom risotto or chicken Milanese.



Hide



Sessions Arts Club



108 Brasserie



Rondo



Sessions Arts Club



Hide



The Wolseley



German Gymnasium

ETHNIC CUISINES

London is one of the most multicultural cities in Europe with large diasporas of the world's ethnic groups. This diversity is also visible in the dining scene of the city, with more than 85 cuisines celebrated throughout London's restaurants (*Bott and Co*).

French cuisine

French cuisine is regarded as the most prestigious and respectable cuisine in the world. With its traditional techniques, appreciation for fresh ingredients and straightforward flavours, pride in presentation, and vivid history, French cuisine has become a leader in the world. No surprise, that French cuisine was present in the London food scene since the beginning.

We already mentioned the Roux family's famous fine-dining restaurant, *Le Gavroche*, offering classical French haute cuisine. When it opened in 1967, London's restaurant scene was not recognised on a global scale whereas today the city is a leader in the industry. It is true that *Le Gavroche* played a big part in the evolution of London's restaurant scene, training many of the most recognised British chefs such as Gordon Ramsay, Marco Pierre White, Marcus Wareing and many others. *Pétrus* by Gordon Ramsay is a Michelin-starred fine dining venue, named after the famous Pomerol wine estate in Bordeaux. The restaurant has Château Pétrus bottles going back to 1948 in its extensive wine collection. *Le Comptoir Robuchon* offers Joel Robuchon's French cuisine with a modern twist, as well as an impressive French wine list. All of the above can be enjoyed at the intimate 20-seat marble counter, overlooking the open kitchen. *Club*

Gascon, also holding a Michelin star, offers a hearty South-Western French cuisine. Menu items include escargots with chorizo, cod with sardines Chantilly or Catalan foie gras with barbecued corn. Finally, both holding a Michelin star, *Chez Bruce* and *La Trompette* offer traditional French cuisine with a British influence. *Claude Bosi at Bibendum* is situated in the iconic Michelin House with its colourful stained glass windows. Their French haute cuisine, highlighting seasonal ingredients can be enjoyed in the beautiful dining room located on the first floor, whereas on the ground floor, you will find an Oyster Bar and Seafood Bistro. Let's not forget about *Galvin La Chapelle*, offering traditional yet modern French dishes in an elegant interior with large arched windows and high stone ceilings. The menu is driven by seasonal ingredients, carefully hand-picked by the chefs from Covent Garden Market. *Les 110 de Taillevent* is a fine-wine restaurant offering the very best of French cuisine, using seasonal British ingredients. Each dish from the menu is paired with a choice of four wines by the glass to enhance the dining experience and the restaurant has in total 110 wines by the glass available on their menu. The venue also has a very exciting cocktail selection to accompany the whole dinner experience. *Caractère* is a Modern French restaurant with a warm and friendly atmosphere, and a menu full of Italian influences. What's more, their menu is split up into different personality traits and if you decide to go with the tasting menu, you are able to choose a dish from each character and build up your dining experience's personality. What a creative idea! Then, *Balthazar* is a true destination restaurant with bohemian fin-de-siècle Paris dining rooms and offering iconic French dishes including escargots, steak tartare, moules frites and turbot meunière. It is a must if you are looking for an authentic

Parisian brasserie experience. Similarly, *Maison Francois* and *Le Vacherin* are serving French brasserie classics, as well as *Brasserie Zédel*, offering traditional dishes such as rabbit rillettes, blanquette of lamb, choucroute “Alsacienne” or rum baba. *Colbert* is an authentic Parisian Cafe, with red leather seats, offering French favourites, from a simple croque monsieur to a fancy steak Diane. *The Ninth* is a neighbourhood restaurant offering French Mediterranean cuisine with a focus on seasonal ingredients. Jun Tanaka's concept encourages clients to enjoy the food in a shared dining style to taste as many dishes as possible. *Bandol* is another restaurant inspired by the French Riviera, with a menu centred around seafood. Finally, *Coq d'Argent* from the D&D group is an elegant French restaurant offering classic French dishes with modern flavours. On top of the F&B experience, you will also be able to enjoy the view from their rooftop garden, overlooking the City of London.

It's also important to mention bistronomy when looking at French cuisine. Bistronomy started as cooking French bistro food with fine dining techniques and has developed since into an innovative and creative way of serving great food at a relatively affordable price. For example, *Cabotte* is a wine bar and Burgundy influenced bistro de luxe created by two sommeliers. The venue is featuring an extensive and unique wine list with over 1000 bottles, perfectly harmonised with the dishes served. The insanely well-liked Parisian restaurant, *Frenchie*, quickly became popular among Londoners with its seasonal French dishes with a twist. Indeed, after being established in Paris, a new wave of modern bistros started appearing in London. Examples from the English capital include *Blanchette* or *Casse Croute*. Neighbourhood bistros include

Provender and *Soif*, whereas a true Parisian-style bistro would be *Soutine*, offering French favourites such as confit de canard or sole Veronique. Finally, *The Bistro at Bleeding Heart* is a long-established French bistro situated in an old courtyard among other venues. The food is hearty as it should be and the atmosphere is reminiscent of a French farmhouse with 19th century wine posters decorating the walls.

Le Gavroche



Le Comptoir Robuchon



Les 110 de Taillevent



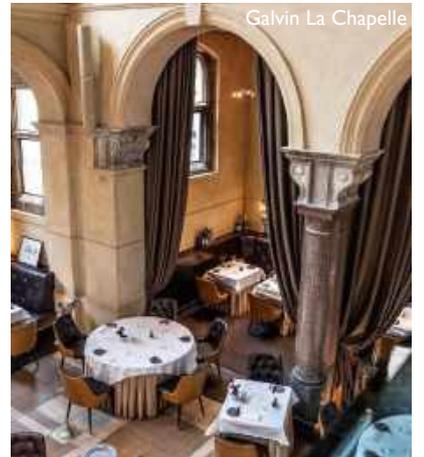
Coq D'Argent



Caractere



Caractere



Galvin La Chapelle



Brasserie Zédel



Claude Bosi at Bibendum



Balthazar



Soutine



The Ninth



Frenchie



Soutine



Blanchette



Cabotte



Brasserie Zédel

Italian cuisine

Italian food has been popular in London since the first Italian immigrants arrived to the city and opened their restaurants at the end of the 19th century. The popularity of this cuisine has never stopped growing. It is seen as traditional and authentic and it is not only popular for being simple and flavourful but also because it is quite affordable.

One Michelin-starred *Locanda Locatelli* is the fine dining restaurant of renowned chef, Giorgio Locatelli, following the Italian philosophy of “La Convivialità”, meaning that food is not only about quality but also about great company. Giorgio was awarded the “Commendatore OMRI” by the Italian Ambassador of the UK for his work to elevate Italian gastronomy, the equivalent of a British knighthood. The *River Cafe*, one of the most iconic Italian restaurants in London, is also holding a Michelin star. It is especially famous for the number of celebrity chefs who worked in the kitchen such as Jamie Oliver. Another Italian Michelin-starred venue is *Murano*, focusing on Northern Italian cuisine. While the dishes are authentic, they have been slightly lightened, resulting in a modern dining experience. Moving into some more traditional restaurants, *Bocca di Lupo* is a family business serving authentic, regional Italian cuisine. We particularly like that the menu is changing daily in order to use the available ingredients of the kitchen and that for each dish, the Italian region of origin is mentioned on the menu. *Artusi* is an Italian neighbourhood restaurant with a weekly changing menu, reflecting the best of seasonal produce. Similarly, *Luca*, *Trullo*, *Legare*, *Brutto* and *Brawn* are also serving British seasonal ingredients through an Italian point of view. *Manteca* is a nose-to-tail restaurant, focusing on ethical, whole-animal butchery.

They even have an in-house salumeria where sausages and hams are cured. Moreover, they offer a very nice Italian-style cocktail list with amaro-based creations. A modern Italian restaurant would be *La Brasserie Milanese*, serving food from breakfast to dinner. Menu items include classics from Italian cuisine but also trendy international dishes such as a superfood salad or sweet potato fries. For an elegant Italian dining experience, you have *Daphne's* with a seasonally changing menu. The current menu includes zucchini flowers stuffed with mozzarella or chargrilled asparagus with parmesan and aged balsamic. *Emilia's Crafted Pasta*, as its name indicates, is an amazing place for handmade pasta. The team makes fresh pasta every morning and believes in the science of pairing the right pasta shape with the right sauce to enhance the flavour. Likewise, *Flour & Grape* is also preparing their own pasta that you can enjoy with interesting Italian wines in an easy-going atmosphere. Finally, *Padella* and *Bancone* are also favourites of Londoners wanting to indulge in freshly made pasta. On the contrary, for pizza, you can drop by *Lardo*, a hip and chic eatery with an industrial interior. Great places for Neapolitan-style pizza include *Happy Face*, *Zia Lucia*, *Rudy's Neapolitan Pizza*, *L'Antica Pizzeria da Michele*, *Theo's* or *Pizza East*. Of course, we cannot talk about Italian cuisine without mentioning the very popular restaurants of the *Big Mamma* group, including *Gloria*, *Circolo Popolare* and *Ave Mario*.

Artusi



Luca



Flour & Grape



Emilia's Crafted Pasta



Luca



Artusi



Ave Mario



Luca

Indian cuisine

Being the largest ethnic group of London, the Indian diaspora largely contributed to the fame of Indian cuisine in the city. Indian food is part of British culture to such an extent that Tikka Masala became the national food of England. The selection of Indian restaurants is very colourful since there are five regional cuisines in India, each different in their own unique way. Examples include North Indian with a Pakistani or Southern Indian with a Sri-Lankan influence.

Recently, a new wave of fine dining and upscale Indian restaurants started to appear and tasting menus allowing to discover the flavours of India are becoming more popular than ever. Perhaps, *The Cinnamon Club* was the one that redefined modern Indian cuisine in London and is still among the best Indian fine dining experiences you could have in the city. The restaurant is located in the Old Westminster Library with a stunning interior, filled with colour-coded books. However, the first Indian restaurant to receive a Michelin star in London was *Tamarind*, offering traditional North Indian cuisine with a modern twist, using seasonal ingredients only. Other Michelin-starred Indian restaurants offering a fine dining experience are *Veeraswamy*, *Gymkhana*, *Quilon*, *Benares* and *Trishna*. Also holding a Michelin-star, *Amaya* and its sister restaurant, *Chutney Mary*, both provide an exceptional dining experience with authentic flavours and colourful interiors. The first one is focused on the less-known grilled Indian cuisine while the latter has a great selection of creamy curries. Also worthy of mention are *Jamavar*, *Kahani* and *Kutir*, all serving authentic but modern upscale Indian cuisine. Now, let's move into slightly simpler but still modern Indian restaurants. *Bombay Bustle* offers recreations of the most loved Indian comfort food in an Art Deco

environment, while *Brigadiers* was inspired by the military bars of India. At this restaurant, Indian beers and grill can be consumed while watching live sports or playing pool on the spot. With five venues, *Dishoom* became one of the most hip and vibrant Indian concepts in London. Each location has its own unique interior design, all inspired by the cafes of Mumbai. It is also interesting to mention *Kricket*, reminding us of a modern bistro except that the dishes are influenced by Indian classics, as well as *Gunpowder* and *Cinnamon Kitchen*. Then, *Pahli Hill* is a modern Indian venue encouraging shared dining with a variety of big and small plates made from the freshest ingredients. Finally, more casual Indian restaurants include *Hoppers* with a South Indian and Sri-Lankan cuisine, *Chai Ki*, and *Tandoor Chop House* that looks like a hybrid of a North Indian communal eatery and a British chop house.



Cinnamon Club



Cinnamon Club



Bombay Bustle



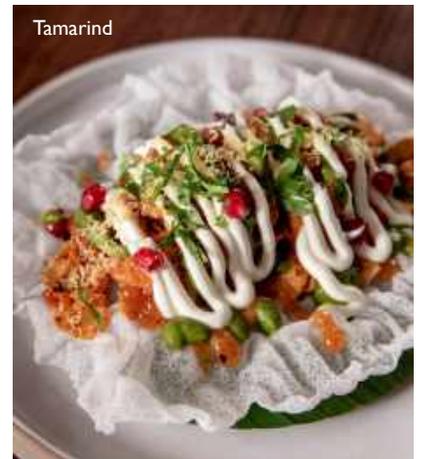
Kricket



Tamarind



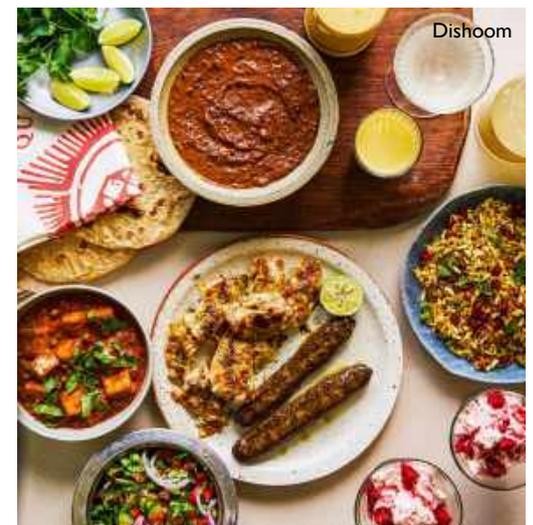
Bombay Bustle



Tamarind



Dishoom



Dishoom

Japanese cuisine

Japanese cuisine has gained admiration over the years thanks to its distinct flavours and orientation on fresh products. Its uniqueness is proven by the fact that it was declared to be an Intangible Cultural Heritage by UNESCO in 2013. The most recognised Japanese food is undoubtedly sushi but Japanese cuisine doesn't end there.

Michelin-starred *Umu* was inspired by Kyoto and is dedicated to using high-quality fish from the local waters. The chef uses *Ikejime*, a traditional Japanese technique of processing the catch. Endo Kazutoshi is a third-generation sushi master who opened his debut restaurant: *Endo at The Rotunda*. He created an immersive dining experience, offering an upscale Japanese menu with thoughtfully sourced drinks. The chef also has a more casual venue, *Sumi*, offering Japanese delicacies such as nigiri, sashimi, temaki and wagyu. World famous *Zuma* first opened in London and has been a great success ever since. This upscale restaurant group offers traditional Japanese izakaya dining with a twist, where dishes are meant to be shared whether you sit at the sushi counter or around the robata grill. Of course, there is also *Roka*, an award-winning Japanese restaurant serving contemporary robata-yaki cuisine and sushi in a vibrant atmosphere. If you visit the one located on Charlotte Street, make sure to grab a drink at their *Shochu Lounge*, a cherry blossom paradise offering modern Japanese cocktail creations. Another popular Japanese-style restaurant is *Sexy Fish* with an extravagant interior and vibrant atmosphere. If you are looking to have some real Kobe beef, visit *Engawa*, a Modern Japanese restaurant specialised in this delicacy. *Ikeda* is another one of the few restaurants in London that are certified to sell Kobe. At

Hannah, one can experience authentic Japanese cuisine with a twist through an Omakase tasting menu. The innovative creations include wagyu beef with aubergine, lobster with truffle or cured fermented iberico. A lively izakaya-style restaurant is *Humble Chicken*, where the dishes arrive from the binchotan charcoal grill in a pumping atmosphere. Authentic Japanese food can also be found at *Chisou* and *Machiya*, both serving simple, home-style cooking. The latter has a special focus on unique Japanese patisserie inspired by the great food halls of Japan. The house pastry team focuses on premium matcha and other seasonal Japanese ingredients such as yuzu and cherry blossom. Let's not forget to mention *Sushi Atelier*, home to skilled sushi chefs showcasing their creativity through the menu. Exciting creations include nigiri with ponzu jelly or yellowtail rolls with truffle mayonnaise. With an authentic but minimalistic interior and menu, *Uchi* has become the favourite of many locals and became a cosy neighbourhood gem. For Japanese food with a twist, visit *Shackfuyu*, serving Western-inspired Japanese food such as kinako french toast with matcha soft serve, iberia katsu curry or salmon and tuna tacos. Similarly, *Nanban* is providing glocal Japanese dishes made with ingredients from Brixton Market. More casual Japanese restaurants include *Inko Nito*, serving unconventional robata-yaki, *Kurobuta*, offering Japanese street style food, including many vegan and gluten-free options and *Issho-Ni*, a hip eatery and bar combining small sharing plates with innovative cocktails. Finally, for Japanese-style soups, there is *Koya*, a Japanese udon bar specialised in freshly made udon noodles, as well as *Marugame*, or *Bone Daddies*, a popular ramen bar with several locations throughout the city.



Nanban



Endo at The Rotunda



Zuma



Machiya



Shuckfuyu



Uchi



Shuckfuyu



Bone Daddies



Bone Daddies

Asian cuisine

The diversity of cultures in Asia makes Asian cuisines such as Chinese, Thai or Vietnamese, incredibly exciting. London has many different options to propose if you are craving any of these styles. Get your chopsticks ready!

London's Chinese food scene has everything you need, from authentic takeaways to the most elegant Peking duck feasts. Let's start by exploring restaurants offering all the different regional cuisines of China, from fine dining restaurants to more simple eateries. World-famous *Hakkasan* first opened in London as a modern and authentic fine dining Cantonese restaurant and expanded worldwide ever since due to its initial success. The one located in Mayfair even has a Michelin star. Two Michelin-starred *A. Wong* is a restaurant specialised in dim sums but they also offer a 10-course tasting menu called "Taste of China" to showcase the different regional cuisines of the country such as Cantonese, Szechuan, Hunan or Jiangsu. Sounds like a must-try if you want to discover the many faces of Chinese cuisine. Another Michelin-starred venue serving Chinese cuisine is *Kai*, offering traditional dishes, as well as reinterpreted classics. *Imperial Treasure* is also a fine dining restaurant, known to be serving one of the best Peking ducks in London. Interestingly, they even have a vegetarian Peking duck on their menu, made from crispy beancurd. Another great restaurant for Peking duck is *Park Chinois* located in Mayfair. *Hutong* serves Northern Chinese food with stunning views from the 33rd floor of The Shard. This type of regional cuisine is the heaviest in China, with wheat flour as its staple, so think in terms of dim sums, tempuras and all sorts of noodles. *Barshu* is focused on spicy, Sichuan cuisine with an extensive fish and seafood selection. Their speciality is the roast

sea bass which can be asked in the sauce of your choice, including spicy, black bean, garlic or tomato. *Hunan* is quite different than the other Chinese places we have seen so far. The restaurant does not have a menu but customers need to tell the service team what they don't eat and how spicy they like their food. Based on this, chefs will prepare small sharing plates with a heavy Taiwanese influence. It is also worth to mention *Din Tai Fung* and their world-famous xiaolongbaos. Many people claim that they serve the best dumplings in the entire world. Then, *Yauatcha* is a dim sum tea house offering modern Cantonese dishes as well as European patisserie. Launched in London, the group has now several locations across the world. Finally, a Taiwanese eatery is *Bao* where it is definitely worth queuing for the baos.

Now moving forward to Thai restaurants in London, there are also great places if you want to indulge in this type of cuisine. *Nipa Thai* is an upscale restaurant located inside The Royal Lancaster, a Thai-owned hotel. From the teak interior to the dishes served, everything is authentically Thai. At *Kin + Deum*, three siblings are offering wholesome Thai cuisine from Bangkok. The Thai capital is a very diverse city, home to people from all over Thailand and this diversity is reflected in the recipes used in the restaurant. Moreover, their menu is paired with local Thai drinks and plant tonics to give you an all-round experience. *Farang* started as a trader at street food markets throughout London but quickly turned into a restaurant after a warm welcome. They even received a "Thai Select Award" from the Thai Embassy of the UK, certifying the authenticity and freshness of the ingredients used. *Smoking Goat* and *Kiln* both have an approach of being guided by locally sourced British produce. *Smoking Goat* is a Thai barbecue emphasising meat

while *Kiln* is more focused on seafood. Similarly, *Begging Bowl* has a modern menu based on seasonal ingredients, while *Som Saa* is serving old style Thai food in vintage, colourful plates. Finally, *Champor-Champor* is offering an authentic Thai-Malay cuisine. The walls are full of tribal artefacts and Buddha statues to pay homage to the rich cultural heritage of these two countries and to create an immersive experience for the customers.

Last but not least, let's discover the Vietnamese cuisine scene of London. At *Banh Banh*, five siblings are offering authentic Vietnamese street food. The menu is reflecting the daily staples they used to have as a child and is paying homage to their grandmother who was a chef in Vietnam before she immigrated to the UK. One of the first high-quality driven Vietnamese restaurants in London was *Cay Tre*, still serving authentic dishes from across Vietnam, with pho at the centre of the menu. Finally, *The House of Hô* is a Pan-Asian restaurant that mostly has Vietnamese dishes on its menu such as Hanoi duck spring rolls or shaking beef.



Hakkasan



Hutong



Hutong



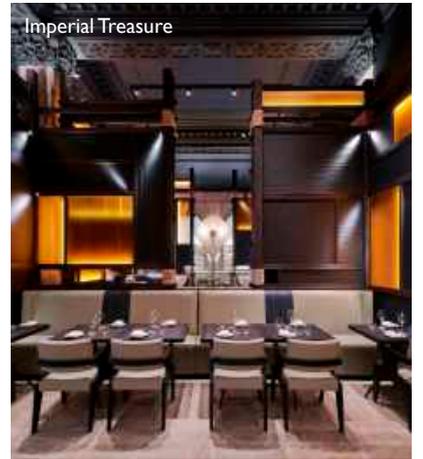
Hutong



Din-Tai Fung



Din Tai Fung



Imperial Treasure



Nipa Thai



Nipa Thai



Smoking Goat



Kiln



Smoking Goat



Som Saa



Begging Bowl



Cay Tre



Kin Deum



House of Ho



House of Ho

Middle Eastern cuisine

Middle Eastern food is also to be mentioned on the top-favourite list of Londoners. The abundance of fresh ingredients used in this cuisine attracts people looking for healthier options. Another much-loved aspect of Middle Eastern food is its huge appeal for vegetarian and vegan people. Middle Eastern food is very diverse, including the cuisine of several countries from the region, which leads to many options to choose from in London.

Israeli-born British chef, Yotam Ottolenghi, is considered to be the king of Middle Eastern food in London. He has three restaurants, *Ottolenghi*, *NOPI* and *ROVI*, as well as four delis serving food throughout the whole day. The menus change often as seasonal vegetables are at the heart of the concept but famous signature dishes are featured at all-times such as the courgette and manouri fritters, the roasted aubergine or the Valdeón cheesecake. His latest venue, *Ottolenghi Chelsea* just opened in January 2022. *Bubala* offers a vegetarian Middle Eastern feast with reinvented classics such as charred oyster mushroom skewers or slow roast celeriac musakhan. *Bala Baya* is a lively restaurant and bar, paying tribute to the cuisine of Tel Aviv. If you are going with family or a big group of friends, they have a sharing menu that takes you on a culinary journey throughout Israel. At *Nutshell*, you can enjoy modern Iranian food, while at *Berenjak*, you can taste Persian home-style cooking, a real example of the “hole-in-the-wall” restaurants of the Middle East. Another Persian restaurant is *Kateh*, offering authentic stews, chargrilled dishes and traditional pastries. What’s more, *Coal Office* was born from a collaboration between Israeli-born chef Assaf Granit and British interior designer Tom Dixon. Their goal was to play with the juxtaposition between

rustic and modern, both in terms of food and design, as well as offering an immersive dining experience. *Honey & Co* started as a tiny Middle Eastern restaurant serving home-style cooking with Israeli, Egyptian and Yemeni influences. Soon after, they opened a grill house named *Honey & Smoke* to cater to the high demand, as well as *Honey & Spice*, a Middle Eastern deli. Then, *Le Bab* is offering modern fusion creations such as Turkish Korean fried chicken, Indian paneer kebab or shawarma fondue fries. After a few years of operations, they opened *Kebab Queen*, offering a unique fine dining experience where clients can indulge in innovative Turkish food through a tasting menu. *The Palomar* is serving modern Jerusalem-style food, with heavy influences from Southern Spain, North Africa and the Levant. This rich cultural mix is reflected on the menu with many interesting combinations such as beef tartare with harissa aioli, glazed octopus with date molasses or chocolate soufflé with cardamom. Not to forget *Yeni*, a modern Turkish restaurant with a shared dining concept and inspired by open fire cooking. Some of our favourite Turkish dishes are reinterpreted such as manti dumplings stuffed with dried aubergine or rice pudding with lyophilised cherries and saffron sugar floss. *Imad’s Syrian Kitchen* is one of the most friendly and authentic restaurants we can think of in the city. The owner, Imad, was a successful restaurateur in Damascus before he had to flee Syria due to the war. In London, he entered the F&B scene with a series of charity events which became so popular that a few years later he opened a permanent restaurant. Wanting to make you discover as many flavours as possible, *Ceru* is offering Eastern Mediterranean sharing plates. From classics such as shish taouk or Cypriot halloumi with harissa to innovative dishes such as polenta and feta fries or ginger and coconut creme

profiteroles, they serve the classics of the region. At *Delamina*, the same aromatic ingredients are infused in the interesting house cocktails as the ones they use in their Tel Aviv-style dishes. On the weekends, they offer brunch with some classics such as shakshuka, as well as creative fusions such as feta eggs florentin on pita and spicy harissa eggs Benedict. An all-day dining venue offering Eastern Mediterranean cuisine is *Barboun*. Our favourites from the brunch menu include the tahini porridge and the shakshuka, while from the dinner offer we particularly like the grilled halloumi with courgette and sage or the lamb ribs iskender. Finally, *BabaBoom* is a nice place for kebab in London. From chicken shish or beef brisket to falafel, chargrilled cauliflowers or crispy halloumi, the options are endless. What's more, they created an initiative called the "Kebab Chase" to motivate people to live an active life. Each first Sunday of the month, they offer a free kebab to people who arrive to the venue from a run.

Bala Baya



Kebab Queen



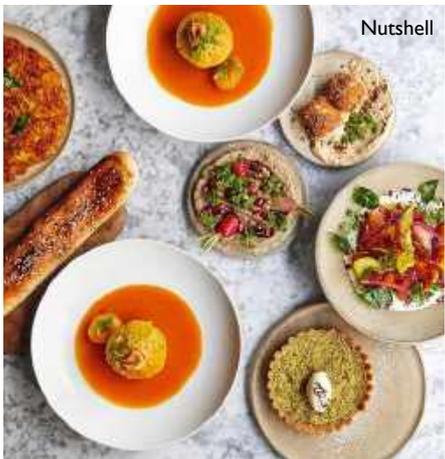
Honey & Co.



Bubala



Nutshell



Coal Office



Yeni



Ottolenghi



Imad's Kitchen



Spanish cuisine

Spanish food and especially tapas are very popular among Londoners. Tapas-style restaurants create a fun and interactive experience that goes beyond the food. This dining style encourages people to talk and drink over a myriad of flavourful small plates. Tapas is definitely one of the main reasons that made Spanish cuisine and the eating style of Spanish people well-liked in London.

One Michelin-starred *Sabor* is home to different concepts within the same venue. On the ground floor, you will find *The Counter*, serving regional dishes from the Basque country and Catalonia, as well as a fish menu prepared daily by the in-house fishmonger. The first floor is home to *El Asador*, where you can enjoy a different dining experience, with specialities from the Galicia and Castile regions. These dishes are prepared in a traditional asador from Castile or large copper pans from Galicia. Famous Spanish chef, Jose Pizarro, has several restaurants across London. Both at *Jose Tapas Bar* and at *Pizarro*, you can enjoy a selection of modern tapas with a twist, arriving to you from an open kitchen. *Ibérica* is serving both traditional and contemporary dishes from Spain, and especially from the Asturias region, where the Michelin-starred chef director, Nacho Manzano, is originally from. The restaurant was designed by award-winning Spanish architect Lázaro Rosa Violán, with classic Andalusian tiles, Galician vintage maps or Celtic pots. *Aqua Nueva* is a modern Spanish restaurant with a stunning roof terrace looking over the city. The menu is mainly composed of tapas and features classics such as patatas bravas, pimientos de padrón or croquetas. On Saturdays they have a free-flow brunch with Cava, Sangria and Passionfruit Martini. At *El Pirata*, you will feel more like

you're in Madrid than London, thanks to the authentic menu and large selection of Iberian wines. We especially recommend you to try the Bellota Jamón plate, which is a ham made from Black Iberian pigs raised in oak forests and is considered to be one of Spain's national treasures. *Tranga*, also known as *Trangallan*, offers a northern Celtic, Galician-style menu emphasising high quality, seasonal produce. The menu changes often as the restaurant works closely with local producers. Similarly, *Copita* in Soho also offers an often-changing tapas menu made with seasonal ingredients. *Barrafina* is a modern Spanish tapas bar with several locations across London. Each of the venues has an open kitchen surrounded by a marble-topped counter where clients can enjoy their small plates while watching the chefs prepare the next round. At *Donostia*, clients are also seated around an open kitchen where they can enjoy the tapas. *Escocesa* is offering Catalan food, with a special focus on seafood that is sourced from the Western Highlands. The menu includes items such as mussels a la plancha, gambas al ajillo or tuna tartare. Then, *Barrica* and *Camino* are both authentic tapas bars with a lively atmosphere, serving traditional Spanish small plates. Another tapas bar, *Lobos*, is focusing on meat, and more precisely on the prime cuts of the Iberico pig. *Lurra* is a traditional Basque restaurant specialised in chargrilled dishes. The Galician Blond cows they work with are left to live between twelve to sixteen years while in the UK most beef cattle are slaughtered before they are two years old. This gives the meat more time to marble, giving it a unique flavour. *Parillan* is another grill celebrating Spanish cooking over fire. On the rooftop terrace, clients can even grill their own dishes on mini parillas at their table. There are also some Spanish restaurants that are influenced by other cuisines, creating interesting fusions. For

example, *Moro* and *Morito* are both Spanish restaurants with a Middle Eastern influence. Restaurants of the *Salt Yard Group* such as *Salt Yard*, *Opera Tavern*, *Dehesa* and *Ember Yard*, as well as *Twist Connubio* are modern restaurants offering Spanish cuisine with an Italian twist. Dishes include burrata, deep-fried courgette flowers, chorizo tortellini or pepper arancini.



Sabor



Pizarro



Salt Yard



Aqua Nueva



El Pirata



Iberica



Donostia



Opera Tavern



Barrafina

Mexican cuisine

Let's not forget about Mexican cuisine, which is definitely a popular choice among people when it comes to comfort food. Indeed, with its colourful plates and rich flavours, Mexican food is well-liked for its authenticity and vibrance.

Michelin-starred *Kol* offers modern Mexican cuisine prepared from carefully selected British ingredients. After eating their way through a colourful and creative menu, clients can move downstairs to the Mezcaleria, offering a range of Mexican spirits. Recently, *Pergola Paddington* from the *Incipio Group* received a completely new look, becoming *Pergola Paraíso*, a Tulum-inspired beach club. The day-time party venue offers delicious tacos and ceviche, as well as Corona beers but will only last until the end of the summer. Already moving into more casual restaurants, *Santo Remedio* is a venue with a modern take on Mexican street food, served in a remarkable environment. They also have a creative cocktail menu, exclusively using spirits from Mexico. This restaurant prepares its dishes with some Ark of Taste products such as blue corn and Pastilla de Oaxaca. In fact, The Ark of Taste was created by the Slow Food organisation to preserve unique heritage food that are endangered due to the industrialisation of the food supply chain. *Breddos Tacos* started as a pop-up and thanks to its initial success has now several locations across the UK, and even Oslo. The concept was inspired from the roadside taquerias and restaurants the two founders have encountered during their travels throughout America and Mexico. Similarly, *El Pastor* and *Taqueria* are also authentic taquerias in London. *Benito's* is another popular Mexican concept from the city, with fresh burritos and tacos at the heart of the menu. Let's not forget

to mention *DF Tacos*, a great place for Mexican comfort food. From crispy buttermilk chicken tacos to churros and frozen margaritas, they have everything you might crave. Not only they serve delicious food but they also work with local British farmers to source ethical meat and fish. Even the beer they serve (Toast Ale) is brewed with surplus fresh bread that would otherwise go to waste.



El Pastor



Pergola Paraiso



Santo Remedio



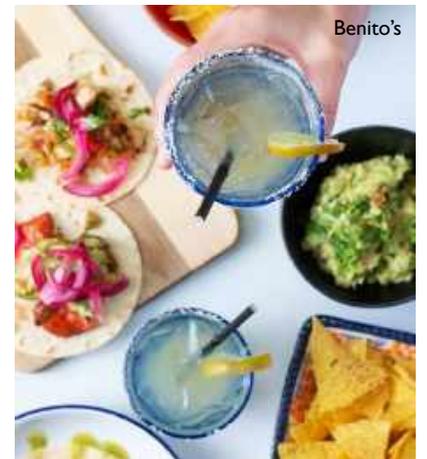
Kol



Bredda Tacos



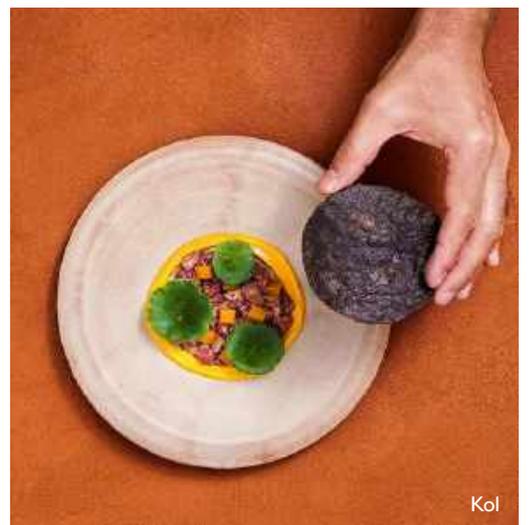
Kol



Benito's



Santo Remedio



Kol

Fusion cuisines

The presence of fusion cuisine is a very exciting phenomenon, as it combines elements of different culinary traditions from various regions. Some of the most popular examples include Indian-Chinese, Peruvian-Japanese or Italian-Middle Eastern.

Two Michelin-starred *Da Terra* showcases a modern fine dining fusion cuisine, mostly a combination of Italian and Brazilian flavours, following the chef's roots. Exciting dishes include moqueca with palm heart and farofa or baba with cachaça. *Sushisamba* offers a creative culinary culmination of three different countries: Japan, Brazil and Peru. This concept was inspired by the Japanese emigration to South America in the early 20th century to find their fortune by cultivating coffee plantations. The menu is composed of the classic favourites from all three countries, including Japanese tempura and sushi, Brazilian churrasco and moqueca or Peruvian anticuchos and ceviche. *Uni* brings to clients the vibrant flavours of Nikkei cuisine, a fusion between Peruvian and Japanese food. The menu features fish and crab tacos, ceviche, tiradito and a great variety of sushi. Similarly, *Mommi* also offers a dining experience, where Japan meets Latin America on the plates. *Dinings SW3* has a modern and elegant take on the Japanese izakaya with interesting creations such as soba risotto with truffle or tahini creme brûlée. *Casa Fofò* is a small neighbourhood restaurant that earned a Michelin star. The creative menu is a selection of Asian-Pacific influenced dishes prepared from local produce. Then, a venue inspired by the other side of the Pacific is *SO|LA*, bringing a taste of California to

London. The Michelin-starred restaurant not only serves bold dishes but also offers a great selection of Californian wines to complete the “California dreaming” experience. The already mentioned *Nopi* from Ottolenghi offers a Middle Eastern cuisine with strong Italian and Asian influences. Menu items include burrata with coriander seeds, sea bass with gochujang caponata or beef and liver kofta with a citrusy salad. *Norma* brings the best of Sicilian cuisine to London with heavy Moorish influences. Diners can enjoy the comforting dishes in a warm environment, decorated with Moroccan tiles. Similarly, *Popolo* also offers an Italian-Moorish fusion cuisine. After, *Angelina* unusually combines Italian and Japanese cuisine, resulting in creative dishes. Menu items include tofu and crab with lardo, or pig with courgette flower and miso mascarpone. *Paradise* is a modern Sri Lankan restaurant, serving dishes with British, Portuguese, Malay, South Indian and Dutch influences. The exciting menu items include Cornish lemon sole with coastal style red curry, breadfruit doughnut with pineapple ketchup or chilled tomatoes with watermelon granita. Finally, *Volta Do Mar* is not only brining Portuguese flavours to London but also dishes from the country's former trading routes touching Brazil, Cape Verde, Angola, Mozambique, Goa, Macau and Japan. Indeed, the creative dishes are an authentic fusion of Portuguese cuisine and the rest of the world.



Da Terra



Da Terra



SO/LA



Sushisamba



Paradise



Paradise



Dinings SW3



Norma



Ottolenghi

Emerging cuisines

Londoners love their go-to cuisines but they are also looking to experiment with ethnic cooking outside the safety of their usual choices. They are seeking culinary discoveries in many of the emerging cuisines. For instance, Modern Korean, Filipino, African or South American. Lucky for them because if a new trend appears on the food & beverage scene, London will most likely be among the first cities to cater to this new demand.

Michelin-starred *Sollip* is a Korean-inspired fine dining venue offering seasonal tasting menus. The chef-owners prepare Korean classics with European techniques and the other way round. Their creative dishes include daikon tarte tatin, nurungji sourdough or iberico pluma with loquat and doenjang. Jinjuu is a vibrant and energetic place, serving contemporary Korean food. Besides the classics such as bibimbap, which consists of a bowl of warm white rice mixed with several toppings, or crispy pork belly, they also have some fusion highlights such as Korean tacos or mini burgers. Another great place for bibimbap is a venue called *Bibimbap*. For an authentic Korean BBQ experience in London, *Kimchee*, *Koba* or *Olle* are the perfect choice. At *Kimchee*, you will be able to choose from different cuts of wagyu, British beef, duck breast, pork sausages, shrimps or scallops and prepare them on the unique smokeless built-in grills of the table. *On the Bab* made a presence not only in London but also in Paris, and is serving modern Korean street food such as yangnyeom chicken or Korean bao buns. Finally, famous Korean-American chef, Judy Joo, is one of the creative minds behind *Seoul Bird*. This restaurant is also serving modern Korean street food, with a menu mostly focusing on the country's famous fried chicken.

Moving into London's African restaurants, we have two Michelin-starred *Ikoyi* offering a modern West African cuisine with a twist in a trendy environment. Carefully selected sub-Saharan spices are used in every dish such as grains of Selim or fermented, burnt and pickled chilies, as well as plantain. *Stork* is another elegant restaurant, offering a Pan African dining experience. Not only are the dishes authentic and creative, but the interior was also conscientiously designed, showcasing artwork from Africa's most inspiring new artists. *The Kudu Collective Group* was inspired by the owners' South African roots. The venues include a modern yet earthy South African restaurant, another restaurant with an open fire Braai concept, a cocktail bar and an art gallery. At *Kudu*, the menu is often changing as the restaurant is following the British seasons and sourcing from local producers. *The Barbary* and its little sister, *The Barbary Next Door*, were inspired by the historical Barbary Coast, stretching from North Africa to the Middle East. The Berber-style dishes are cooked authentically on open fire or in a clay oven. Similarly, *Berber & Q* was inspired by the same region and same cooking methods over live fire.

Let's discuss the Latin American venues of the city. Born in Madrid and inspired by the Amazon rainforest, *Amazónico* is one of the most popular Latin American concepts in London. The lush, jungle-inspired interior was designed by world-famous artist Lázaro Rosa-Violan. When it comes to the menu, the dishes are not only inspired by Latin America but also the Asian and European communities that live there, coming together into an exciting fusion. The food, the creative cocktails and the interior are always accompanied by a live band performance or a tropical house DJ to provide clients an immersive experience. *Sucre* was inspired by the European immigration to South

America, and especially to Argentina. Most of the dishes are prepared with open fire cooking on charcoal and wood, and can be enjoyed with wine bottles carefully selected from both worlds. Similarly, *Zuaya* is also a vibrant Latin American restaurant and bar, with plates to share, colourful cocktails and live music. *Morena* is a modern South American cafe that was created by two Columbian sisters. The venue is serving food from breakfast to dinner, showcasing the diversity of flavours of the continent and of course, there is a big focus on the freshly roasted Colombian coffee. *Pachamama* is a modern Peruvian restaurant with a shared dining concept, using seasonal British ingredients. *Andina* and *Ceviche*, both created by chef Martin Morales, are composed of a traditional Peruvian kitchen and Pisco bar. The first one is a picantería, which is a traditional lunchtime eatery popular in the Peruvian Andes, while the second one was inspired by the bohemian Barranco neighbourhood of Lima. Similarly, *LIMA* and its little sister, *Floral by LIMA*, both highlight the culinary scene of Peru. The native dishes are modernised and prepared elegantly from seasonal British produce. *Arepa & Co.* is a Venezuelan restaurant with the aim to introduce Venezuelan classics to the city and make Londoners fall in love with this type of cuisine. The tapas-style plates include tequeños, cachapas and, of course, arepas. Finally, *Paladar* is an authentic Central and South American restaurant and wine cellar. The venue also hosts art exhibitions to support up-and-coming Latin American artists.



Jinjuu



Kimchee



Ikoyi



Stork



Kudu



Sucre



Morena



Amazonico



SUCRE

FINE DINING

Famous fine dining venues by famous chefs

Being amongst the most diverse cities in the world, London boasts one of the most eclectic dining scenes and is also one of the top-ranked cities in the world of fine dining. You can find anything in the fine dining segment, from long-established culinary institutions to exciting new concepts. High level ethnic restaurants are doing very well in London and we already mentioned these venues in their respective chapters. Here we will focus on famous fine dining restaurants that are run by celebrity chefs that shaped London's food scene.

Three Michelin-starred restaurant *Alain Ducasse at The Dorchester* offers modern French cuisine. The restaurant's forward-thinking approach to fine dining is not only visible on the plates but also in the refined interior and the service. The menu of three Michelin-starred *Hélène Darroze at The Connaught* reflects seasonal produce carefully selected from local suppliers. The warm and intimate environment was designed by Pierre Yovanovitch and most of the interior elements were custom-made, placing craftsmanship in the spotlight just like in the kitchen. *Restaurant Gordon Ramsay* is the signature restaurant of Gordon Ramsay. Also holding three Michelin stars, this fine dining venue pairs exceptional service and modern haute cuisine in an intimate atmosphere. Two Michelin-starred *Dinner by Heston Blumenthal* is a fine dining restaurant with a menu inspired by British culinary history. The modern yet traditional dishes can be enjoyed in a contemporary dining room located in the Mandarin Oriental Hyde

Park. *Core by Clare Smyth* is a seasonal British fine dining venue. The restaurant was awarded three Michelin stars, next to several other awards, such as Clare receiving the World's Best Female Chef title by the World's 50 Best Restaurants. Two Michelin-starred *La Dame de Pic* offers innovative French haute cuisine at the Four Seasons Hotel Trinity Square, where chef Anne-Sophie Pic's creative dishes can be enjoyed in an impressive environment. Famous concept *Sketch* is also home to a three Michelin-starred restaurant, *The Lecture Room & Library*. This venue is a fusion between surrealism and haute cuisine, with a myriad of canapés, amuse-bouche and petits fours among the "classic" courses. Well-known British chef, Marcus Wareing has a Michelin-starred fine dining restaurant at The Berkeley Hotel. At *Marcus*, the modern tasting menus celebrate European cuisine and the local ingredients are prepared with innovative techniques. The already mentioned *Pollen Street Social* by Jason Atherton is serving a Modern British fine dining cuisine. The Michelin-starred restaurant works closely with local suppliers to showcase the best of British produce. The creative dishes can be enjoyed in an informal and social setting which is a core element of the concept. Tom Aikens is one of the most inspirational British talents, becoming the youngest British chef to ever receive two Michelin stars. Opened in 2020, one Michelin-starred *Muse* was inspired by the chef's fruitful career and the people he surrounded himself with. Finally, *Seven Park Place by William Drabble* offers French fine dining cuisine made with British ingredients. Examples from the menu include foie gras with gingerbread or dark chocolate cremeux with blood orange.



Gordon Ramsay



Alain Ducasse



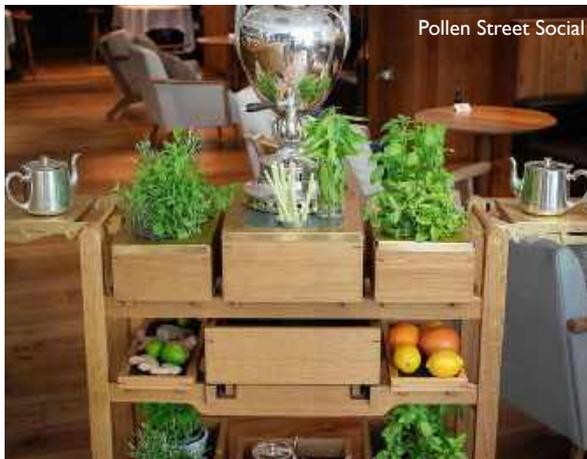
Helene Darroze



Gordon Ramsay



Helene Darroze



Pollen Street Social



Dame de Pic



The Lecture Room & Library at Sketch



Core

From fine to fun dining

However, the fine dining trend is seeing a decline and we can observe a shift from a serious to a more fun and informal style of dining. Many restaurateurs and chefs have understood that their clientele desires an experience that consists of more than the food served. Of course, an excellent quality of the dishes is non-negotiable but a more casual presentation and a more relaxed service, with different personalities are welcomed.

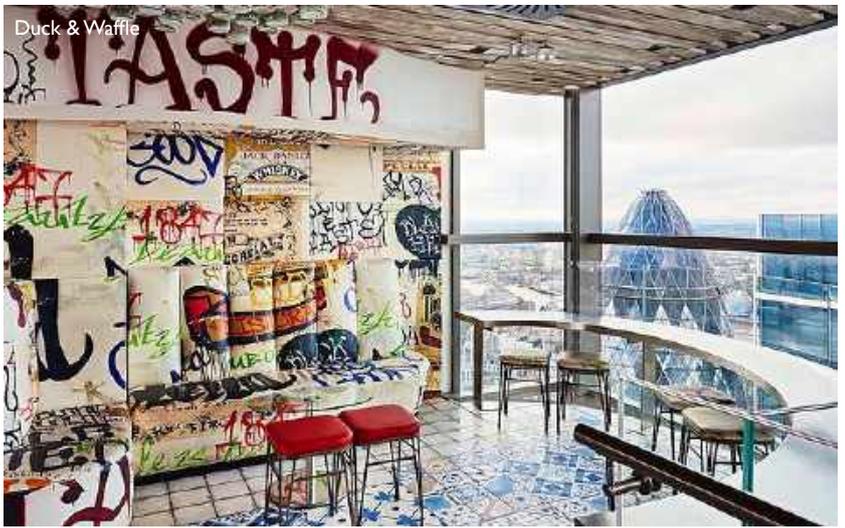
Bob Bob Ricard is the iconic restaurant behind the “Press for Champagne” button located at each table booth. The art deco interior was designed by world-famous David Collins who took inspiration from the Golden Age of Travel and Orient Express. The menu highlights British and French classics such as beef Wellington or steak tartare, as well as Russian-inspired dishes such as Chicken Kyiv and Crab Salad ‘St Petersburg’. *Sketch* is probably one of the most Instagram famous venues in London, home to five different concepts. Almost everyone came across pictures of the egg-shaped toilet pods of *The East Bar* or the pink interior of *The Gallery* that was recently changed to golden yellow. They also have *The Parlour*, a cafe by day and cocktail bar by night, as well as *The Glade*, a lunch room that looks like an enchanted fairytale forest. Finally, we already mentioned *The Lecture Room & Library* holding three Michelin stars. *Duck & Waffle* is the highest restaurant in London, located on the 40th floor of Heron Tower with floor-to-ceiling windows. The spectacular views are accompanied by innovative British and European dishes and creative cocktails. It is a true all-day dining venue as the restaurant is open 24/7, serving guests from breakfast till dinner and everything in between. Their

signature dish is of course the duck & waffle, easily recognised by anyone around the world.

Since London’s market is highly saturated, restaurants are now having a harder time differentiating themselves than in the early 2010’s. Just like *Duck & Waffle*, many of them have their own signature dishes, drinks or unique restaurant design elements to stand out from the crowd. We just talked about *Sketch* and its iconic design elements such as the egg-shaped pods. This venue is not only an F&B destination but also a place for interior design and music. *Burger & Lobster* was born in London but this celebrated concept has now locations all across the world. The idea was to keep the menu simple and just focus on two items: burgers and lobsters - done excellently. Then, *Nusr-Et Steakhouse* became iconic with the gold leaf covered tomahawk steak, as well as the Turkish chef’s unique way of salting the meat at the table of the clients. Even though the concept wasn’t originally born in London, the restaurant became a significant venue of the city’s dining scene. Finally, *Chiltern Firehouse* offers a modern, product-focused cuisine with an American touch. The chefs reimagined the classics to create a bolder and healthier menu, elevating the dining experience as a whole.



Bob Bob Ricard



Duck & Waffle



Duck & Waffle



The Gallery at Sketch



Eggloos at Sketch



Burger & Lobster



Nusr-Et



Chiltern Firehouse



Nusr-Et

WINE

Wine & dine, wine bars and enotecas

Wine has always been a fundamental part of dining and the other way around. Unsurprisingly, its popularity is still expanding as it became a more understandable and well-cherished product among a broader audience. The perfect example is the rise of wine bars in London with a relaxed atmosphere, where skilled sommeliers transmit their knowledge to the consumers.

One of the most unique wine experience you can have in London is *The Sommelier's Table at The Connaught*. Here, you can discover the special 30'000 bottles wine collection of the hotel, accompanied by the dishes of Helene Darroze. Another venue at the hotel is the *Red Room*, an elegant but cosy wine bar where the interior was designed around Louise Bourgeois' famous "I Am Rouge" art piece. The drink list consists of renowned wine by the glasses that are usually only available by the bottle, as well as a seasonal cocktail selection inspired by the wine selection. We already mentioned *Cabotte*, a wine bar and Burgundy influenced bistro de luxe that was created by two sommeliers. The venue is featuring an extensive and unique wine list with over 1000 bottles, perfectly harmonised with the dishes served. Of course, we also have to mention some enotecas, when talking about the wine scene of London. Examples include *Enoteca de Luca*, *Enoteca Turi*, *Enoteca Rosso* or *Enoteca Super Tuscan*. All of these venues have a great selection of bottles from Italy, paired with authentic Italian dishes. *The Tapas Room* is not only dedicated to Spanish food but it is also a wine bar committed to showcasing special Spanish wine, as well as sherry, cava and

vermouth. *Vivat Bacchus* is specialised in South African wine but also has a large selection of fine French bottles and award winning house wines. *40 Maltby Street* is a wine bar located in the warehouse of Gergovie Wines, importing bottles from natural wine producers. Our favourite part of the wine list is the "Staff Picks", where each team member presents their most treasured bottle in a few words. *Noble Rot* started as an extravagant wine & food magazine by Dan Keeling and Mark Andrew. A few years later, the owners set up a wine import company (*Keeling Andrew & Co*) to supply some of London's restaurants and bars. Finally, the duo opened *Noble Rot*, a wine bar & restaurant which won the wine list award at the World Restaurant Awards in 2019. Originally born in France, *Compagnie des Vins Surnaturels* is also present in London. The carefully selected wines can be accompanied by cheese and charcuterie boards, as well as international small plates such as lobster roll, ceviche, aubergine parmigiana or beef tartare. *Peckham Cellars* is a neighbourhood bistro and wine bar offering Mediterranean small plates dedicated for sharing. The three owner-friends wanted to create a relaxed and fun atmosphere for people who are passionate about great wine and food. *Comptoir Cafe & Wine* is a cafe by day but transforms into a wine bar by night. In the evening, they serve small plates featuring French classics such as rillettes and pâté to accompany the extensive wine list. With several locations across London, *The Cheese Bar* is offering British artisanal cheese used in small plates that customers can enjoy sitting around the wine bar counter or in a booth. At their Seven Dials location, they even have a cheese conveyor belt. Finally, *Pairings* is a wine bar with a large selection of small plates, boards and platters to share, as well as the classics of Europe's cheese and ham selection.



Comptoir



Red Room



Noble Rot



Peckham Cellars



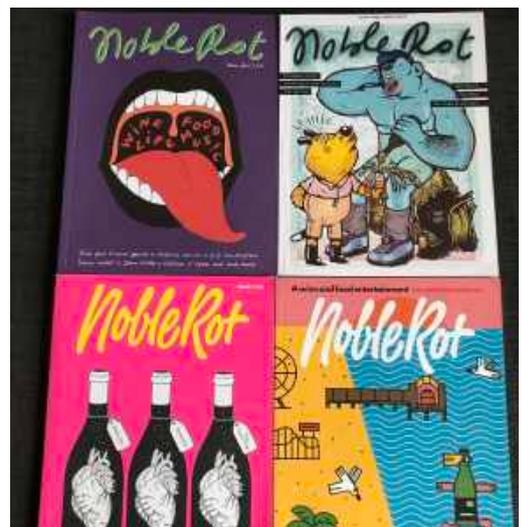
The Tapas Room



Compagnie des Vins Surnaturels



Enoteca Rosso



Beverage pairing

You would be wrong if you would think that only wine pairing is in trend. Many places offer now a beer or sake tasting menu alongside their cuisine, as well as tea, coffee, fresh juices or cocktails.

Fine dining restaurants have long understood the benefit of beverage pairing both in terms of customer experience and revenue. However, more casual restaurants and bars are seeing now the potential and are starting to offer beverage pairings alongside their menu.

Naturally, most of the Japanese restaurants will have a selection of sake and happily offer guests pairing suggestions to have an all-round experience. For example, *Zuma* even has a Sake Sommelier dedicated to support clients with suggestions. *Evelyn's Table* also offers sake pairing next to traditional wine pairing. The sakes found on their menu mainly come from Japan but there are also some from Kanpai, the UK's first sake brewery. You can also enjoy sake at the *Kanpai Taproom*, the brewery's sake bar, offering not only their own brews but also Japanese beers and Osaka street food such as takoyaki, gyoza and okonomiyaki.

The Clove Club offers a tea pairing alongside their wine pairing for those who prefer to choose an alcohol-free experience. The unique, hand-processed teas are sourced from small farms and are served at ambient temperature in a wine glassware.

Finally, Chantelle Nicholson's *Apricity* offers a zero-waste cocktail pairing. They consider the bar to be an extension of the kitchen and therefore, use peelings and stalks, as well as pickles and ferments inside the cocktail creations to close the cycle. The current drink list includes creative cocktails such as beetroot negroni, rhubarb & herb collins or fig leaf martini.



COCKTAIL CRAZE

London's unique cocktail bars

When it comes to cocktails, London is a hard city to beat with many of the classic cocktails being invented there, such as Espresso Martini, Collins and Vesper Martini, just to name a few. These classics never really went out of style and are available everywhere in the city, from simple restaurants to speakeasies and luxurious hotel bars. However, cocktail bars and mixologists are finding new ways to prepare them, revamping these never-fading drinks with some modern twists. Examples include White Negroni, Chocolate Orange Espresso Martini and warm Old Fashioned.

Currently second on The World's 50 Best Bars list, *Tayer + Elementary* is composed of two adjoining modern neighbourhood bars driven by seasonal produce and craftsmanship. This artisan touch is not only seen in the creative drinks but also the industrial interior. *Satan's Whiskers* is another neighbourhood bar offering an innovative twist on classic cocktails. The menu is changing on a daily basis but their hip-hop playlist in the background stays forever. *Swift* is a lively bar with an exciting cocktail list and an extensive whisky offering. Just like *Tayer + Elementary*, *Swift* is also composed of two different types of bars: *Upstairs* is a bright venue with sunny drinks and bar snacks, while *Downstairs* has a more mysterious atmosphere with dark spirits. *A Bar with Shapes of a Name* or *Shapes* for short is an artistic concept that challenges its clients to reimagine how a bar is or should be. The Bauhaus-inspired venue offers six classic cocktails and six signature ones developed by the team, with spirits chosen through blind tastings. *The Alchemist* is a very famous group of cocktail bars in London

inspired by magic and molecular mixology. The mixologists create a show around each drink prepared, leaving an inevitable "wow" effect on customers. *Smokey Kudu*, from the already mentioned *Kudu Collective*, is a South African-inspired cocktail bar. The drink list changes regularly according to seasonal products, and unique ingredients are used such as chakalaka salt, smoke wood essence or spiced honey water. *Abajo* is a bar located under the restaurant *Sucre* and took inspiration from a new and colourful Argentina after the country was liberated from the military dictatorship in 1983. Cocktail creations are named after each colour of the rainbow but classic drinks are also available to order. *The Blind Pig* is a bar hidden above the restaurant *Social Eating House* and reminds us of the speakeasy bars of the Prohibition-era with its vintage and dark interior. Their current cocktail list is put together like a music playlist: each drink pays homage to a famous musician such as David Bowie, Oasis or Nirvana. *Happiness Forgets* is another speakeasy bar located in a basement with a hip atmosphere.



Satan's Whiskers



Tayer + Elementary



The Blind Pig



Tayer + Elementary



Swift



Shapes



Abajo



The Alchemist



The Alchemist

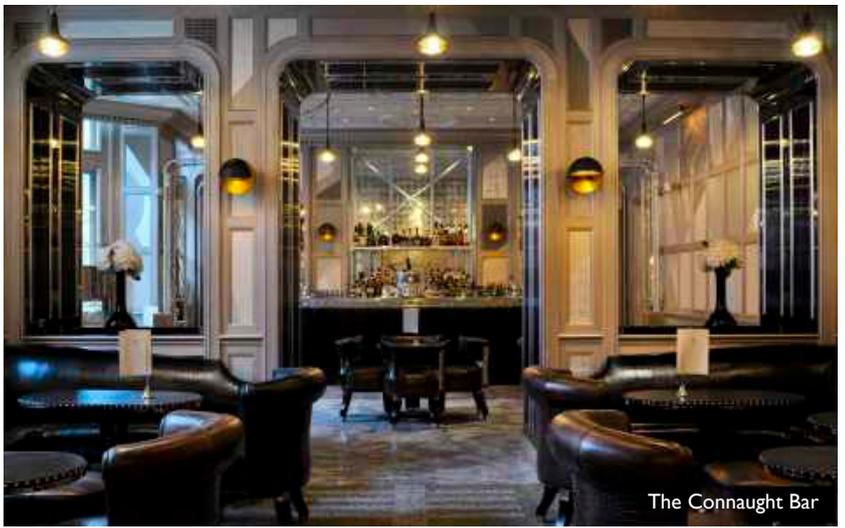
Trendy hotel bars

London is home to some of the most iconic hotel bars in the world and many new ones are appearing in various hotel lobbies and rooftops. The success of these bars is proving that it is possible to attract the local market and generate a buzz around the hotel by creating a great F&B destination.

The Connaught Bar in London is ranked the World's Best Bar since 2021 by The World's 50 Best Bars list. The venue was designed by David Collins and evokes British Cubist art of the 1920's. Since the beginning, the drinks are created by the Master Mixologist, Agostino Perrone. A signature element of the bar is the Martini Trolley, where the drinks are customised according to each client's desire. Moreover, they also created their own house-distilled gin, available both in the F&B venues of the hotel and to be bought for home. *The Coral Room* is a grand salon bar designed by Martin Brudnizki, located in the Bloomsbury Hotel. The drink list is combining the best of both worlds: wine from the countryside and distilled spirits from the city. *The Bloomsbury Club*, another bar of the hotel, was inspired by magic and spirituality. Each of the 14 cocktails on their list corresponds to 14 states of mind or being, so client's can make a choice based on their current mood. *The Rivoli Bar* is an intimate cocktail lounge located at The Ritz London. The bar was inspired by the Art Deco movement and offers an impressive selection of wines and Champagnes, besides the cocktails. *The Mandarin Bar* is a lively and cosmopolitan venue at the Mandarin Oriental Hyde Park. This chic bar was designed by Adam D. Tihany and offers great cocktails and bar snacks, as well as a large selection of caviar with vodka pairing. *The Dukes Bar* at the Dukes Hotel is an intimate bar, serving personalised

cocktails and a myriad of martini variations. *The Blue Bar* at the Berkeley Hotel is a very stylish and innovative venue. Clients can have access to the creative cocktail list through a virtual 'Meta Menu'. Another hotel bar with a blue interior is *Lyaness* located at the Sea Containers London. The cocktail menu is always built around some key ingredients. Currently these elements are 'Oyster Honey', 'Blood Curaçao', 'Green Sauce Liqueur', 'Malt & Grass Amazake' and 'Fruit Furikake'. *Side Hustle* offers casual drinks and dining at the NoMad Hotel. The bar is set in the building's former Police Station and offers a cocktail list inspired by Mexican flavours and agave-based spirits. *The Artesian Bar* at The Langham is a chic and cosmopolitan venue, offering innovative cocktails and bar snacks. For example, one of their menus was designed to evoke emotions through familiar flavour memories in the form of two-ingredient cocktails. Finally, *Le Magritte Bar* at The Beaumont was inspired by the great American bars that became legendary in London and Paris during the 1920's. The venue is specialised in bourbons, American whiskies and classic cocktails.

Artesian



The Connaught Bar

Mandarin Bar



Artesian



The Coral Room



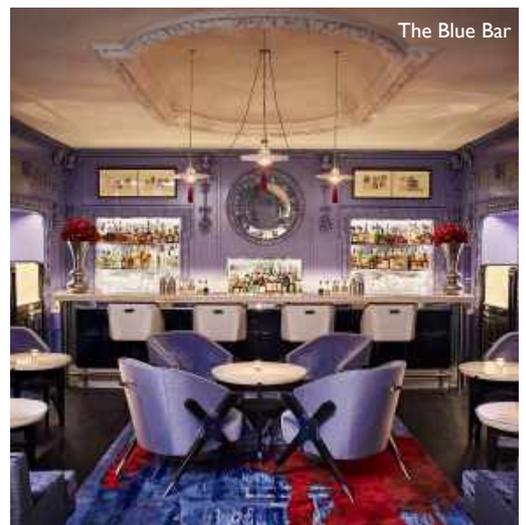
The Rivoli Bar



Lyaness



Le Magritte Bar



The Blue Bar

DESIGN

We all know that having a nice food & beverage menu is not enough nor is an exceptional service. The design of the location is as important as the previous two. All these elements should be aligned to offer an all-round experience. In fact, when we look at the famous triangle of 'F&B, service and ambiance', design plays a crucial role in getting a concept across and attracting the target market.

Kitchen in the spotlight

Many chefs are becoming role models for the way they built up their personal careers and people are looking for a way to connect with them, which played a part in the popularity of open kitchens. People are also looking for unique dining experiences and watching chefs performing their art in the kitchen as a show is a promising option. Moreover, transparency is crucial for people, especially when visiting restaurants. They want information about the provenance of the ingredients, the preparation method of certain dish or the hygiene measures followed, all contributing to the interest in open kitchens.

Kitchen Table is a two Michelin-starred restaurant, consisting of a horseshoe-shaped table around the kitchen. Only 19 clients can be seated at a time which makes the dining atmosphere very intimate. The small plates they offer are simple but creative, made from seasonal British produce. Similarly, *Evelyn's Table* offers an intimate dining experience at a 12 seater counter around the kitchen. The Michelin-starred restaurant serves the best of British produce, prepared with Japanese and French techniques. If you wish to have a theatre-like experience we recommend you to

try *The Chef's Table at The Connaught*, where the kitchen is the stage. Clients are seated at a pink marble table in front of the kitchen, located under the actual Helene Darroze restaurant. From here, they can observe the chefs showcasing their culinary skills while preparing the three Michelin-starred dishes. Previously, we discussed several venues with an open kitchen concept, including Japanese restaurants like *Zuma*, *Roka* or *Endo at The Rotunda*, tapas bars like *Sabor* or the French *Le Comptoir Robuchon*.

From minimalistic to abundant & botanical design

Minimalistic design is recognisable through its simplicity, function and connection to nature. Some of its sub-categories, such as Scandinavian and Japanese design have become a global phenomenon, also very present in London. Restaurants embracing this type of design believe that "less is more" resulting in a clean and simple environment, where wood and white tones take a centre stage.

Great examples of Japanese minimalistic venues include *Uchi*, *Roketsu* and *Omotesando Koffee*. The interior of *Roketsu* has been carefully designed and built by the craftsmen of Nakamura Sotoji Komuten, using Japanese hinoki wood, preserved in Kyoto for over one 100 years. *Omotesando Koffee* started in Tokyo but now has locations across the world, including London. Here again, the interior design is centred on light wood details. Other nice examples of minimalistic design can be seen at modern cafes. *Nola* is a neighbourhood cafe that was created by the singer duo of Oh Wonder. The creators spent years touring the world with their band until the pandemic put this kind of lifestyle on pause. Therefore, *Nola*

was inspired by all the cafes they visited around the world and was finally born after the lockdown. *Arket Cafe* was founded by *Arket*, a concept store of sustainable clothes and home items. The brand took inspiration from the Nordic lifestyle and this can frequently be seen in the interior design of the cafes, now present in London and many other cities of the world.

Often, restaurants and bars with an abundant design deliberately overload their interior with furniture and artwork. At first, the ambience might look messy instead of extravagantly chic but in reality, this abundance is carefully designed in order to create a sense of awe. Restaurants in London with an abundant design include *Sexy Fish*, *The Chiltern Firehouse*, *Brunswick House*, *No Fifty Cheyne*, *The Ivy* or *Annabel's*. All of these venues are home to a colourful mix of different design elements. Of course, we can't forget about the restaurants of the Big Mama Group such as *Circolo Popolare*, *Ave Mario* and *Gloria*, when talking about extravagant design, as well as the venues located at *Sketch* such as *The Glade*, *The Parlour* or *The Lecture Room and Library*.

Moving into botanical design, this trend has many benefits, from aesthetics to functionality. Bringing the outdoors inside a restaurant or bar with the help of green walls, trees, flowers or other plants is very meaningful for people. It is not only pleasing to the eye but also for the mind. Research has shown that being around plants helps people feel more calm and relaxed, thus decreasing levels of stress. Customers are undoubtedly attracted to places with a botanical design since plants enhance their mental and emotional health. Most of the examples that we saw when we were talking about abundant design also had a heavy presence of plants included in the interiors such as *The Ivy*, *Circolo Popolare* or *Chiltern Firehouse*. Other restaurants with a

clear botanical design direction include *Blixen*, *Bourne & Hollingsworth Buildings*, *Clos Maggiore*, *The Dalloway Terrace* or *The Winter Garden at The Landmark Hotel*.



Endo at The Rotunda



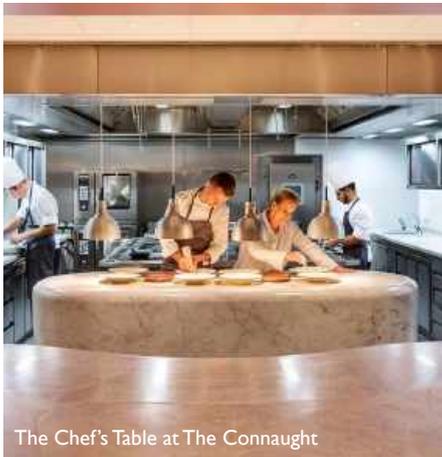
Evelyn's Table



The Chef's Table at The Connaught



Kitchen Table



The Chef's Table at The Connaught



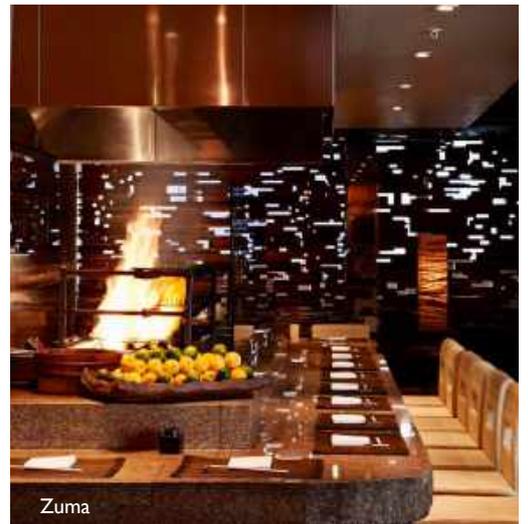
Sabor



Endo at The Rotunda



Roka



Zuma

Uchi



Roketsu

Arket Cafe



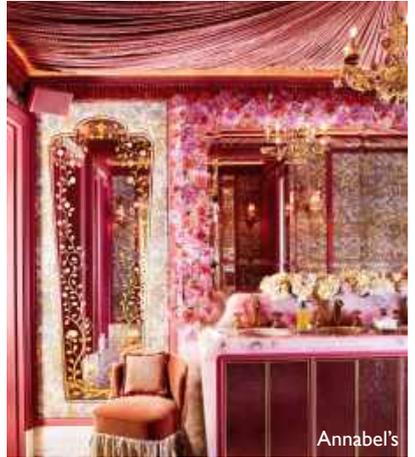
Nola



Omotesando Koffee



No Fifty Cheyne



Annabel's



The Ivy



Circolo Popolare

CONCLUSION

After completing this extensive market research, we can confirm that London is one of the most significant cities for food in the world and is home to countless passionate chefs who are redefining the way we eat. From long-standing restaurants such as Le Gavroche or Quaglino's, to innovative new venues that emerged after the Covid-19 pandemic, you can find any concept you might be looking for.

First, we examined restaurants that have a focus on sustainability and put an effort in serving local and organic produce, as well as concepts built around ethical meat. We also had a look at plant-based venues, from vegan junk food to vegetarian fine dining, as they became significantly important over the past few years. Then, we also presented the ethnic diversity of London's restaurant scene with different cuisines from all over the world. We had a closer look at British cuisine and more specifically, at the evolution of Modern British cooking, as well as gastropubs. Of course, we also had to mention the famous afternoon teas. Then, we looked at fine dining restaurants, from luxurious to more fun concepts, as well as the well-known chefs behind them. We learnt that clients desire an experience that consists of more than the food served and restaurateurs must use their creativity to

respond to the growing expectations of clients. From genuine storytelling to stimulating people's five senses, they are trying to come up with innovative ideas to create a "wow" effect. Some of the most famous restaurants in London are even differentiating themselves with signature components, ranging from signature dishes or drinks to interior elements. We also had a closer look at some popular design trends such as open kitchens, bringing nature indoors and minimalistic versus abundant design. After, we introduced breakfast and brunch venues, including the best modern cafes of the city. Then, we moved our focus from food to beverages, and discussed concepts related to wine such as wine bars and enotecas. We also saw that beverage pairing doesn't end with wine but there are great opportunities in beer, cocktails or fresh juices. Last but not least, we took a look at the cocktail craze in London, from trendy hotel bars serving timeless classics to innovative cocktail bars offering their unique creations. We tried our very best to fit all of our favourite places into this report, and we hope that you are all set with our recommendations for the next time you have a chance to visit London.

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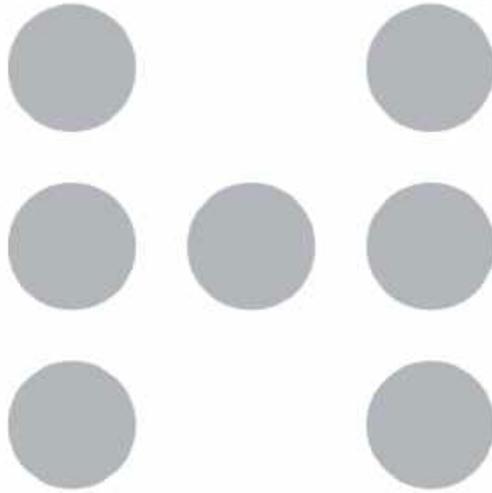
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