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Pied à Terre

20

YEARS

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David Moore and Richard Neat with diners in the early 90's





20
YEARS
At Pied à Terre



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Photo by Richard Hamilton 1992

History of Pied à Terre

The early years...

It was whilst working at Le Manoir aux Quat' Saisons that the concept of Pied à Terre was born. David Moore excelled in his front of house role and perfected his craft in high end Michelin star dining, under the watchful eye of Raymond Blanc.

In 1991, equipped with the highest standard of training and a burning ambition to own and run his own Central London restaurant, David teamed up with Chef Richard Neat to open Pied à Terre.

At first, Moore's ambition was to open multiple restaurants under the Pied à Terre brand throughout London, but he soon realised this was not what his loyal clientele desired and so the restaurant remains one of the few independently owned London Michelin starred restaurants.

The restaurant was awarded its first Michelin star in 1993 just thirteen months after opening the doors. It then went on to be a double starred establishment in 1996 just before



Neat passed the culinary baton on to Tom Aikens, who gladly took the top spot in the kitchen where he had also trained.

Aikens held onto the two stars and continued to produce the impressive, creative and innovative dishes to which the diners had become accustomed.

December 1999 saw Aikens' sous chef Shane Osborn take the reins from his mentor. In January 2000, the restaurant was of one star status but the new team regained the second star once again in January 2003.

"The first few years of the restaurant were extremely difficult. They were filled with

magnificent highs and lots of really low lows. We really hit the ground running and there were reviews everywhere, Jonathan Meades in The Times called us 'the restaurant of the decade'.

The restaurant did very well, very quickly but it was difficult to sustain. There weren't the marketing tools of the internet back then, and so we had to be clever to get the word out to diners.

We relied on building loyal, regular customers, which was difficult with London being a lot quieter than it is now. It was a real struggle every month." - David Moore

ph. Andrea Pincino

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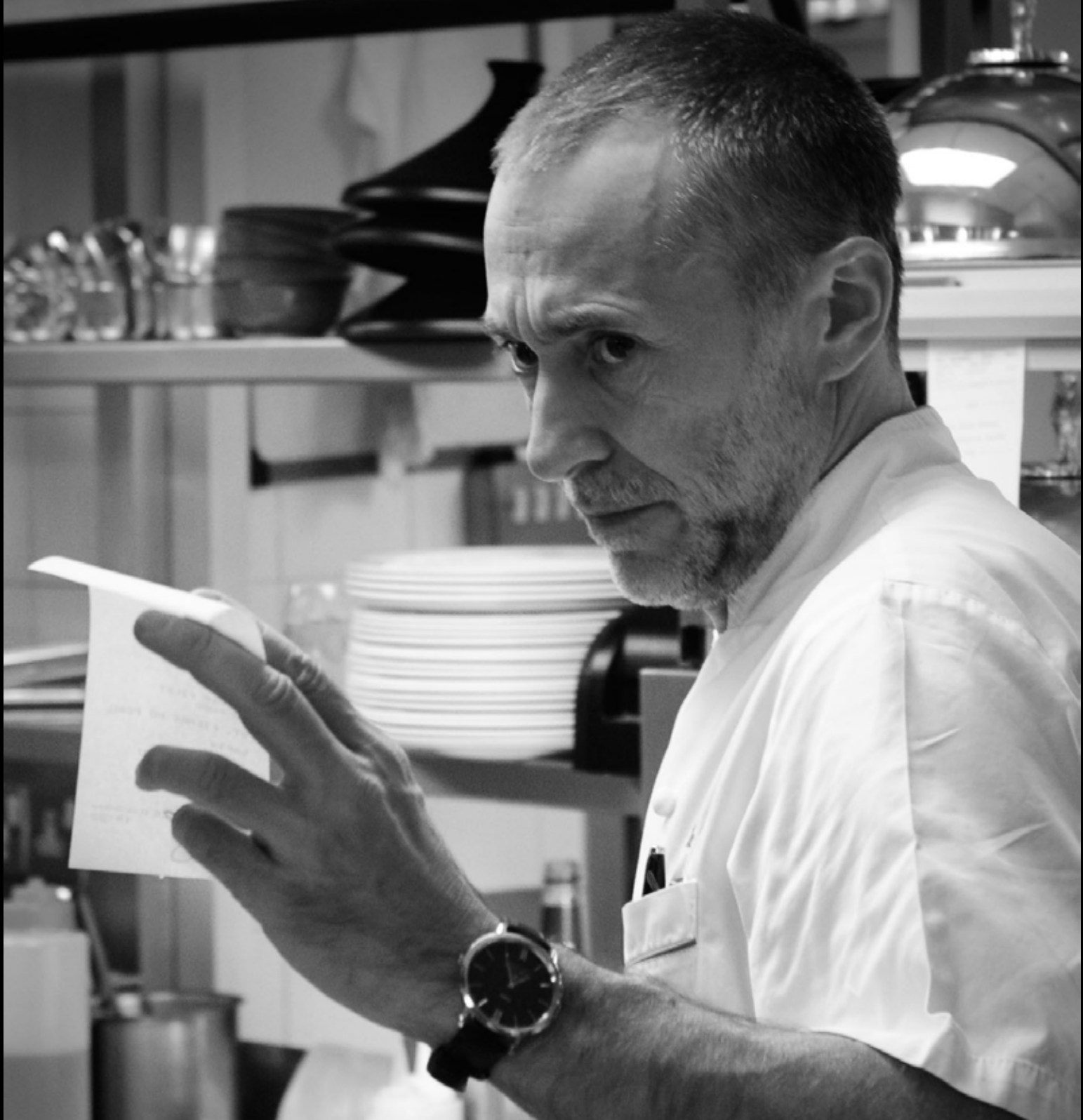
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"The fact that Pied a Terre has been loved by all, for so many years, is testimony to the remarkable gastronomic experience that David Moore and Marcus Eaves have created; I look forward to enjoying many more meals at this beautiful London restaurant."

Michel Roux Jr



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Amulet by Tanya Gomez
Photo Dominic Tschudin





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The private dining room before the fire



The restaurant in ruins after the fire

Fire devastates 34 Charlotte Street

On 15th November 2004, disaster struck as a fire engulfed the entire building in the early hours of the morning. It is believed that the fire was started by a faulty part to an ice machine that had been serviced shortly before the fire broke out.

With no one around to hear the internal fire alarm, it was a hotel manager across the road who raised the alarm and called the fire brigade.

"34 Charlotte Street had enough damage that the Buildings Officer in Camden slapped a dangerous



building order on us. The entire building was devastated and looked like it could cave in at a moment's notice" - David Moore.

Although the fire was one of the lowest moments in the Pied à Terre history, it presented an opportunity to rebuild the restaurant to the shape and form that would best suit the townhouse at 34 Charlotte Street.

The restaurant was closed for 11 months whilst the refurbishment took place. Fifteen members of staff were kept on full salary

during this period to ensure the high standard of service, knowledge of dishes and strength of team that was built up over many years was in place on re-opening.

The layout changed completely with the private dining room relocated, and a private bar created to bring out the best in the 1873 townhouse.

"Of course the fire was devastating to all the team, but we like to draw on the positives. We now have a beautiful interior that matches the quality of food, wine and service that diners receive here". - David Moore



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Jelf Manson wishes David Moore and the Pied à Terre team a happy 20th anniversary.

Jelf Manson are delighted that their client Pied à Terre have achieved such a landmark in their history, despite being an award winning restaurant with a string of accolades, it hasn't always been plain sailing with a serious fire affecting their premises in 2004.

Jelf Manson has provided insurance advice to Pied à Terre since the Charlotte Street premises suffered the fire. It was a typically bizarre sequence of events that led to the fire which quickly engulfed the premises.

Mike Latham, Regional Managing Director, Jelf Manson explains "Unfortunately like many busy restaurateurs before him, David realised that the insurance policy he thought he would never need, proved to be inadequate in protecting the company and resulted in the restaurant being closed for the best part of a year.

"It's an all too familiar a story. Clients such as David, who have a business to run, need to rely on their specialist insurance advisors to look after their specific requirements. Many brokers do not understand or explain sufficiently the basis of cover, in particular 'Fixed Asset' replacement, and the insurance definition of 'Gross Profit' which is often very different to the accounting definition employed."

Manchester based Jelf Manson, along with the Jelf London office look after the insurance requirements of many of London's top restaurant chains and destination restaurants. In addition to the core covers Jelf Manson is able to provide a wide range of bespoke extensions to its restaurant product such as:

- Loss of utilities at the "terminal ends point", eg. loss of income following damage to utility lines between utility provider and clients premises
- Loss of attraction following an incident in the vicinity that has a detrimental effect on trade e.g. the recent riots
- Breakdown of air conditioning/extraction equipment
- Loss of service charge or "Tronc"

Mike continues, "I am thrilled that Pied à Terre was able to overcome this incident and am sure they will continue to delight existing and new customers alike with their ground breaking cuisine and exquisite wines for many years to come."

David Moore commented, "We have a long standing relationship with Mike and the Jelf Manson team. Having a truly bespoke policy in place allows us to concentrate on other aspects of our business safe in the knowledge that we have a specialist broker protecting our interests."





David Moore

the man behind the restaurants

Biography...

After achieving his Higher National Diploma in Hotel, Catering and Institutional Management (HCIMA), Moore seized the opportunity to partake in work experience in the highly regarded The Box Tree, Ilkley in 1985 when the restaurant was of two Michelin star status.

In 1986 he joined Le Manoir aux Quat' Saisons as a waiter. By 1989, David had worked his way through the ranks to the position of assistant restaurant manager, working closely with world renowned chef Raymond Blanc.

It is here where Moore learned more about the high end Michelin star dining trade. Moore also worked for a stint in Le Louis XV restaurant in Monte Carlo's Hotel de Paris. This restaurant is not only famous for its tremendous three Michelin star food but also has the added bonus of having the Grand Prix on its doorstep. In 1991, Moore opened Pied à Terre, adding a sister restaurant to the brand in late 2007, L'Autre Pied.





A day in the life...

"My days all start the same - breakfast with my two daughters Fauve and Frankie. I make porridge for Frankie, my youngest who loves to eat it with two spoons from the pot! I usually leave the house at 8.30am to take my eldest daughter Fauve to school.

I make sure I do the school run because with the hours I work, if I didn't, I wouldn't see her most days. The school is on Drury Lane so we have a lovely walk together through Lincoln's Inn.

Sometimes as a special treat we'll stop and have a coffee, a cappuccino for me and a babycino for Fauve with a chocolate croissant. Once I arrive at work, I usually spend some time in the kitchen with Marcus discussing any issues or anything that needs handling on my part.



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Mercer Street, Covent Garden, WC2

£2,295,000

A five-storey Freehold period house in the heart of Covent Garden just off Seven Dials. The property is in good condition with many original features and has a roof terrace offering pleasant views over Covent Garden.

Lisle Street, Soho, WC2

£1,595,000

A two bedroom duplex penthouse flat presented in very good order on the fourth and fifth floor of an impressive Dutch inspired building in the heart of the West End just off Leicester Square in China Town.





Mornings for me at Pied à Terre vary, they can include anything from recruitment and interviews to wine tasting. Then I jump on my Boris bicycle (which I love!) and make the five minute journey to L'Autre Pied on Blandford Street to check that everything is okay. I spend some time in the kitchen catching up with Andy McFadden, our new young head chef.

Lunchtimes are spent at either Pied à Terre or L'Autre Pied, and I don't mean eating. I'll be meeting and greeting the customers and making sure everything runs smoothly. Throughout the afternoon, I flit between the two restaurants on my Boris bike, maybe having a glass of wine and a chat with customers left over from lunch.

We have got to the stage now where both restaurants have highly skilled managers whom I trust completely. Neither restaurant relies on me to be there, they can run perfectly without me on a day to day basis. I make it home for about 10.00pm each evening."

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Entrepreneurial spirit

With both restaurants running smoothly under the respective managers, David was able to embark on other endeavours such as television and aiding other restaurateurs starting out on the same journey he did all those years ago.

Van Zeller Restaurant

His first non-executive role was in van Zeller restaurant in Harrogate. Tom van Zeller who previously worked in the Pied à Terre kitchen approached David for advice and financial investment, which he was more than happy to provide.

Despite opening in 2008 at the beginning of the economic downturn, the restaurant is now in its fourth year. Having just won 2012 The Good Food Guide Readers' Restaurant of the year van Zeller is certainly carving out a niche for himself in Harrogate and Yorkshire.

"I'd always said I would help any ex-member of staff who came to me. This was because Raymond (Blanc) had been so helpful when we opened Pied à Terre that I felt obliged to help others when the opportunity arose. Tom came, he asked and I said yes." - David Moore



Photo by BBC Olive Magazine:
Sarah Willingham and David Moore

BBC's The Restaurant

In 2009 and 2010, David featured in 'The Restaurant' as an inspector with Raymond Blanc and Sarah Willingham. Raymond asked both David and Sarah to be financially involved with the winner of the show and so it was on the back of this that David's next investment came along, in the form of JJ and James, more commonly known as 'the boys who couldn't cook!' There was no shortage of controversy surrounding their win but both David and Sarah stand behind their decision to back the two cheeky chaps.

"We definitely saw something very unique and entrepreneurial in them and so after winning The Restaurant, we launched The London Cocktail Club – The LCC with JJ and James. We are now the proud owners of two very successful and profitable bars and hope to build the brand up to a collection of 8-10 locations.

"I'm a non executive director in this business, I don't think I know much about cocktails except how to drink them – I certainly don't know how to make a good one, but what I do know is if there was a Michelin star being awarded for cocktails, the LCC would be multi starred. They are absolutely outstanding." - David Moore

Restaurant consultancy

Occasionally David takes on a consultancy role for small, independent restaurants and provides guidance and advice on numerous subjects including: menu planning, wine list compilation, budgeting and cash flow and suppliers among others. Although David thrives on helping small businesses succeed, in recent times, he prefers to be in his own restaurants, spending time with his returning customers and building a rapport with new diners.



A word of advice... and David's top tips for success!

“We have a simple philosophy at Pied à Terre and at L’Autre Pied: treat employees with the utmost respect and you will receive the same back in loyalty and hard work.

Many of the current team have been part of the company for a significant number of years and have progressed to superior positions. If a position becomes available, we always try and promote from within. The same goes for the head chef position. Although each head chef has had a fountain of experience elsewhere, they have also trained at Pied à Terre, under the head chef before them and when the time is right the baton is passed from mentor to protégé.

My first main piece of advice is to employ nice people. My second is to let them do their jobs. I am definitely not a micromanager, we hire good people with great personalities and experience so we let them get on with it.”

Favourite food

“I am very fond of my barbeque. I really enjoy putting almost anything on it. Recently I had a party at the house and decided to barbeque a full lamb. It turned out that it wasn't as small as I thought it would be so I had to use my butchering skills on it! What I thought was a few hours work turned out to be an eight hour mission – it was extremely delicious in the end, which is the most important thing!”



My top 5 favourite restaurants

1. Van Zeller, Harrogate

- "Great new addition to the Harrogate eating scene. Tom, a former chef here at Pied à Terre is cooking some of the best food in Yorkshire"

2. Newman Arms

- "One of the best pie restaurants in London and just around the corner from Pied à Terre. A favourite haunt of mine"

3. Song Que Café, London

- "This local Vietnamese is low key on interior and big on flavour; very easy on the pocket."

4. Mangal 2 Ocakbasi, London

- "Traditional Turkish food, mostly cooked on a charcoal barbecue, meat lovers delight."

5. Le Miroir, Paris

- "A great value bistro in Montmartre. A must if you are visiting this historical area of Paris."





The Dining Experience

With Michelin starred restaurants becoming more and more popular and accessible to diners, it's easy to forget that the whole culinary scene has changed dramatically over the past twenty years.

In 1991, there were only perhaps three restaurants of note in London; Le Gavroche, Pierre Koffman at La Tante Claire and Harlequin.

The opportunity presented itself to open another fine dining establishment in the heart of the West End and David knew the time was right to make his dream a reality. With partner and best friend Chef Richard Neat at his side, the hard work began. But why Michelin?

"Well, do what you do and do it well. I used what I had learnt at Le Manoir aux Quat' Saisons and The Box Tree. I had been to France and worked in two and three Michelin star restaurants; I came back to London and wanted to do what I knew best – fine dining. I'm a firm believer that if you stick to what you know, you will succeed. London soon caught onto the trend and what we have now is a fine dining society – it's good, competition is healthy in any industry."
- David Moore



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À La Carte Starters

Poached Pheasant Egg with Green Asparagus, Morels, Shaved Foie Gras, Shallot and Lemon Thyme Velouté

—

Lightly Spiced Pig Head and Crab Raviolo with Pickled White Radish, Shiso and Kaffir Lime Broth

—

Stuffed Confit Chicken Wings with Truffle Mayonnaise, Squat Lobster, Jersey Royals and Baby Artichokes

—

Roasted Breasts and Confit Leg of Quail, Quail Kiev, Shallot and Douglas Fir Purée, Pine Nut Vinaigrette

—

Marinated Scottish Scallops with Toasted Hazelnuts, Caramelised Celeriac and Confit Amalfi Lemon

—

Salad of White Asparagus with Iberico Ham, Ossau Iraty, Confit Meyer Lemon and Black Olive Dressing

—

Seared Duck Foie Gras with Passion Fruit Curd, Puff Wild Rice, Glazed Endive and Puy Lentils



À La Carte Main courses

A Tasting of Rabbit with New Season Onions,
Broad Beans, Tarragon and Mint Sauce

Poached Fillets of Lemon Sole with Cucumber, Borage and Pernod
Velouté, Oyster Beignets

Pyrenées Lamb Shoulder with Glazed Anjou Shallot, Peas, Sweet-
breads and a Lightly Smoked Sabayon

Poached and Roasted Sea Trout with Watercress Purée, Green
Asparagus, Brown Shrimp and Chervil Nage

Slow Roasted Limousin Veal with Tarragon Brioche, Morels, Lardo Di
Colonnata and Parmesan Cream

Pan-Fried Fillet of John Dory with Cornish Squid, Wild Sea Fennel,
Pink Grapefruit and Citrus Dressing



The lobby



The Drawing Room of the Royal suite



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One of the new Belgravia Suites designed by Russell Sage



Master bedroom – the Royal Suite



The Belgravia Suite



The Private Garden

One of the highlights of this very English hotel has to be the Belgravia Suites. These one-bedroom suites feature the richest of silks woven specially for the hotel by The Gainsborough Silk Company in Suffolk. Bespoke furniture has been crafted for each one and Russell's overall vision has created wonderfully elegant yet comfortable spaces. As you sit in front of your handsome marble fire place you are transported back to a world of elegance that rarely exists in this modern age.

Jeremy explains "These new suites are perfect for The Goring. They trumpet quality and elegance and a design to last and improve with age. They don't feel like hotel rooms but are very personal reminding one of the home of a nineteenth century Duke – but with brilliant mod cons and a bit of naughtiness"

Quite simply the Belgravia Suites are the jewels in this quintessentially English hotel.

The Goring

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À La Carte Desserts

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and Long Pepper Millefeuille

Tart of Earl Grey Tea with Milk and Vanilla Gel, Bergamot Ice Cream,
Candied Orange

Mango Bavarois with Marinated Lychee, Mango Sorbet and
Coconut Foam

Vanilla Creme Brulée with Spring Raspberries, Raspberry Gel, Lemon
Verbena Ice Cream

Lemon and Poppy Seed Drizzle Cake with
Blood Orange Gel and Lemon Curd Ice Cream

Selection of Cheese and Wine

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Du Jour Menu

Canapés

—

Raviolo of Confit Rabbit, Baby Leeks, Morels Mushrooms,
Hazelnut Dressing and Parsley Cress

Or

Tartare of Cornish Mackerel with Pineapple Tomatoes,
Shallot and Cabernet Sauvignon Vinaigrette

—

Pan Fried Bass with Cornish Squid, Wild Sea Fennel,
Pink Grapefruit and Citrus Dressing

Or

Roasted Tenderloin of Pork with Smoked Bacon Fondue,
Wye Valley Asparagus, Truffle and Parmesan Gnocchi

—

Marinated Gariguette Strawberries with Fromage Frais Sorbet, Breton
Shortbread and Thai Basil

Or

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Tasting Menu

English Green Asparagus Velouté with a Ragout of Broad Beans and Soft Poached Quail Egg

Marinated Scottish Scallops with Toasted Hazelnuts, Caramelised Celeriac and Confit Amalfi Lemon

Seared Duck Foie Gras with Passion Fruit Curd, Puff Wild Rice, Glazed Endive and Puy Lentils

Poached Fillets of Lemon Sole with Cucumber, Borage and Pernod Velouté

Pyrenées Lamb Shoulder with New Season Onions, Peas and a Lightly Smoked Sabayon

Cheese Selection

Strawberry Sorbet with Wild Strawberries Jelly and Lemon Oil

Vanilla Creme Brulée with Spring Raspberries, Raspberry Gel, Lemon Verbena Ice Cream

Coffee and Petits Fours

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General Manager Leonora Popaj



Restaurant Manager Mathieu Germond with Marcus Eaves



The Management Team

Leonora Popaj – General Manager of Pied à Terre and L’Autre Pied

Leo takes care of all the administration for the two restaurants. Her busy days are consumed with managing reservations, taking control of HR and payroll and making all the payments for both restaurants.

If not in the office, you’ll find her on reception at lunchtime, helping out front of house and chatting to the customers, some of whom come back year after year to see her.

Being on the floor is her first love and something she thoroughly enjoys. Leo has been part of the team for the past 13 years, working closely with David to ensure the smooth running of the restaurants.

Mathieu Germond – Restaurant Manager at Pied à Terre

Before the fire, Mathieu was employed as the restaurant sommelier, but after the fire he came back as restaurant manager. He took over the role previously filled by David, which in turn gave David the time he needed to pursue other endeavours such as L’Autre Pied and TV work with the BBC.

Mathieu is on the restaurant floor everyday making sure that not only is the service maintained at the high level expected by diners but that it continues to move forward and evolve for the better.

*“Mathieu is the only person I know who can run a restaurant better than I can”
- David Moore*

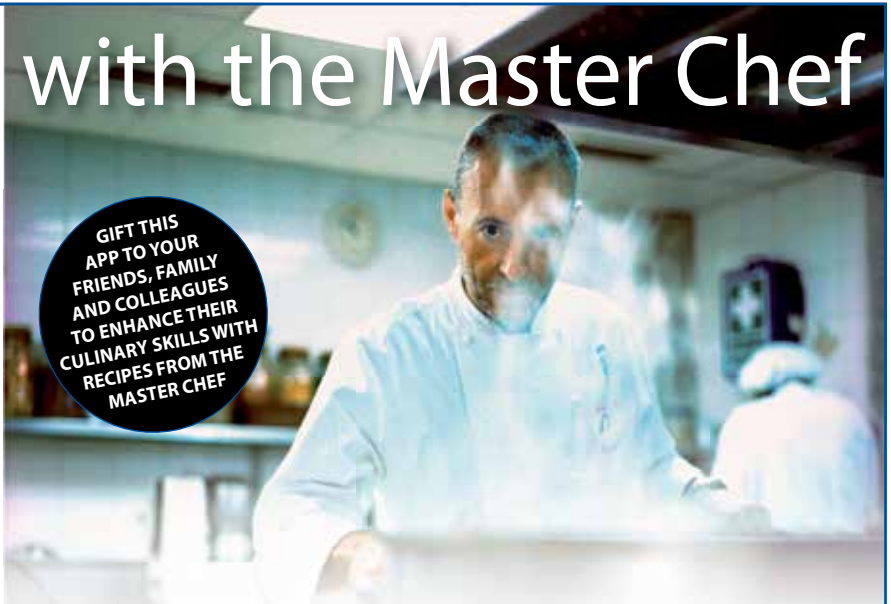
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An interview with Mathieu Germond

How long have you been at the restaurant?

Eight years, and before that I was at The Capital.

What attracted you to become a sommelier?

Both my grandfathers made table wine, so I guess you could say wine is in the blood. I'm also very passionate about food.

Where did you do your training?

Tours, Loire in France. I spent five years at catering school and then learnt a lot through work experience in the Basque country, spent four years in Paris and then ten in London. My role has always been multi-skilled, any sommelier should be able to carry out every aspect of table service as well.

What would you say are the essential skills required to be a sommelier?

Passion about people and wines, there is a lot of personal study involved which is ongoing to remain the best informed. You have to be ready to work a lot of hours too. There is an element of psychology to it, you have to be perceptive and understand what the customer wants, what their expectation is including service and price.

What wines complement your personal favourite three course meal and why?

Starter: Veal sweetbreads with a 10 year old white Burgundy. Main course: Fillet of Lamb with Côte-Rôtie (a red from the Rhone Valley). Dessert: plate of cheese and sherry.

What are your thoughts on the "red wine with red meat, white wine with white meat and fish" age-old debate?

I'd agree with red wine with red meat, but a light red can be matched with strong fish, mushrooms and red wine sauces.

How does the choice of the right wines complement the different food courses served?

You have to serve what the customer expects, so if the customer wants to drink red, you have to find them a red to match. You must always match the course, increasing in body, sweetness, power, making it bigger and richer as the courses progress and playing with sweetness towards the end.

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An interview with Mathieu Germond

(Continued)

What's the best part of your job?

Tasting a lot of different wines and meeting a lot of different people.

And the worst?

There isn't anything about my job that I don't like.

What is the finest wine that you have ever tasted and why?

All the wines are very different and I do not feel it is possible to have a favourite.

What is the most unusual wine that you have tasted and why?

Vin Jaune - an oxidised white wine from Jura, in the north of France, through a disease called 'flor' which forms a white skin on top of the wine which brings yeasty and nutty flavours.

How many wines do you have?

We carry 700 in the restaurant which is only a quarter of our stock as the rest is maturing. At Pied à Terre we have a high turnover of wines and circulate an average of 5,000 different wines a year.

What's the most that you have ever seen spent on a single bottle of wine?

£10,000 Bordeaux. Petrus 1982.

How often do you find that customers complain about wine being corked and - in your opinion - how often do you think that they are right?

Very rarely. We taste all the wine first so the chances are it would never reach the diner in the first place. Of those who think their wine is corked, I would say that 40% are right. People can confuse different aspects of the wine - an experienced sommelier can manage the expectations of the customers.



The chefs of Pied à Terre; past and present

Over the past 20 years, Pied à Terre has had four head chefs; Richard Neat, Tom Aikens, Shane Osborn and Marcus Eaves. Testament to the in-house philosophy of promoting from within, each chef with the exception of Richard Neat, who opened the restaurant in 1991 with David Moore, trained in the Pied à Terre kitchen before working their way up and earning the coveted top spot.

Richard Neat (1991 – 1996)

Opening the doors of the restaurant with owner David Moore in December 1991, Neat was at the helm of the kitchen until 1996, during which time the restaurant was awarded two Michelin stars. At the age of just 29, he was one of the youngest ever recipients of such an honour. After a string of successful ventures, Neat settled in Costa Rica where he opened Park Cafe in San José.

“Richard was a genius cook, he and I were best friends whilst working at Le Manoir. It was there where we hatched the plan to open a restaurant together. If he was in London now I think people would be queuing up to eat his food. What he brought to the picture in 1991 was a level of creativity that London hadn’t seen yet. He brought lots of new ideas. His pallet of flavours, colours and textures was totally different to anything that was in London at that time.” - David Moore on Richard Neat.

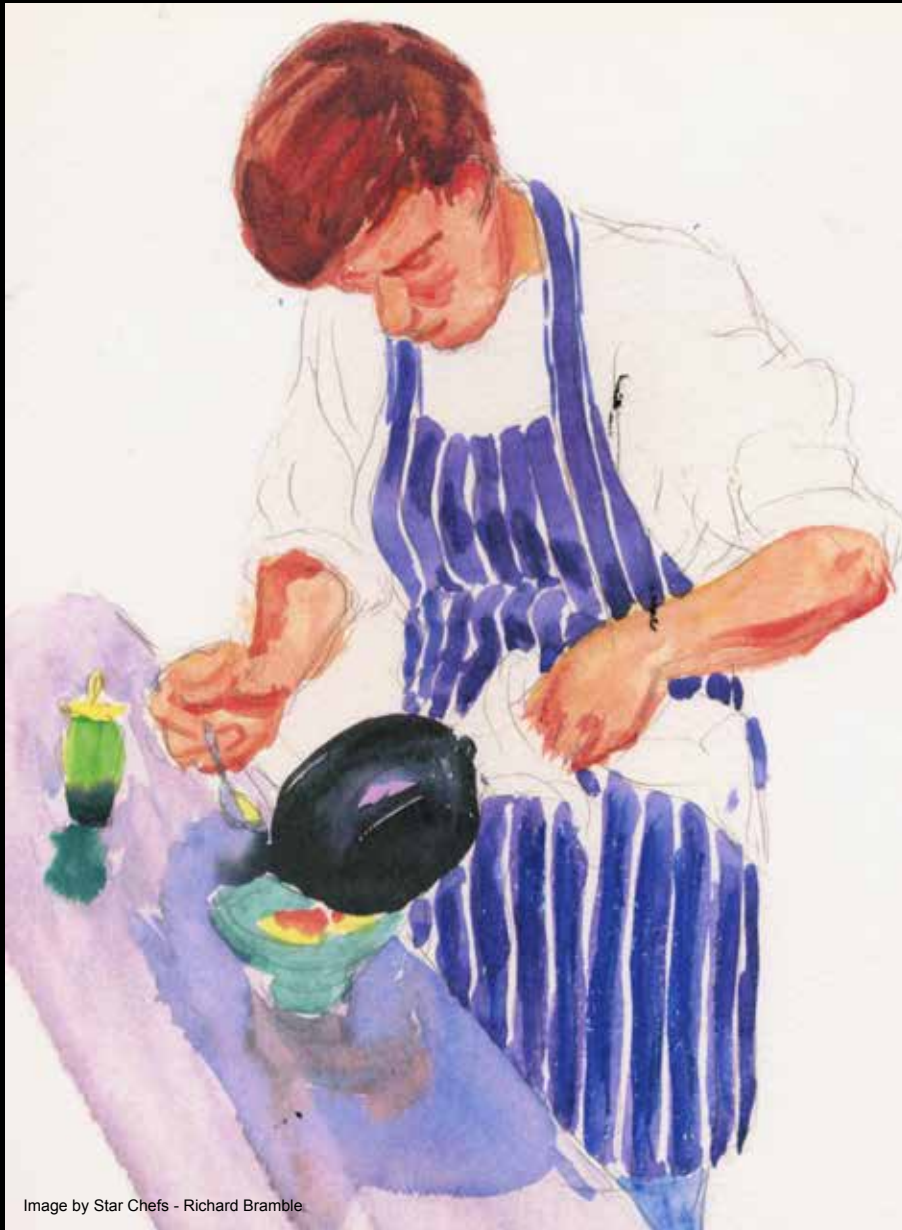


Image by Star Chefs - Richard Bramble

Tom Aikens (1996 – 1999)

Joining Pied à Terre in 1996 as head chef and co-proprietor, Aikens maintained the restaurant's two Michelin stars and became the youngest British chef to achieve this accolade. He was 26. Three years later, he left Pied à Terre, returned to La Tante Claire, and then took a break from restaurant kitchens. In 2003, Aikens opened Tom Aikens Restaurant in Chelsea and more recently opened a second, brasserie-style restaurant, Tom's Kitchen.

"We received our second star in 1996. About a week later, Richard declared that he wanted to leave the basement kitchen here at 34 Charlotte Street, and we invited Tom, who had been Richard's most ambitious and promising sous chef to come back and join the team. He brought with him a huge energy, a massive capacity for work and a whole lot of culinary muscle.

His flair was in a similar vein to Richard, you could see that they had worked together which ensured consistency and continuity at the restaurant. His dishes were highly regarded amongst diners and the critics alike" - David Moore on Tom Aikens.



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Shane Osborn

Former Chef of the acclaimed Pied a Terre, London

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Shane Osborn (1999 – 2011)

Osborn joined Pied à Terre in 1999, and became the first Australian to attain Michelin status. His enviable CV has seen him working as sous chef to Tom Aikens at Pied à Terre, with Gordon Ramsay and Marcus Wareing opening L'Oranger, and helping win a Michelin star as junior sous chef at The Square, a two star Michelin restaurant before joining Pied à Terre.

“Shane brought a level of stability that we hadn’t had before. His level headed sergeant-major approach worked brilliantly. Again the food had a lineage that he had worked with Tom. After a few years he had developed his own unique style.” - David Moore on Shane Osborn.



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Marcus Eaves (2011 – present)

Eaves gained his first Michelin star at just 27-years-old - fourteen months after opening the doors of L'Autre Pied in 2007, in London's Marylebone.

One-time protégé of Shane Osborn, Marcus has now returned to head the kitchen at Pied à Terre. Eaves produces creative and exciting food that has delighted both diners and critics alike.

From the beginning...

Marcus's passion for food developed at an extremely young age. His biggest inspiration was his father who was a chef in a local country house hotel. He always placed a huge emphasis on seasonal, fresh and local produce, something which has always been very important to Eaves throughout his career.

Once Eaves finished his GCSE's, he went straight to Stratford College of Food and Technology, where he studied Food Preparation and Cooking. After a short eight months in Stratford College, his extraordinary talents were recognised and in July 1997 he was offered work experience in Simpsons in Kenilworth under Andreas Antona.

It was here that Eaves was introduced to the world of fine dining, a world which he excelled in from the beginning. During this period, Simpson's earned their Michelin star status and Eaves

was inevitably given the position of sous chef.

May 2001 saw Eaves take the position of chef de partie in Lettonie Restaurant, a two Michelin star establishment in Bath. He worked for 13 months with chef-patron, Martin Blunos before returning to Simpson's where he worked on a temporary basis until September 2002.

In September 2002, the renowned Landmark Hotel in London came calling and he accepted a position under two Michelin star chef John Burton Race. He remained there until January 2003.

Eaves continued his training at Pied à Terre, and worked under mentor Shane Osborn. Both Osborn and Moore recognised something special and offered the support and teaching experience that still stands with Eaves today as he runs the very kitchen in which he trained.

To gain further experience, Eaves accepted the chance to work under Claude Bosi in the well known Hibiscus Restaurant in Ludlow. During his time with Bosi, his early achievements were rewarded when he won Midlands Young Chef of the Year and The Gordon Ramsay Scholar Award.

These awards were only the beginning for Eaves who returned

to Pied à Terre as sous chef in 2005 where he remained until the opening of sister restaurant L'Autre Pied in November 2007.

Eaves excelled whilst working as head chef in L'Autre Pied and really defined his outstanding cooking style.

...to head chef at Pied à Terre

In June 2011, Osborn decided to take the opportunity to travel with his family, leaving the top spot open – who better than Marcus Eaves?

As with Pied tradition, head chefs are promoted from within where possible, so while Marcus took over the reins at Pied à Terre, his protégé Andy McFadden stepped up to run the L'Autre Pied kitchen.

Eaves' style is unique, innovative and easily recognisable as he takes every opportunity to demonstrate his culinary flair using the best of the season's ingredients in every dish.

Over the past ten years Eaves' enthusiasm and creativity have never waned, nor has his passion for his earliest inspiration of seasonality and the use of quality, British produce.

The combination of his experience and resulting creativity has now pushed both these influences to the fore and he utilises them to remarkable effect to fuel his perfectly crafted menus.

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- *Oliver Rouillard* (The pacojet Doctor since 2001)



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“Being head chef at Pied à Terre is fantastic, I feel a great sense of achievement; but I also feel a huge sense of responsibility to my kitchen team to continue raising the standards we achieve each day. We strive to make sure our very loyal customers receive the highest standards possible and that new diners are given the same treatment. Pied à Terre is a very special restaurant with an amazing history I feel very honoured to be part of it.

Looking back, the past ten years have been such an amazing journey for me; starting off as a very humble chef de partie, moving through the ranks to sous chef at Pied à Terre to opening L’Autre Pied and achieving its first Michelin star. Returning to Pied à Terre in May 2011 as head chef was absolutely unbelievable for me, definitely a major milestone in my career.

Looking to the future can sometimes be quite a daunting prospect but one thing is for sure, the kitchen team and I will continue to create modern and innovative dishes for diners. As a chef, you never feel you have made it to the top, there is always room to experiment, expand and take some new risks. I want to keep diners excited and present them with new food combinations and textures they haven’t tasted before.” - Marcus Eaves

Marcus Eaves

Favourite food: Ribeye of Beef, Chips and Aioli

Old family favourite: My all-time family favourite has to be a classic stew or casserole where everything can be prepared in advance placed in the oven on a low heat and served 4/5 hours later. Simple, delicious and always goes down a treat!

Signature dish at Pied à Terre:
Risotto of Alba Truffles

Ingredients

- 1.5 Litres of Vegetable Stock
- 3 tbsp Olive Oil
- 1tsp Ground Mace
- 2 Shallots, Peeled and Finely Chopped
- 350g Arborio Risotto Rice (1½ Cups)
- 3 Garlic Cloves, Peeled and Finely Chopped
- 160ml Noilly Prat Vermouth
- 20g Alba Truffles, Finely Chopped
- 120g Parmesan Cheese
- 120g Crème Fraiche
- 120g Softened Butter
- Small Handful of Soft Herbs (Parsley or Chervil), Finely Chopped
- 2 Medium Alba Truffles (to shave over risotto just before serving)
- Seasoning (Sea Salt and Freshly Ground Black Pepper)

Method:

- Bring Vegetable Stock to the boil, then turn off heat.
- Warm saucepan on a medium heat, add the olive oil and shallots, heat until they start to cook (without browning them).
- Add the risotto rice and the garlic.
- Keep stirring over medium heat until the garlic and shallots are tender. The rice will become translucent around the edges.
- Add a generous pinch of salt, then pour in the Noilly Prat and cook until it has all evaporated.
- Add the hot vegetable stock little by little. As the rice soaks up the stock, slowly add a little more.
- Add the chopped truffles and continue cooking until the rice is tender. (You may not have to use all the stock).
- Finally add the Parmesan, crème fraiche and butter, stirring continuously.
- Season with salt and pepper, and at the last second, add the finely chopped herbs.
- Shave the remaining truffles over the top of the risotto, using a truffle slicer or sharp mandolin, and serve.





PLUS ONE GALLERY



Tjalf Sparnaay, Fried Egg, Double, 90 x 110 cm, Oil on canvas



Tom Martin, Made with Tomato, 110 x 155 cm, Acrylic on aluminium panel

Discover mouth watering art at Plus One Gallery, specialist in Hyperrealism with a wide selection of contemporary culinary themed paintings.

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Wood sculptor Diederick Kraaijeveld's Solo Show of playful pieces of famous objects, made to hang like paintings. October 17 - November 10, 2012

Andrew Holmes

The last Solo Show of 2012 featuring the highest calibre of hyperrealist pencil drawings by Andrew Holmes, expect high-shine colourful motor vehicles in fascinating detail. December 5, 2012 - January 5, 2013



Tom Martin, Forbidden Favourites, 125 x 120 cm, Acrylic on aluminium panel

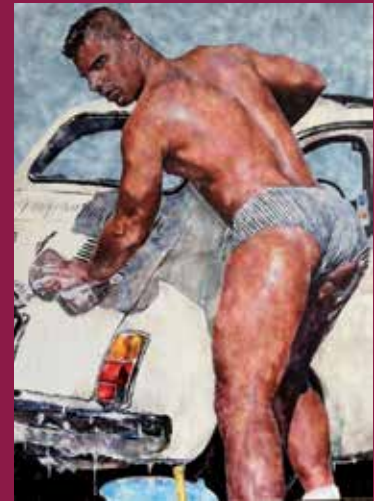


Blott Studio & artist collective was established in 2000 for professional artists living in and around the Blackpool, Wyre and Fylde area. An 'artist led' collective, the blott gallery showcases members' work all year round, hosts an annual group exhibition and exhibits the work of visiting guest artists, both national and international in a regularly changing program of events. Admission is free.



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Eggcups by Keith Murdoch

blott
STUDIO



Artist in Restaurant 2012

Anna M.R. Freeman

Anna M. R. Freeman's artistic practice encompasses painting, film and installation and is often inspired by a direct response to particular sites. Her work is primarily concerned with the unseen significance of space, through an examination of the functionality of architecture and its emotive content. She combines images taken of a space, with her memories of it, and is drawn in particular to unlocking the hidden potential of seemingly everyday things, nostalgic objects and organic forms of decoration.

Central to her work are contrasting states; namely old and new, function and beauty, light and dark and surface and depth. For her residency she intends to create works that react to the seen and unseen intricacies of Pied à Terre through a series of painting, filmic and site-specific works.

"This is an exciting and challenging residency for me. At the moment I am throwing myself into the life of the restaurant, to understand it from as many perspectives as I can. My unique position of being downstairs in the kitchens one day and experiencing Pied à Terre as a diner in the restaurant the next is challenging me to consider the differences between performance and behind the scenes, what is hidden and what is presented for view.

I am enjoying becoming a part of the team, whilst also being an observer. As the weeks go by and I understand more and more about the restaurant and become more familiar with the space, ideas are starting to develop for paintings, installations and perhaps also a short film. Everything is still in the early stages but I am beginning to envisage my exhibition and how I might respond to the restaurant as well as intervene in it. Overall I am looking forward to seeing what the residency will produce and I am delighted to have the opportunity to exhibit those creations in the space of their inspiration."

- Anna M.R. Freeman

Gallery DIFFERENT



A few minutes walk from Pied a Terre in Percy Street is Gallery DIFFERENT, a Fine Art Gallery representing the finest contemporary art from British and International Artists and providing a comprehensive consultancy service to provide art for your home, garden, or office.

The gallery is also available for events hire. With 2,000 square feet of contemporary exhibition space over two floors of a Grade II listed building and a dynamic exhibition schedule featuring world class artists this is also the perfect venue for a "Different" experience.



DIFFERENT

14 Percy Street, Fitzrovia, London W1T 1DR
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web www.gallerydifferent.co.uk
mail info@gallerydifferent.co.uk



Images:
643 and 642 Painting by Francoise Nielly
Go For It Sculpture by Guy Portelli



Artist in Restaurant 2011

Elpida Hadzi-Vasileva

The first Artist in Restaurant was Elpida Hadzi-Vasileva, a Macedonian-born installation/site-specific artist based in the UK. Elpida produced a series of sculptural and installation works made primarily with found materials, sourced from the restaurant kitchen, which included scallop skirts and corals, quail carcasses, and fish skins.

She was chosen over the other potential residents after displaying a particular resonance with the character of Pied à Terre, its staff and clientele, while being determined to challenge our preconceived ideas about what art is and how it can be created. A number of Elpida's works are now part of Pied à Terre's collection and remain on display throughout the restaurant.

Of Elpida's residency, David Moore commented: *"Food and art are historically close allies. As a Michelin-starred restaurant, this relationship is even more vital with our chefs building dishes that are both visually exquisite and that taste extraordinary. We have always commissioned and exhibited artists at Pied to create an interesting and stimulating dining environment."*

This residency takes our commitment to contemporary art to a new level. It enables the chef and artist to work alongside each other, exchanging creative ideas and bringing a new dimension to each other's work."



Pied Art Club

Curated Offerings for Discriminating Diners - A Match Made in Heaven.

The Pied Art Club was launched in January, 2012 to further expand for Pied clients the relationship between fine food and fine art. The club which is directed by Harvey Bayer offers our diners and subscribers of both restaurants access to an ever changing collection of signed and numbered prints at some of the best prices in London.

Modern and contemporary British art and also works by internationally collectible artists including Miro, Chagall, Calder, et al will be on offer.

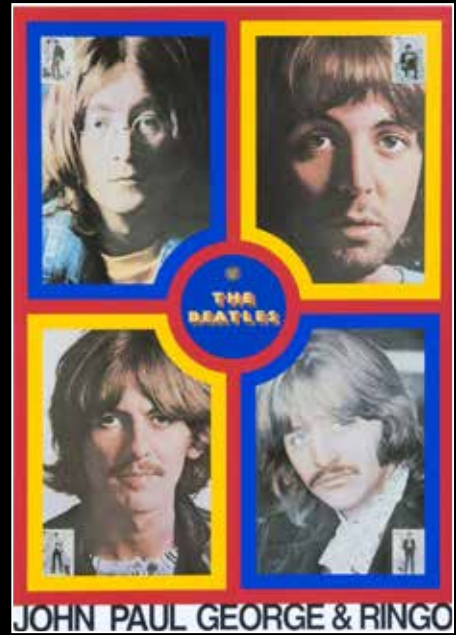
“I’ve known Harvey Bayer for years, and he’s unquestionably an amazingly knowledgeable and open dealer.” - David Moore.

The club’s publishing division, Footprint Editions, will work directly with established and emerging artists to publish signed and numbered original prints. Footprint will offer a limited number of these prints to members at pre-publication discounted prices. Purchasers will be invited to a launch party at Pied à Terre where the artist will be present.

Details about upcoming events, which are exciting opportunities for Pied Art Club members, are delivered via our e-newsletter.

pied-artclub.com

ART CLUB



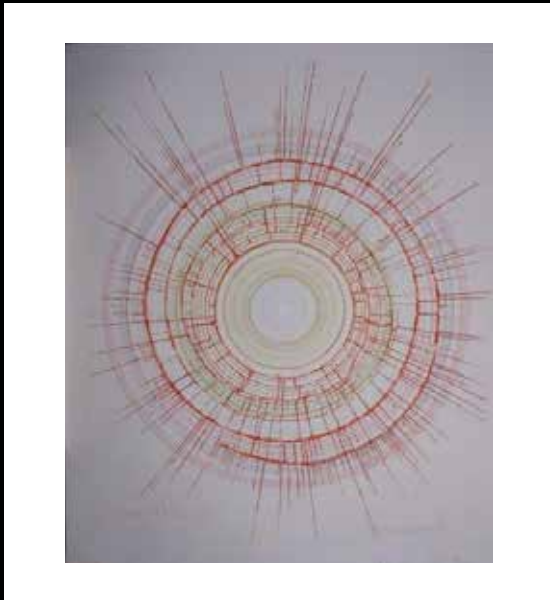
Sir Howard Hodgkin

£7250



Damien Hirst

£2800



William Crozier

£1850



Joe Tilson

£1250



The Pied Artclub salutes Restaurant Pied-à-Terre for its twenty years

In honour of Pied à Terre's 20th anniversary we are offering a remarkable deal now through September 20, 2012 on your purchase immediately followed by a posted voucher equal to 10% of the arts original price.

ART CLUB

The Pied Artclub is a newly curated collection of modern and contemporary works of art for sale within the Pied à Terre family.

The director, Harvey Bayer, has been a collector,

private dealer and print publisher for more than thirty years. His relationships with galleries and artists around the world will allow the club to host an ever changing exhibition including modern and contemporary British Art as well as top international names including Miro, Lewitt, Calder, Braque, Venet and others.

The club will also be publishing original signed and numbered prints under the direction of Debra Press

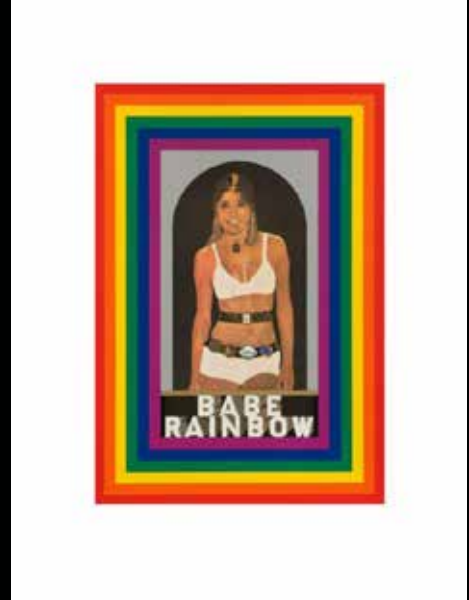
Patrick Caulfield

£2500



Sir Peter Blake

£1350



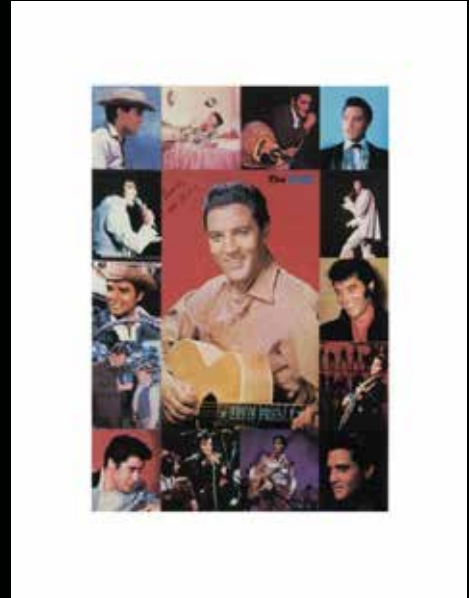
Patrick Caulfield

£2400



Sir Peter Blake

£1400



of offering fine dining and its ongoing support of the visual arts

- a total savings of 20% ! Visit our website and at checkout enter code **Pied20** and receive a discount of 10%
This voucher is redeemable toward fine dining at Pied à Terre and must be used by January 20, 2013.

Malaney and is pleased to announce its first editions. We will be offering a pair of original signed and numbered etchings by noted painter and printmaker Stephen Chambers, RA. These prints will be released on October 1, 2012 celebrating the artist's upcoming one person show at the Royal Academy.

Additionally we will be hosting for purchasers of the prints an evening at Pied à Terre to meet Stephen and enjoy fine wine and conversation.

Join us at pied-artclub.com and you will receive notification of the release of the prints and the date of this special evening. We will be happy to meet and further discuss our selections for the club and your collection.

Visit us often to learn about other evening events and projects planned for the future.

pied-artclub.com

Image by Richard Bramble:
Artist impression of main
restaurant in early days with
Andy Warhol art.



Art at Pied à Terre

Artist in Restaurant programme

Since opening 20 years ago, Pied à Terre has had a great affinity with art, which is evident on all levels of the restaurant. Upon opening, original paintings by Andy Warhol adorned the walls.



At present, the restaurant features many beautiful art pieces including; four unique paintings by Clare Chapman, prints by the world renowned pop artist Sir Peter Blake and various pieces by Richard Hamilton, and Sir Howard Hodgkin. Visible throughout the restaurant are distinguished cracked glass pieces made exclusively by George Papadopoulos. Even the distinctive glassware used on the tables adds to the overall art collection, it is designed by Annie Morhauser.

In late 2010, Pied à Terre took its commitment to contemporary art one step further and launched a residency programme, Artist in Restaurant. The first of its kind in London, this unique programme offers one emerging artist per year an eight-month residency.

The artist is given full access to front of house and behind the scenes and is encouraged to collaborate with the restaurant team. Artist in Restaurant culminates in an exhibition at Pied à Terre, of works created during the residency.

“Pied à Terre has on-going relationships with some of Britain’s best artists of the 20th century, many of who have given us great support over the years. Artist in Restaurant is the perfect opportunity for us to give something back and to support the next generation of artists.

I am excited and intrigued by how the restaurant will be interpreted through art and by how the selected artist will work with us.” David Moore commented after the residency programme was announced.

Artists displayed over 20 years

Sir Peter Blake
Joseph Beuys
Jane Blackman
Richard Bramble
Michaela Braun
Clare Chapman
Marcel Duchamp
Richard Hamilton
Sir Howard Hodgkin
Yves Klein
Roy Lichtenstein
Claes Oldenburg
Eduardo Palazzo
George Papadopoulos
Dieter Roth
Ed Ruscha
Andy Warhol
Gilbert and George



Proud suppliers to Pied à Terre for over 14 years. Congratulations to David and the team.

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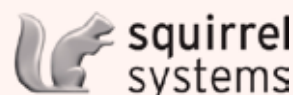


Acorn wishes Pied-A-Terre many congratulations for 20 years of outstanding culinary service within the London Restaurant market.

By providing our award winning Squirrel Professional Restaurant Management System we are proud to be associated with such a prestigious name.

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The Private Dining Room

The beautifully appointed private dining room hosts up to 13 diners, perfect for a special occasion or for a more intimate dining experience. Diners can choose between the delicious three course à la carte menu and the prestigious tasting menus and will enjoy a dedicated serving team with the sommelier on hand to recommend the best wine matches for your dishes. The private room can be customised for the occasion with flowers, place names, personalised menus and take away gifts for guests should you wish.

For parties larger than 13, the contemporary private bar is available for entertaining guests. With an air of sophistication, the private bar hosts up to 25 people and is a great venue to host a canapé party accompanied with cocktails or champagne.

Supporting business

The stunning private room is a perfect alternative to the usual office meetings. Guests have exclusive use of the private room between 9am-5pm for a daily delegate rate of £65.00 per person. This package includes free Wi-Fi connection, tea and coffee in the morning, an exquisite three course lunch prepared by head chef Marcus Eaves, and an afternoon pick-me-up of tea and coffee accompanied with hand-made petit fours.

Exclusive restaurant takeover

For the ultimate party or special occasion, guests can enjoy exclusive use of all levels of the restaurant including the main bijou restaurant, the private dining room and the private bar. What better way to celebrate than with Michelin star chef Marcus Eaves, a notable wine cellar and professional service at your disposal? Whether it's a corporate dinner, wedding reception or other special occasion, every detail is tailored to your requirements – from planning your ideal menu with Marcus, to the flower arrangements to exclusive gifts your guests will bring home.



L'Autre Pied

L'Autre Pied – the younger Pied sister

L'Autre Pied was the second of David's restaurant endeavours, opening the doors on the 1st November 2007 with Marcus Eaves at the helm. Eaves was awarded his first Michelin star after just 14 months, making the then 27 year old one of the elite group of young chefs to achieve this coveted status.

The concept behind L'Autre Pied was not to open another Pied à Terre, but instead to create something new. Whilst the same values were applied, the objective was to establish a more relaxed and informal Michelin dining experience. This approach very much set the standard for new restaurants across the capital.

When the loyal diners of Pied à Terre tried L'Autre Pied and reported back that it wasn't for them, it was exactly what David and the team wanted to hear. A different type of Michelin dining was now available in Marylebone with the same emphasis on quality of ingredients and innovative food but with a slightly mellower take on the service expected at a fine dining establishment.

L'Autre Pied also boasts a private dining room which seats up to 16 people in an intimate setting. An additional bonus for the summer months is the al fresco dining available on the terrace.

"We wanted to create an elegant, informal fine-dining restaurant and I think we got that right" - David Moore





L'AutrePied

Andy McFadden (Head Chef at L'Autre Pied)

Andy was born in Ireland and from a young age was very passionate about great food. He endeavoured to make a career out of this passion and quickly stood out amongst his peers whilst studying. Working his way through some of the best restaurants in Ireland and on the continent, he gained a wealth of knowledge and skills that are still with him to this day.

Inevitably his culinary trail landed him in London, where he took up the position of chef de partie at Pied à Terre under head chef at the time, Shane Osborn. It was there that Andy refined his cooking skills and gained a renewed appreciation and understanding of ingredients.

In keeping with the Pied tradition which sees head chefs nurture rising stars in the kitchen, Andy was invited to take up the top position at L'Autre Pied after his return from a three star Michelin restaurant on the continent.

In his role as head chef, he is again showing his star quality not only in his creative and innovative cooking style but also in his dedication to the ongoing training of the chefs.

"We have a great team here, a young team. I see the potential in each of them to reach the next level and as head chef, it's my duty to be a mentor and help them to develop their culinary skills. I always put aside time to go through the basics with the team; from butchery skills to bread making to chocolate crafting, a great chef needs to be able to do it all." – Andy Mc Fadden

Andy's cooking style has attracted attention for its elaborate presentation and use of vibrant colours on the plate.

"I love to play around with colour and texture – it is so important for the eating experience. By combining different textures, you can make a great dish even more spectacular! There is an immense comradery in the kitchen and that comes through in the food we cook – we are constantly inspiring each other and pushing the boundaries. Everyone has their say from the most junior to the most senior chef. It's a fantastic atmosphere to work in."

– Andy McFadden



L'AutrePied

BOOKING

020 7636 1178
reservations@pied-a-terre.co.uk

BOOKING

020 7486 9696
info@lautrepied.co.uk

OPENING TIMES

Monday to Friday
Lunch - 12.15pm – 2.30 pm
Monday to Saturday
Dinner - 6.00 pm – 11.00pm

OPENING TIMES

Monday to Saturday
Lunch 12.00pm - 2.45pm
Dinner 6.00pm - 10.45pm
Sunday 12.00pm - 3.30pm

HOW TO FIND US

34 Charlotte Street | London W1T 2NH
Tel: 020 7636 1178
Email: reservations@pied-a-terre.co.uk
www.pied-a-terre.co.uk

HOW TO FIND US

5-7 Blandford Street | London W1U 3DB
Tel: 020 7486 9696
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www.lautrepied.co.uk





Tom van Zeller's eponymous restaurant on Harrogate's Montpellier Street is barely as big as an art boutique. It's a good setup for a perfectionist; a size which lets an ambitious chef patron keep an eye on each dish and an eye on every table.

Intimate, it is also a little mysterious, with dark wood floors and subtle lighting bestowing upon it a touch of the palm reader's table, or the conjurer's lair. Fitting, because this 34-year-old with his sights set squarely on a Michelin star does seem capable of whisking up a little culinary magic.

As the new custodian of this Food and Drink page, the place delivered a series of firsts which call my qualifications into serious question. My first taste of truffle, thinly sliced and curious, like scattered cross sections of a tiny brain, its taste and feel conjuring

thoughts of musk and earth and wood and wax.

There was my first taste of an edible foam, which, in the mouth, offered the bitterness and smoke of lapsang souchong tea with the wispy texture of soap suds; a lesson that watching Great British Menu and Masterchef are not the same as eating actual food.

And it was also my first tasting menu - an ingenious format which allows you to eat two-thirds of a starter many times in a row, thereby giving your chef room to show off as many techniques as he likes.

This was the vegetarian tasting menu - a rarity - and it did what so much veggie food fails to do: abandoning the notion that there must be some meat-like focal point or mass of starch, and instead celebrating what the ingredients can do.

The result is a succession of tastes and textures, sprinkled, squirted, spread, dabbed, balanced and otherwise artfully arranged alongside complimentary tastes and contrasting textures.

Getting a taste of Van Zeller sweet chantenay carrots, mealy chestnuts, faintly fungal Yorkshire Blue cheese and a moreish, crunchy soil of charcoal biscuits. Beautiful puy lentils, tiny glazed root veg, celeriac fondant, parsnip crisp, garlic puree; the harmonious flavours of a winter roast.

For dessert, a geometrically perfect strip of quivering blackberry delice - mousse on a sponge base - and a parallel structure of crisp, contoured pastry, so delicate it might fracture at a mere glance.

And yes, that may be a full length photo of him holding a fish aloft which greets you at the entrance, but Van Zeller himself is twice as



approachable as you might think, and only half as cocky. It's not arrogance which put that picture there, nor placed his name on the door, nor set the prices where they are.

It's flair and ambition, the desire to stamp his identity on the place and say: "Here, this is me, this is my food".

Everything about this restaurant is Van Zeller – it's high class but maintains a relatively modest profile, it draws on the best elements of international gastronomy but utilises local produce and, like Tom himself, is very Harrogate but could probably be a success anywhere in the world.

Van Zeller

Montpellier Street
Harrogate
HG1 2TQ

Tel: 01423 508 762
www.vanzellerrestaurants.co.uk

Opening hours:

Lunch - Tuesday to Saturday
noon to 2pm

Sunday lunch - noon to 4pm

Dinner: Tues to Sat 6pm to 10pm





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