

LEADERS CLUB TRENDTOUR

TREND TOUR LONDON
21ST - 23RD MARCH 2023

POWERED BY **WHITE SPACE**
PARTNERS



Dear **Leaders Club** members and friends,

These days, we will have the chance to visit the **latest trend-setting destinations** of the **most important food city** in Europe: Battersea, Shoreditch, Covent Garden, Soho, Coal Drop Yards.

A tour full of inspiring **cool dining, food halls, craft breweries, fast and street casual, modern bakeries and 5th wave coffee shops**, amongst other trends.

Let's deep dive into the **key food and retail areas, new concepts** and **growing brands** and refresh our understanding of **the heart of the European hospitality!**

LIST OF THE ATTENDEES

List of attendees

	Surname	Name	Company	Country
1	HÜSLER	André	Lagalante Hüsler & Partner AG	Switzerland
2	PLASSE	Tim	F&B Heroes GmbH	Germany
3	DE LANDTSHEER	Harry	Delan Management (President LC Belgium)	Belgium
4	VOGT-GEISSLER	Inge	Projektiv GmbH (Board LC International)	Germany
5	AMAR	Sylvie	Fooddesign sarl	France
6	CURCHOD	Yves	Télé-Restaurant SA	Switzerland
7	BRUNNER	Claudine	LaSalle Restaurant AG (Board LC International)	Switzerland
8	BOUQUET	Yvan	Chez Le Brasseur	France
9	BOUQUET	Fabiana	Chez Le Brasseur	France
10	DUDLE	Christine	Amuse-Bouche (President LC International)	Switzerland
11	DUMONT	Sophie	Dumont & Dupraz	Switzerland

List of attendees

	Surname	Name	Company	Country
12	DUMONT	Alexandre	Dumont & Dupraz	Switzerland
13	GOOSSENS	Frederik	Poulet Poulette (Board LC Belgium)	Belgium
14	THUMAS	Mike	Bavet	Belgium
15	TSCHEBULL	Yvonne	Allegria Gastronomie	Germany
16	MOURRE	Vincent	WhiteSpace Partners Ltd. (Board LC International)	United Kingdom
17	CALDIERO	Laetitia	Leaders Club International (Office Manager LC France)	France
18	KOCH	Roland	Gastro Consulting GmbH (Board LC International)	Germany
19	RASCHHOFFER	Heiner	Soul Kitchen (Board LC Germany)	Austria
20	CANETTA	Thierry	Poulet Poulette / Ellis (Board LC Belgium)	Belgium
21	BESSE	Gilles	Gilles Besse Wines Company	Switzerland
22	KURIAT	Michael	TNC Group (Board LC Germany)	Germany

TREND TOUR AGENDA

Trend Tour Agenda

Monday 20/03

19.30pm Get together (optional)
Dinner at Six By Nico

Tuesday 21/03

9.45am Meeting in the Lobby

10am - 12.30pm Restaurant concepts visits

12.30pm - 14.30pm Lunch

14.30pm - 17.30pm Restaurant concepts visits

17.45pm - 19pm Break at the hotel

19.30pm Drinks

20.30pm Dinner

Wednesday 22/03

10.30pm - 12.30pm Restaurant concepts visits

12.30pm - 14.30pm Lunch

14.30pm - 17.30pm Restaurant concepts visits

18.00pm - 19.00pm Break at the hotel

19.30pm Drinks & Private dinner

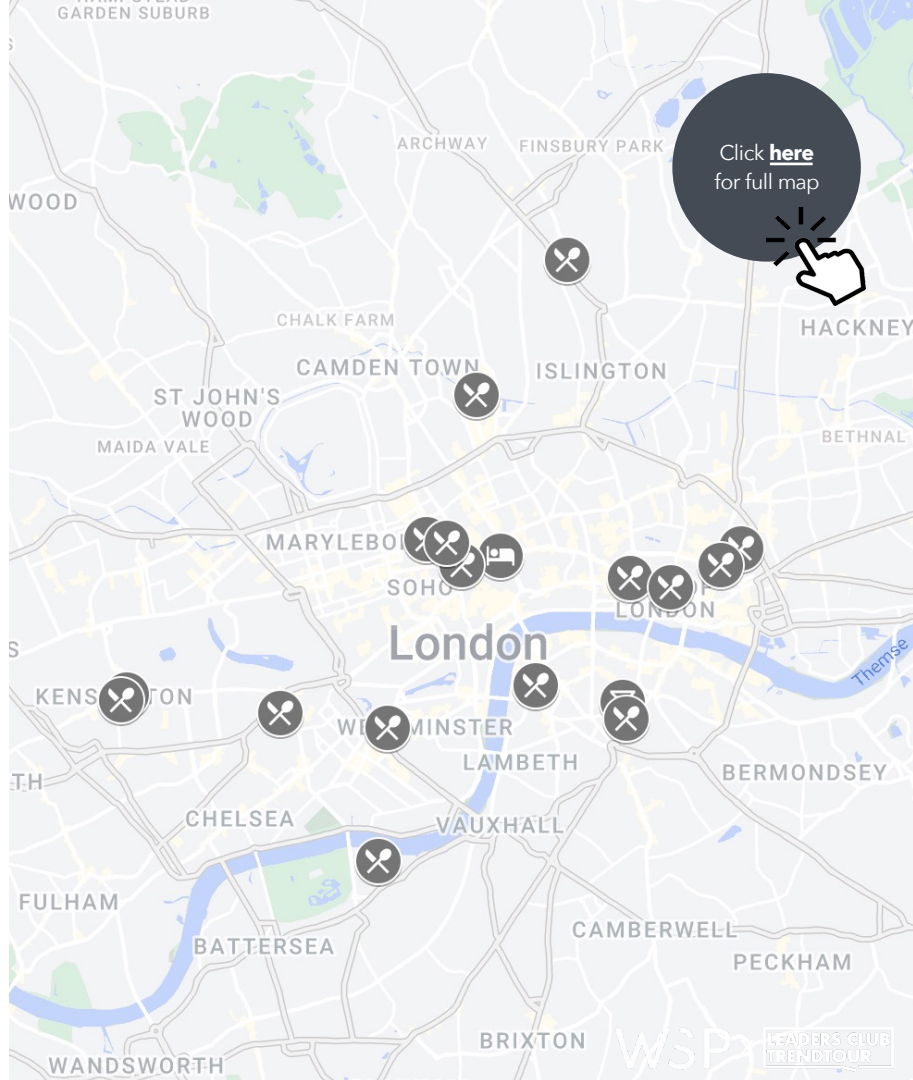
Thursday 23/03

Free morning

12.30pm - 14.30pm Lunch

Concepts and sites overview

Concept name	Category
<u>Six by Nico</u>	Chef-led fine dining
<u>Coal Drop Yards</u>	Urban regeneration retail & food site
<u>Farmer J</u>	Local sourcing restaurant
<u>Ottolenghi Spitafields</u>	Chef-led Mediterranean restaurant
<u>Sushi Samba</u>	Japanese, Brazilian and Peruvian fusion
<u>The Ned London</u>	Membership hotel, restaurants & bar
<u>Arcade Food Hall</u>	Food hall
<u>The Alchemist</u>	Creative cocktail bar
<u>BrewDog Waterloo</u>	Craft beer bar & restaurant
<u>Gail's Bakery</u>	Bakery & café
<u>Food Hall Harrods</u>	Food Emporium
<u>Dishoom</u>	Bombay café casual dining concept
<u>Battersea Power Station</u>	Mixed-used urban regeneration site
<u>Marugume Udon</u>	Fast casual udon noodles concept
<u>Jamie Oliver HQ</u>	The universe of Jamie Oliver
<u>Mercato Metropolitano</u>	Award-winning food hall



DETAILED PROGAM

Agenda

London Trend Tour - "Day 0"

Monday 20/03

19.30pm

Get together (optional)

Drinks at **The Hoxton Hotel**

Get-Together dinner at **Six by Nico**

The scottish-born chef, Nico Simeone, celebrates the opening of his new restaurant in London with a menu inspired by the fairy tales that marked our childhood.



London Trend Tour - Day 1

Tuesday 21/03

9.45am

Meeting in the Lobby

*Meeting in the lobby of the **Hotel Hoxton Holborn** & Departure for the visits with minibuss*

10am - 12.30pm

Restaurant concepts visits

King's Cross - Coal Drop Yards

Visit of unique new urban food venue with all trendy UK Restaurants concepts (Caravan, the Courtyard, Lina Stores....)

Farmer J

Growing restaurant Group focused on a sourcing local, from high welfare UK Farms.

12.30pm - 14.30pm

Lunch

Ottolenghi Spitafields

The cuisine of Yotam Ottolenghi - Peaceful restaurant with chic atmosphere offers an original menu of Mediterranean dishes

London Trend Tour - Day 1

Tuesday 21/03

14.30pm – 17.30pm Restaurant concepts visits

Sushi Samba Heron Tower

Only at SUSHISAMBA will you find a unique blend of Japanese, Brazilian and Peruvian culture and cuisine with breathtaking design

The Ned London

The amazing Ned hotel welcomes you in the City of London district, in the former building of the Midland Bank

Arcade Food Hall

Nine open kitchens and a mezzanine restaurant that travel the world, from regional Thai curries to US-style smashed burgers and middle eastern shawarma

17.45pm – 19pm Break at the hotel

19.30pm Drinks at the **The Alchemist**, creative cocktail Bar

20.30pm Dinner at **BrewDog Waterloo**, craft beer bar & restaurant

London Trend Tour - Day 2

Wednesday 22/03

10.30pm – 12.30pm Restaurant concepts visits

Gail's Bakery

The GAIL's Bakery story began in 2005, when the first neighbourhood bakery opened in Hampstead to make world-class artisan bread more widely available.

Food hall Harrods Food Emporium

Discover the world's greatest food emporium at Harrods, recently refurbished but still incredible food!

12.30pm – 14.30pm Lunch at Dishoom, a concept paying a tribute to the Irani cafes and the food of all Bombay

14.30pm – 17.30pm Restaurant concepts visits

Battersea Power Station

Battersea Power Station is the largest coal-fired power station in England, now just converted into a vast mixed-used destination with food, leisure, retail and hotels....

Marugame Udon

Udon noodles prepared with skilled hands in open kitchen, slow broths, freshly fried tempura filled with flavor and topped with condiments to accompany.

London Trend Tour - Day 2

Wednesday 22/03

14.30pm – 17.30pm Restaurant concepts visits

Flight Club Darts

Born from an idea first dreamt up by two friends in a Devon pub, Flight Club Shoreditch opened its doors in 2015 as the birthplace of Social Darts.

18.00pm – 19.00pm Break at the hotel

19.30pm Drinks & Private dinner at **Jamie Olivier HQ**

The place where you feel the true vibes of Jamie Oliver's universe, one of the most celebrated chefs in the world.

London Trend Tour - Day 3

Thursday 23/03

Morning

Free time

12.30pm – 14.30pm

Lunch at **Mercato Metropolitano**

Discover Mercato Metropolitano Mayfair, the second venue of the admired and award-winning Mercato Metropolitano food hall concept, after their iconic Elephant and Castle first opening.

End of the trend tour



THE UK RESTAURANT INDUSTRY IN 2023

The United Kingdom restaurant industry is facing its hardest crisis in decades

The UK restaurant industry is currently facing **a constant increase of its cost structure** (mainly minimum wages and business rates) and the **Brexit vote in 2016** has accelerated many other difficulties, such as **recruitment** and **importation of food** from the EU.

In October 2022, the **UK's general inflation reached a record high of +11.1%**, in line with Germany (+10.4%), **standing above many other EU countries** (France +6.2%, Spain +7.3%) and adding anxiety in the general climate of **political and economic uncertainty**.

The effects of the inflation crisis are very tangible in the UK, with **restaurant spendings falling 11.3% in October 2022**, as more and more customers cut back in response to the **cost-of-living crisis**. UK industry tycoon **Luke Johnson** recently stated "In my experience of previous recessions, **London and the M25 outperformed**, and it will do even more so this time because if you look at the economics, the energy bills and food pricing are not really an issue for the top 25%, and we all know the demographics of this country is enormously skewed in terms of the **wealthier population towards the southeast**". This may be further evidence of the **historical resilience of Greater London** against other parts of the country.

Net closures of UK premises	03/2020 to 12/2021
Bars	-1%
Casual Dining restaurants	-17%
Pubs	-6%
Hotels	-3%

Sources: Desktop research, Propel, UK Hospitality, Trading Economics

Costs crisis wipes out hospitality's growth despite increase in October sales, London shows
Sales at Britain's top managed restaurant, pub and bar groups in October were 1.5% ahead of last year, the latest from the Coffer CGA Business Tracker has revealed

Hospitality businesses most likely to cut trading to tackle energy costs

MORNING BRIEFING: BREAKING NEWS
Thu 17th Nov 2022 - Sector warns government support 'nowhere near enough' to safeguard industry despite £13.6bn business rates relief

More than a third of UK hospitality firms 'could go bust by next year'

Pubs, restaurants and hotels threatened by energy bills and food price inflation, survey finds

Government set to announce living wage rise
The Government is expected to announce a significant rise in the national living wage, from £9.50 an hour to around £10.40 an hour.

News & Press: General
Email to a Friend
HOSPITALITY FACING £900M BUSINESS RATES HIKE, THREATENING 'DEVASTATION' IN THE SECTOR

Struggling restaurants need Rishi to once again step up to the plate

City Comment: Hospitality sector faces a bleak outlook after Christmas

CASE STUDIES

BrewDog stands for more than fantastic beer

In **2007**, James Watt and Martin Dickie founded BrewDog with the idea **of sharing their passion for great craft beer** with the world.

Brewdog itself reports to be **Scotland's largest independent brewery**. They started with a **bank loan** and then set up a **participation model called "Equity for Punks", via crowdfunding**. As a fan of the brewery, you could (and still can) buy shares in the brewery. In return you get a **lifetime discount on BrewDog beers**, which aligns with their motto "Beer for Punks". In the **first 5 rounds, almost £67 million were raised from 95,000 investors and brand fanatics**.

In 2020 they announced that they had **become the world's first carbon negative beer company**, shifting our focus to ensure sustainability is at the heart of everything they do.

Today, the Scotland-headquartered firm employs **more than 2,300 people** and also has **five breweries** and **over 100 bars worldwide**. And that was just the beginning...



The spectacular come-back of Jamie Oliver's empire

Jamie Oliver, one of the most famous chefs worldwide, reached initial **worldwide success through his TV show "The Naked Chef"** in 1999. In 2008 he opened his restaurant chain "Jamie's Italian" in Great Britain, which soon became a **reference in the industry**.

After a period of intense growth and strong pressure on costs – a "perfect storm" – in the very competitive UK market, the UK **restaurant division** of the Jamie Oliver Group went **into administration**, leading to the **permanent closure** of the Jamie Oliver restaurants **in the UK market**.

In 2020, Jamie Oliver **took back 100% control of his international restaurant business** and showed his **capacity to continue growing** despite the UK storm and Covid-19 headwinds. 2022 was one of the **busiest years of openings** since its inception, **opening 13 locations** globally across five brands, with **22 openings planned in 2023**.

They also signed their first German partners for **Jamie's Pizzeria** and **Jamie Oliver Kitchen** in the Greater Berlin region with a **first opening set for mid-2023**.



BPS: from a power station to an attractive public space

Battersea Power Station owes its fame primarily to a cover of a Pink Floyd album. It made the coal-fired power station **known beyond the borders**. The iconic building is now a **listed building** and is considered one of the **masterpieces of the British architect** Sir Giles Gilbert Scott.

The **power station itself is the flagship** of the £9 billion city repairs. The result is a **visionary new district** right on the banks of the River Thames. More than **4,000 apartments, offices, restaurants and cultural and leisure facilities** are to be found here in the next few years. The area has already been **connected to the public transport network** and is part of the London Underground Northern Line.

The monument **opened its doors to the public** for the first time in around 90 years **in October 2022**. With a series of event and the Cinema at the Power Station, the transformed power station is also intended to enrich the city as a cultural hotspot and **vibrant food quartier**. Click [**here**](#) to see the full list of their culinary offer.



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