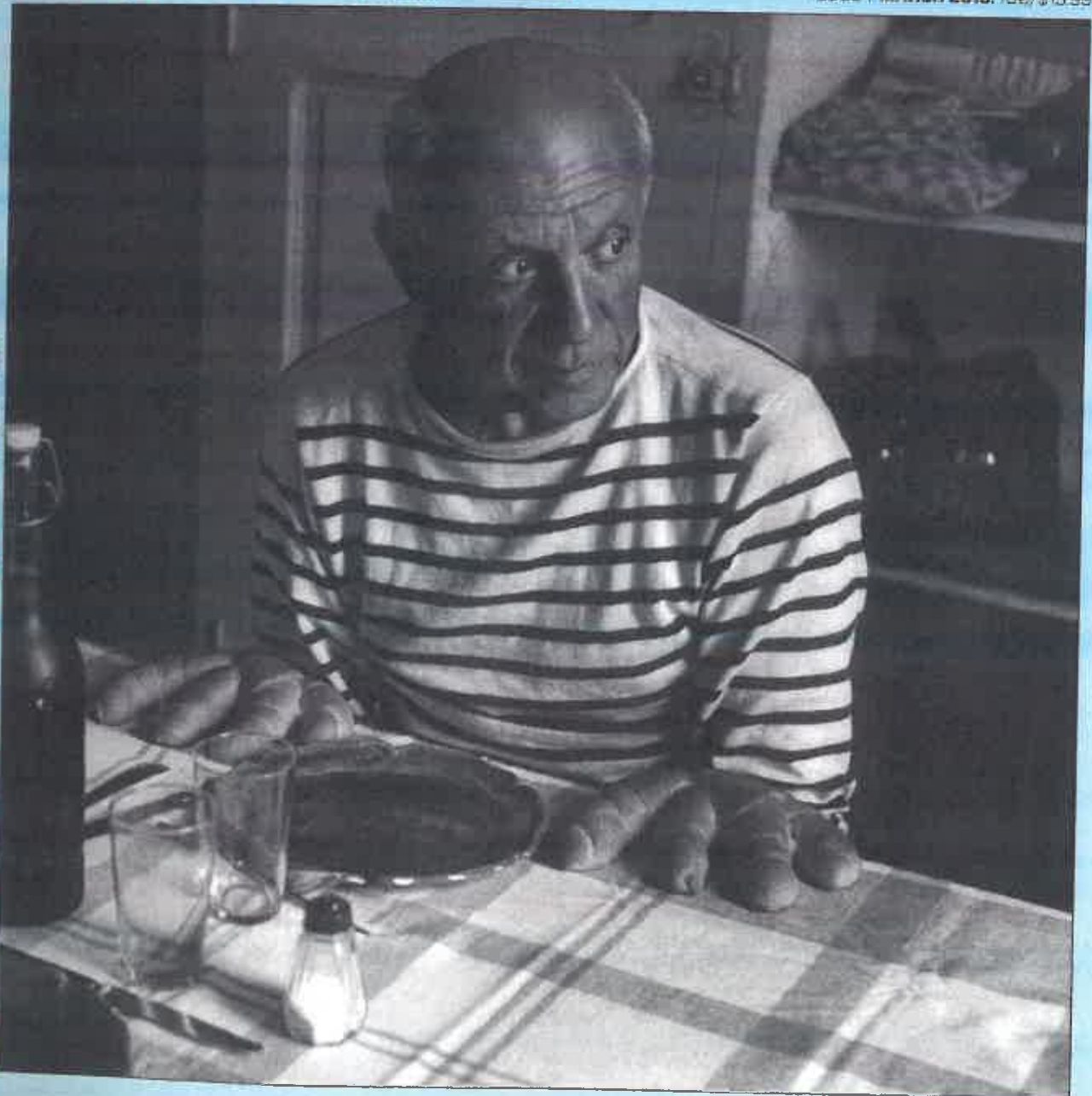


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# Tapas

YUMMY, YUMMY MAGAZINE...

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## BETTER CALL ADAM

Three years ago, Adam Hyman created and made up a job out of his passion for restaurants. Now he is one of the most authoritative voices in London's hospitality industry.

TEXT MARC VARGAS PHOTOGRAPHY CARLOS ALBA

**T**he restaurant scene in London is buzzing like never before. According to the 24th edition of *Harden's London Restaurants, 2014* saw the highest ever rate of new restaurant openings in the capital with a total of 148 against 47 closures, the lowest this millennium. If anyone wants to know how buoyant the capital's restaurant scene is, they should speak to Adam Hyman (London, 1985), whose passion for restaurants led him away from the career in which he graduated, chartered surveyor, into the hub of London's hospitality industry: "Without sounding arrogant about it, I sort of created and made up a job," says Adam when we meet him in his Piccadilly office.

In 2012, aged 27, he founded CODE, a restaurant consultancy which was accompanied by the CODE Bulletin, an exclusive (and invaluable) newsletter for industry insiders. It goes out every Monday at 9am to almost 9,000 leaders of the London's hospitality industry, from CEOs to kitchen staff. Last year, he launched the CODE app, which offers insider discounts and benefits, because "it was kind of ironic how the ones giving people the best experience couldn't go out and enjoy the best service."

So, if someone wants to open a new restaurant in London and is looking to take off in the right direction, Adam, voted one of the UK's 100 Most Connected by *GQ Magazine*, is undoubtedly one of the most authoritative voices to listen. Working with some of London's leading restaurateurs, he advises on restaurant property, strategy and presentation, and the first steps, of course, start around a table: "Most of the time they call me looking for advice about finding a site in London, so I'll

normally meet them for a coffee, find out what they are looking for and what their concept and budget is. Then I put them in contact with the right people."

Hyman is well aware that without the boom experienced by the sector in the British capital he probably would not have this job. "If these 148 restaurants didn't open last year, I couldn't do half as much as I do, and it wouldn't be half as fun either. From a restaurateur angle London is a global focus at the moment, everyone wants to be here and to be seen here, have a part of the city." As an example, Adam mentions Japanese chef Yoshihiro Murata, who holds a total of seven Michelin stars and last month paid £1.5 million to get a site in the capital, "Will he ever make the money back on the side? Probably not, but he wants to pay it and have a restaurant in Mayfair."

To keep his finger on the pulse of the restaurant world he puts in the miles: "You have to go out to find inspiration. In your city, country and beyond. New York has a big influence, but I did a tour of America and I was really impressed with San Francisco and L.A., their scene is really cool. You have to go and learn the way different cultures appreciate food and pick from everywhere you go, from Japan's food and level of service to the Scandinavian cuisine and design."

So does Adam have the recipe for success? "No, this is an art, not a science. As lots of restaurant critics say, you can go and have the best food in the world but if it's bad service and it's not a nice setting, you probably won't remember the meal. You need personality because nowadays you see many trend-led restaurants that after six months look old-fashioned. To me the best ones are the ones that are timeless ([code-london.co.uk](http://code-london.co.uk))."

As expected, Hyman poses for 'Tapas' in an exclusive Soho restaurant: Bob Bob Ricard.