

Spring 2019

C O D E

Quarterly

The eyes & ears of the hospitality industry

100 MOST INFLUENTIAL WOMEN IN HOSPITALITY

FOR THE INDUSTRY.
BY THE INDUSTRY.



Industry £4 / Non-industry £7



CODE
HOSPITALITY

100 most influential women in hospitality

In association with

Quandoo

Building on the success of last year's list, CODE is proud once again to publish its list of women who genuinely affect change in the hospitality industry. Influence takes many forms – from a small but dynamic operation to a board-level executive who is changing recruitment and retention for women. It's not just the very visible women who we celebrate here, although it's always thrilling to see famous female faces on TV and receiving awards. The farmers, the accountants, the waiting staff and the PRs deserve acclaim too.

The panel making the final decision on this year's list was made up of people who understand the industry both from working in it and experiencing it as diners, drinkers and guests. Joining CODE's Adam Hyman

and Lisa Markwell were Paula Fitzherbert, group director of communications at Maybourne Hotels, the social-media maestro Clerkenwell Boy and authoritative restaurant-watcher Felicity Spector.

In addition, we are delighted that the restaurant-bookings platform Quandoo are sponsors of this year's list. An evolved and equal industry means a better business for everyone as Pierpaolo Zollo, VP Business Development knows. "At Quandoo, our passion is the restaurant industry and the people who make it work, so we are delighted to be supporting such a diverse list of pioneers from within it. There's never been a more important time to shine a light on the women paving the way and making waves in the world of hospitality."

Chefs



Asma Khan

Chef patron, Darjeeling Express (see p58)

Fans of the wildly popular Netflix show *Chef's Table* will be well aware that Khan made headlines at the end of last year when they announced that she is the first ever British chef to be featured on the show. Khan talks about the experience in positive terms, saying that she was given the chance to talk about her story with complete freedom, and address more than just food, she discusses religion, race and immigration, too. *Darjeeling Express* continues to be one of London's most-loved destinations for home-style Indian cooking, served up by an all-female, entirely self-taught kitchen of chefs.



Chantelle Nicholson

Chef patron, Tredwells and group operations director, Marcus Wareing Restaurants

Emily Scott

Director and chef, St Tudy Inn

Helen Goh

Head pastry chef, Ottolenghi

Hélène Darroze

Chef proprietor, Helene Darroze at The Connaught

Jane Alty

Head chef and co-owner, The Begging Bowl

Lisa Goodwin-Allen

Executive chef, Northcote

Mandy Yin

Chef and owner, Sambal Shiok Laksa Bar

Monica Galetti

Chef and TV presenter, co-owner of Mere

Nicole Pisani

Executive chef and co-founder, Chefs in Schools

Nieves Barragán-Mohacho

Chef and co-founder, Sabor (see p22)

Pam Brunton

Head chef and co-owner, Inver

Ravinder Bhogal

Chef patron, Jikoni

Kady Yon new entry

Executive chef and operations manager, Soho House & Co

Soho House operates at breakneck speed under the leadership of Nick Jones and his right-hand man Martin Kuczmarski. With loyal but demanding members, the pioneering private members' club has to constantly evolve its food offering and maintain standards across the Houses. This is Kady Yon's role, as executive chef and operations manager. Hong Kong-born, Yon grew up in Chicago where she worked at the legendary Charlie Trotter's, as well as Jean-Georges Vongerichten's restaurant. In 2014, Yon helped to launch Soho House Chicago before coming to the UK, where she has held her current role at Soho House since 2017.

Romy Gill MBE

Chef patron, Romy's Kitchen

Ruth Rogers MBE

Chef owner, The River Café

Sally Clarke MBE

Chef owner, Clarke's

Angela Hartnett

Chef proprietor, Murano and Cafe Murano

Sarit Packer

Co-owner and chef, Honey & Co

Selin Kiazim

Chef patron, Oklava

Shuko Oda

Head chef, Koya

Mary-Ellen McTague

Chef restaurateur, The Creameries



Clare Smyth MBE

Chef owner, CORE by Clare Smyth

Clare Smyth needs little introduction, having become the first female British chef to hold and retain three Michelin stars. Smyth had a particularly successful year in 2018, with Core being named New Restaurant of the Year by the Craft Guild of Chefs and the 4th Best Restaurant in the UK at the National Restaurant Awards, as well as catering the reception for Meghan and Harry's Royal Wedding. Fiercely devoted to her job, having admitted to working 80-hour weeks, Smyth continues to trailblaze as one of the world's most influential chefs.



Natasha Norton-Smith new entry

Pastry chef and co-owner,

The Fordwich Arms

Anyone who has visited the stratospherically successful Fordwich Arms in Kent will know about Natasha Norton-Smith – her incredibly pastry work is central to its rave reviews and the awarding of a Michelin star within a few months of opening. She, together with husband Daniel Smith and business partner Guy Palmer-Brown (both ex-Clove Club), left London to follow their dream of refurbishing the pub – in her case bringing the expertise of years working with Rocket and One Leicester Street. It is a huge tribute to Norton-Smith that her knowledge of the Kent scene and warm hospitality means The Fordwich Arms is as popular with the local residents as it is with daytripping food cognoscenti.

Restaurateurs and operators



Patricia new entry Michelson

Founder, La Fromagerie

Michelson shows that if you stick to one thing and one strong brand image, and do it well, it can lead to huge success. La Fromagerie opened in Highbury Park in 1992; ten years later a second shop opened in Marylebone, and then in 2017 La Fromagerie opened in Lambs Conduit Street. Alongside running her three award-winning shops (that aren't really just shops at all, but cafes, grocers and supper club venues too) and a successful wholesale business, Michelson has also written two books: *The Cheese Room* and *Cheese*. Michelson's faith in her philosophy and love for food make her a brilliant role-model.

Laura Harper-Hinton

*Creative director and co-founder,
Caravan Restaurants*

Irha Atherton

Co-director, The Social Company

Sandia Chang

*Co-owner and sommelier, Bubbledogs and
Kitchen Table*

Sarah Gill

*Restaurateur and co-owner,
The Dairy and Sorella*

Thomasina Miers

*Chef, author and co-founder,
Wahaca (see p26)*

Rebecca Oliver new entry

Co-founder, The Dusty Knuckle

Margot Henderson & Melanie Arnold

Chefs and co-owners, Rochelle Canteen

Erchen Chang new entry & Wai Ting

Co-founders, BAO

Helen Bowey new entry

Chief development officer, rhubarb



Sunaina Sethi

Operations director and wine buyer,

JKS Restaurants

The powerhouse trio of Sunaina Sethi and her brothers continue to dominate the London restaurant scene. With her focus both on the wellbeing of the extensive staff and the wine world in which she is a high-flying expert, Sethi is an important role model for those inside and beyond the JKS empire. She marked ten years of the JKS business last year – a huge success in itself - plus the launch of Brigadiers, Sabor and Berenjak. Oh, and she and husband Karan Gokani welcomed a son too. Sethi continues to introduce unusual and high creative wines to the stable of restaurants – which this year will be joined by a new BAO, at London Bridge.

Gizzi Erskine & Rosemary Ferguson

Co-founders, F!LTH

The two women behind the Filth brand were already very influential in their fields – Erskine has a highly successful career as a food writer, author, chef and TV personality, while Ferguson is in huge demand as a nutritionist, which is already her second career after years as a fashion personality. Filth, the vegan fast-food brand they invented and ran as a pop-up at the Tate gallery last year, has exploded in terms of recognition and success. It is currently operating out of the Dirty Burger site in Shoreditch, garnering queues and huge numbers of social media posts. But far more important than that is the genuine research-and-development skill the duo have brought to the burgers – showing the way to a healthier but still fun way to eat.



Drinks



Claire Warner new entry

Head of new brands, Seedlip

Warner joined Seedlip last year as head of new brands and has already got a major new launch underway. Æcorn Aperitifs, three non-alcoholic aperitifs are based on 17th century English herbal remedies and – given the huge success and brand dominance of Seedlip – are predicted to be big news. Warner has worked in the drinks industry for more than 20 years, starting at the sharp end as a bartender and working her way up, so she brings huge experience to the company. She was, for instance, a massive influence on the growth of LVMH's Belvedere brand. She also works to promote good health and wellbeing in an alcohol-driven industry and is multiple awardwinner in a sector that's previously been dominated by men.

Cherie Spriggs new entry

Head winemaker, Nyetimber

Denise Harris

Co-founder, Harris Vintners

Henrietta Lovell

Founder and CEO, Rare Tea Company

Jancis Robinson OBE

Wine critic, journalist and wine writer

Ruth Spivey & Ruth Osborne

Founders, Wine Car Boot

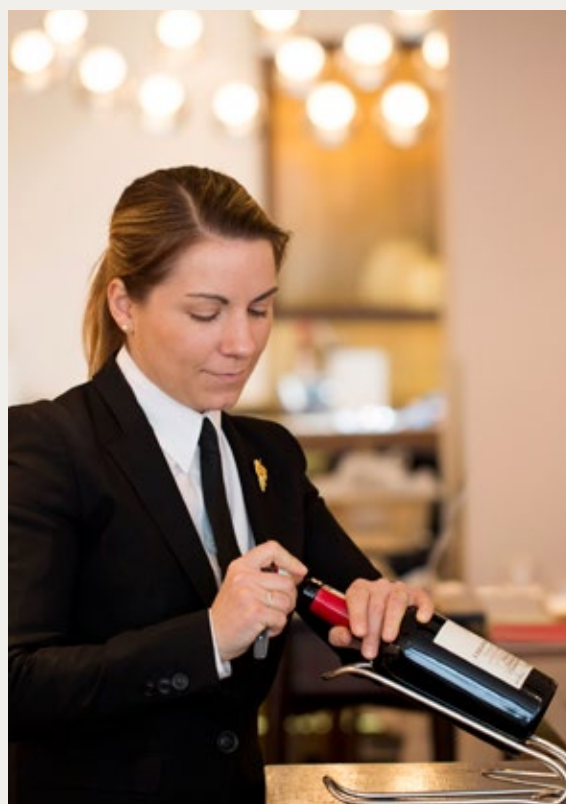
Fiona Beckett new entry

Wine writer

Laure Patry

Executive sommelier, The Social Company

Patry has been working with Jason Atherton since 2011 when she joined the chef restaurateur as group head sommelier. In an industry dominated by red-trousered male wine buffs, we salute Patry for her role as executive sommelier at The Social Company. For more than five years, she has been responsible for managing all the groups' head sommeliers, as well as helping with Atherton's growing line up of restaurants around the globe where she helps hire sommeliers, set up the wine lists and provide training. Passionate about small growers and natural wines, Patry launched Social Wine & Tapas on James Street in Marylebone, London.



Communications



Kitty Slydell-Cooper

new entry

Head of Communications,

St. JOHN Group

With quite an eclectic skillset under her belt, including an MA in shoemaking and a background in writing and design, Slydell-Cooper brings this creativity and ingenuity to her role within the St. JOHN Group. She has more than seven years' experience working at St. JOHN, where she is responsible for all creative content, from Instagram to longform copy... and even T-shirt design.

Gemma Bell

Founder, Gemma Bell & Company (see p.29)

Maureen Mills

Founder, Network London PR

Jules Perowne

new entry

CEO, Perowne International

Tiffany Robinson

Marketing Director, D&D London

Anouschka Menzies

new entry

Founding Director, Bacchus PR

Sophie Orbaum

Communications Director, Harts Group

Jules Pearson

Partnership & Insights Director, Ennismore

Zia Zareem-Slade

new entry

Customer experience director,

Fortnum & Mason

Safeguarding Fortnum & Mason's 300-year history and heritage is no mean feat, but Zareem-Slade has tackled the challenge head on: transforming the department store's old Fountain restaurant into the hugely successful 45 Jermyn St., as well as opening a restaurant within the Royal Exchange, in the heart of the City. Zareem-Slade has an impressive background in the industry with brands such as Selfridges, John Lewis and Virgin Atlantic in her portfolio, and is highly respected in London's e-commerce scene, having secured a win for Fortnum & Mason's website at the BIMA Awards after only one year of it being live.

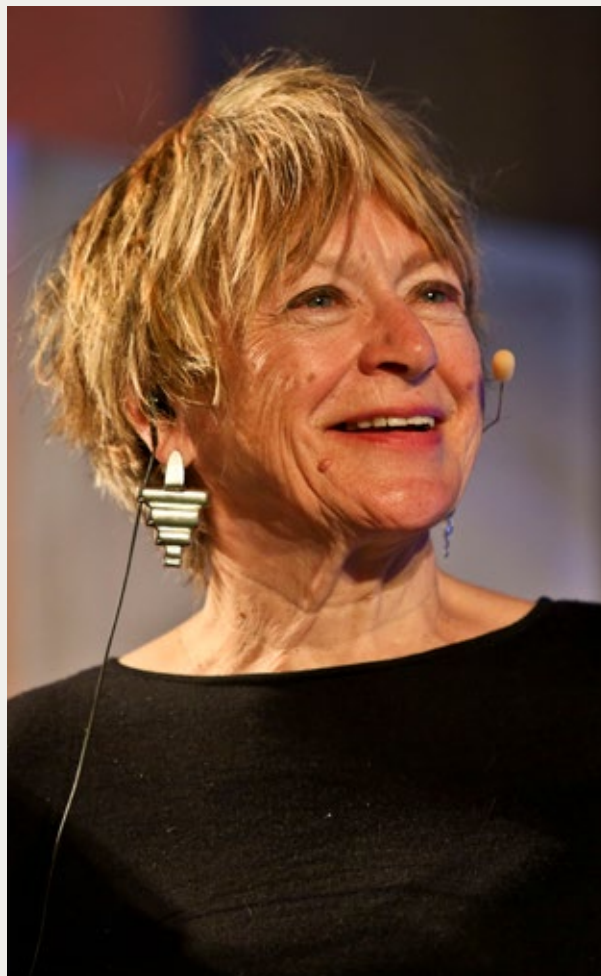


Media

Sheila Dillon

Presenter, Radio 4's The Food Programme

Radio 4's The Food Programme, aired every Sunday, is essential listening for anyone interested in our food and where it comes from. Whether it's the origins of pasta or debunking the myths around 'clean eating', or the shock of BSE or the rise of GM foods. Sheila Dillon has been the compelling and authoritative voice of the show. She's been a journalist for almost 30 years and has won multiple awards for her work – which continues to set the agenda. In June this year, she will host the annual (and more important than ever) Food & Farming Awards.



Amanda Ross

Co-founder and CEO, Cactus TV

Fay Maschler

*The London Evening Standard
restaurant critic*

Marina O'Loughlin

The Sunday Times restaurant critic

Catherine Hanly

Editor and co-founder, Hot Dinners

Grace Dent

Restaurant critic, The Guardian

Kate McKenzie new entry

Director, KMC Squared/Eat Me Drink Me



Borra Garson new entry

Founder, Deborah McKenna Ltd

Garson has been a powerhouse agent for many of our leading chefs and food figures over the last 30 years. She first worked with Gary Rhodes, then signed an unknown called Jamie Oliver. More recently she's represented Gordon Ramsay and Giorgio Locatelli and currently reps Tom Kerridge (having his best year ever), Ollie Dabbous, Andrew Clarke, José Pizarro and Simon Rogan, who has recently opened two new restaurants in Hong Kong (see p52). Garson's tenacious negotiating on behalf on her clients and enormous enthusiasm for the food and hospitality community make her hugely influential.

Purveyors



Calixta Killander new entry
Farmer and founder, Flourish Produce

Abi Glencross new entry
Director, Duchess Grains; Founder and chef, The Sustainable Food Story

Maxine Thompson new entry
Founder, PolkaPants

Joanna Brennan
Co-founder, Pump Street Bakery

Charlotte Harbottle
Butcher and owner, Charlotte's Butchery

Terri Mercieca new entry
Founder and director, Happy Endings

Fiona Leahy new entry
Founder, Fiona Leahy Design

Afroditi Krassa
Founder, AfroditiKrassa

**Lauren
Gurvich King** new entry

Head of Retail, The Wolseley Shop

As one of the most iconic restaurants in the UK, over the years The Wolseley had received numerous requests from diners to purchase their tableware, stemware and tea. Cue Gurvich King, who saw the potential of this and launched The Wolseley Shop at the end of 2017. Thanks to successful careers in interior design and luxury marketing in both the US and UK, Gurvich King was perfectly suited to lead the retail arm of the Corbin & King business, growing the collection to include bespoke hampers and silverware. The Wolseley Shop opened its first bricks and mortar site at Bicester Village last year and also offers its products at Selfridges, Harrods, Fenwick and Mr Porter.

Jane Scotter new entry

Founder, Fern Verrow

Anyone who has eaten at Spring will know that one of its biggest assets is the dazzling quality of the produce. Since 2015, the Fern Verrow farm has exclusively supplied Skye Gyngell's restaurant and Jane Scotter is the inspirational woman who runs the farm.

She has worked the land on the 16-acre site in Herefordshire since 1996 and was a pioneer in the promotion of truly seasonal fruit and vegetables and the importance of flavour over aesthetics. In addition, beautiful English blooms from Fern Verrow adorn Spring: at a dinner to celebrate the new season's produce at the restaurant last year, the young chefs and operators were queuing up to hear her softly spoken but deeply authoritative take on farming and share their admiration for her devotion to nature. (And probably wondering how they could persuade her to supply them...



Leaders



Kate Nicholls new entry
Chief executive, UK Hospitality

Darina Allen
Owner, Ballymaloe Cookery School

Camilla Schneideman new entry
Managing Director, Leiths School of Food & Wine (see p28)

Zoë Paskin

Managing director, The Palomar

Despite not having opened any new venues since last year's list, Paskin still remains at the forefront of the London dining scene with more sites in the pipeline rumoured. Along with her brother Layo, there's no doubting that the Palomar and the Barbary have gone on to influence a number of recent openings across the capital specialising in Middle Eastern and Jewish influences. The Blue Posts is a favourite of CODE's with the ground floor pub, the cosy Mulwray on the first floor and one of the best recent openings, Evelyn's Table, tucked away in the basement. The popular café Jacob the Angel rounds out the group... for now.

Alice Chadwyck-Healey
Executive director, The Arts Club

Alison Brittain
CEO, Whitbread

Jane Holbrook new entry
CEO, Wagamama

Zuleika Fennell
Managing director, Corbin & King

Lilly Newell
Group executive director, Caprice Holdings and The Birley Clubs

Karen Jones CBE new entry
Executive chairwoman, Prezzo and Chair, Hawksmoor and Mowgil

Supporters

Alex Head new entry

Owner and founder of Social Pantry Ltd

Not only is Head the sole owner of her ever-growing catering company and café that she founded in 2011, but she is also a Key4Life ambassador: a charity that works toward rehabilitating those recently released from prison and reducing reoffending. Through Key4Life and working closely with Brixton Prison, she personally mentors and employs young men and women who are in need of a second chance. Last year Head opened Soane's Kitchen in Ealing, Social Pantry's first London restaurant.

Ravneet Gill new entry
Head pastry chef, Wild by Tart; Founder, Countertalk

Alice Williams new entry
Founder, Luminary Bakery

**Lily Jones,
Chloe Scott-Moncrieff
and Amy Thorne**
Co-founders of the YBFs



Front of House

Joanne Searley new entry

Operations manager, JKS Restaurants
Searley proves that there are many routes into hospitality – and no barriers to reaching great heights. She’s worked in restaurants since she was 16, gathering experience everywhere from D&D London and the ETM Group. Since 2015 she has worked with JKS Restaurants and been an integral part of their growth. With every new opening, Searley heads up front of house to make sure the team are fully appraised of what’s required and to make sure that everyone feels comfortable and confident. As a result, recent openings like Brigadiers and Berenjak have been hugely successful. Searley is also a judge for the front-of-house category of the YBF awards, showing the importance of supporting the next generation of hospitality staff.

Aurelija Sovaite new entry
Group general manager, Barrafin

Emma Underwood
Restaurant manager, Stem

Laura Montana
Co-founder, Montana Fogg

Olivia Richli new entry
General manager, Heckfield Place



Vanessa Xuereb

Member relations director,

Soho House & Co

Is there any keeping up with Soho House and their global expansions? With openings in Hong Kong and Downtown LA planned this year, they’re understood to be also looking at Houses in a number of cities including Tel Aviv, Austin and Milan. And 20 years after starting at the original Soho House on Greek Street, Vanessa Xuereb’s role is to make sure the growing membership are still having a good time, as well as working on all of the new sites. Xuereb is a great example of someone who fell into her role while covering for a friend and has the true hospitality spirit – the party goes where Vanessa goes.

Special mention 2019

Addyson Pope

Head of marketing, Caprice Holdings

Ana Goncalves

Co-founder, TĀTĀ Eatery

Anastasia Emmanuel

Chief growth officer, Foodchain

Hannah Norris & Victoria Stewart

Co-founders, Hospitality Speaks

Hannah Sharman-Cox & Siobhan Payne

Founder and MD, and festival director, DrinkUp.London and London Cocktail Week

Honey Spencer

Co-founder, Bastarda

Katie Bone

Founder, PX+ Festival

Zoe Adjonyoh

Author and founder, Zoe's Ghana Kitchen

Meriel Armitage

Founder, Club Mexicana and The Spread Eagle

Sarah Barber

Executive pastry chef, The Dorchester

Freddie Janssen

Marketing manager, Lyle's

Miranda York & Anna Sulan Masing

Co-curators, Voices at the Table

Georgie Pearman

Co-manager, The Talbot Hotel, Malton

Lucy Noone-Blake

Development manager, R Noone & Son

Justine McGovern & Lynne Coyle MW

Co-founders, Wine & Spirit Women

