

2020 EDITION

CODE  
HOSPITALITY

100 MOST INFLUENTIAL  
WOMEN IN HOSPITALITY



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CODE is a community for the hospitality industry created to reward, inspire, connect and educate

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# INTRODUCTION

Welcome to our annual IOO Most Influential Women in Hospitality, which this year is sponsored by American Express and Resy.

Every year, we produce this list to champion women in hospitality and to shine a light on the diverse range of opportunities and career paths available in this industry – from support networks to sommeliers to chefs.

This year's list of women who affect change across the industry range from well-known faces who we're used to seeing on TV to lesser-known figures behind the scenes who we're not so familiar with but who are each doing important things in their own fields of expertise. Like all of our annual lists at CODE, our third Women in Hospitality list is not ranked – it's published to champion the hospitality industry.

This year's panel of experts (see below) joined me and CODE's editor Lisa Markwell for a judging breakfast at The Wolseley to decide upon the final IOO entries. Our 2020 list is made up of categories including chefs, operators, teams, media, partnerships, ones to watch and, for the first time, a hall of fame.

This year's list was celebrated with a breakfast for our IOO most influential women at the Corinthia hotel on Friday 20 March.

Adam Hyman  
Founder, CODE Hospitality

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## THE JUDGES



Jason Atherton

Atherton, most often spotted in one his many restaurants in chefs' whites, is the chef/patron of a booming international business, which includes Pollen Street Social, The Clocktower, Hai Cenato, The Betterment and Berners Tavern. Atherton was most recently on television as the exacting frontman of The Chefs' Brigade, which is planning a second series.



Claire Koffmann

Not only an endlessly enthusiastic restaurant goer and industry networker, Koffmann – a long-time expert in vegetable farming – is integral to the growth of Koffmann's Potatoes for Chefs and travels widely with her husband, chef Pierre, checking out new restaurants and supporting old friends.



Huls Cheung

Representing the progressive booking service Resy on our panel is Cheung, manager of Restaurant Success in the UK. After many years working front of house, she has a strong knowledge of the industry and a deep curiosity about who and where to watch out for. She now works with Resy's restaurant partners to help them maximise value from its software and to deliver great hospitality to diners.



Clerkenwell Boy

Far more than an Instagrammer with a passion for food, Clerkenwell Boy is a valued commentator on the restaurant scene and has an encyclopaedic knowledge of who, what and where is worth knowing about. His social media feed is essential viewing. He also works tirelessly as a fundraiser for causes including Cook for Syria and Australia is Burning.

# 100 MOST INFLUENTIAL WOMEN IN HOSPITALITY

## SUPPORT

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### Ravneet Gill Founder, Countertalk

Ravneet Gill was included in CODE's latest 30 under 30 list, but recent accomplishments make her a deserving part of this list, too. As well as founding Countertalk, a platform that works to make the hospitality industry a better place to work and encourages businesses to promote staff wellbeing, Gill recently launched Puff, a new bakery pop up. In addition, Gill's first book 'The Pastry Chef's Guide: The secret to successful baking every time' will be released in April. It's hard to keep up, but we always look forward to seeing what Gill gets up to next.

**new entry**

### Tobie-Anna Durk Founder, Kelly's Cause

Through her foundation Kelly's Cause, Durk continues to create a more positive industry by providing mental-health training to employers to protect the wellbeing of hospitality workers.

**new entry**

### Monica Berg Founder, Back of House

The internationally renowned bartender launched Back of House last year, an online resource providing a tool for employees to anonymously flag issues in the workplace.

### Victoria Stewart Founder, Hospitality Speaks

Food journalist, brand ambassador and public speaker Victoria Stewart now spends most of her time working on Hospitality Speaks, an online initiative to drive conversations about and improve industry culture.

# OPERATORS

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## Chantelle Nicholson Chef patron, Tredwells

From law student to group operations manager and current chef-patron of Covent Garden's Tredwells, Chantelle Nicholson has done it all. Raised in New Zealand surrounded by a family of excellent cooks, cooking runs in Nicholson's veins. Whilst initially becoming a chef was not viewed as a viable option, Nicholson began cooking in the kitchen during her summer holidays from law school. After realising she wanted to focus on her passion, Nicholson turned to cooking full time and has since worked at The Savoy and Marcus Wareing at the Berkeley, amongst others. Now, she leads from the front at Tredwells, where she works to create a sustainable restaurant. Nicholson is also a founding member of the Chef's Manifesto, which is working to address current issues with our food systems.

new entry

## Shauna Froydenlund Joint chef patron, Marcus

Proving hard work and dedication pay, Froydenlund worked with Marcus Wareing for more than ten years, and can now be found on the floor, leading a service, or in her chef whites at Michelin-starred Marcus.

## Ravinder Bhogal Chef patron, Jikoni

Chef patron of Jikoni, Bhogal is award-winning food writer, cookbook author, restaurateur and television presenter. Bhogal has been on the Evening Standard's Progress 1000 list as a leading influencer on diversity; the restaurant's charity events and Sunday socials are enduringly popular.

## Alex Head Owner and founder, Social Pantry

A catering company with a purpose and offering ex-offenders a second chance, Head founded Social Pantry in 2011 and now has five London sites (see feature in CODE Quarterly).

new entry

## Elizabeth Haigh Chef and founder, Mei Mei

Since leaving Pidgin, Haigh has gone on to found Kaizen House, a platform to create a share stories through food, and you'll now find her in Borough Market, where she runs Mei Mei (see feature in CODE Quarterly)

## Alice Williams Founder, Luminary Bakery

Using baking as a gateway to employment, the all-female Luminary Bakery founded by Williams helps victims of violence find employment.

new entry

## Apollonia Poilâne CEO, Poilâne

CEO and third generation family member, Apollonia Poilâne is continuing the legacy of the world-famous bakery Poilâne.

## Asma Khan Chef patron, Darjeeling Express

The first British chef to be featured on Chef's Table, Khan's restaurant with an all-female kitchen Darjeeling Express continues to be a trailblazing hit.

# PARTNERSHIPS

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new entry



**Emma Ainsworth**  
Company director, Paul  
Ainsworth Restaurant & Rooms

Taking an untraditional route into the industry, Emma Ainsworth trained as a hairdresser, flight attendant, and customer service employee before entering hospitality. In 2008, Ainsworth moved to Cornwall where she rekindled her relationship with Paul Ainsworth, who at the time was head chef at No.6. Later that year, the couple bought the restaurant, renaming it Paul Ainsworth at No.6, and have gone on to revamp CaffèRojano and launch Padstow Townhouse, the most ambitious project to date. Ainsworth plays a key role working alongside her partner to maintain and enhance high hospitality standards. The couple also support charities including Hospitality Action and Springboard.

**Sarah Gill**  
Restaurateur and co-owner,  
The Dairy group

Sarah Gill has quietly built a restaurant empire alongside more visible husband Robin Gill, running front-of-house operations across The Dairy, Sorella, Counter Culture and Darby's.

new entry



**Marie Marchand**  
Co-owner, Frenchie Covent  
Garden

Marchand has been integral to the success of the hugely popular Frenchie empire alongside her husband Greg Marchand, bringing classic French cuisine across from Paris.

new entry

**Judy Hutson**  
Designer, The Pig Hotels

With an ever-growing portfolio, Hutson is responsible for maintaining the distinct and luxury interior design to maintain the 'Pig' vibes across the locations.

**Irha Atherton**  
Co-director, The Social  
Company

While her husband appears on television and moves ceaselessly across the now-vast Social Company portfolio, Atherton more discreetly oversees the look and feel of the restaurants and offers quiet advice to her chef husband.

# TEAMS

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## **JKS Restaurants** Joanne Searley, Operations manager; Tania Davey, Head of people; Georgia Ayres, Head of marketing

Searley, Davey and Ayres are three individuals leading the way at JKS Restaurants. Solidifying her place on our list for a second year, operations manager Joanne Searley (left) remains an indispensable part of JKS Restaurants continued growth and success as the operations manager. Head of people Tania Davey is responsible for more than 651 employees, playing a key role in retaining 90% of Gymkhana's team following a fire and relocating the team after just a day. Meanwhile, Georgia Ayres has been with JKS since 2015, and has built up the marketing team from scratch. Ayres has worked on numerous projects during her time at JKS, including BAO, Hoppers and the 2018 opening of Brigadiers.

new entry

## **Well Grounded** Eve Wagg, Founder & CEO; Sonja Wittenberg, Managing director; Darshika Ravindran, Senior marketing & partnerships

London's first social enterprise solely focusing on developing talent within the coffee industry, Well Grounded is a speciality training academy linking job seekers with an industry looking for talent. Founder Eve Wagg (left) worked in the voluntary sector for 10 years before launching Well Grounded, on a mission to transform lives and support Londoners into employment as baristas. with a background in management consulting and commodities training, MD Sonja aims to support women and working mothers in the coffee industry, whilst Darshika Ravindran heads the marketing and partnerships team and thrives on helping people develop confidence and independence to learn new skills in coffee.

## **BAO and XU** Wai Ting Chung and Erchen Chang, Co-founders

Two thirds of the powerhouse trio behind London's favourites BAO, with a new branch in Borough, and Soho's XU.

## **The YBFs** Lily Jones, Chloe Scott-Moncrieff and Amy Thorne, Co-founders

Founder of Taste PR Amy Thorne, journalist Chloe Scott-Moncrieff and baker Lily Jones joined forces and created the now firmly established and ever more prestigious YBF annual awards to celebrate young talent and unsung heroes in the industry.

## **Harts Group** Lisa Jones, People director; Ellie Venning, Events director; Sophie Orbaum, Director of communications; Aurelija Sovaite, Operations manager

All four women play a fundamental role in the restaurant group behind Barrafinna, Quo Vadis, El Pastor amongst others, whilst Orbaum also recently launched a consultancy project with global members network inHouse.

new entry

## **Plan B** Holly Addison, Kate Nicholls, Emma Causer, Ann Elliott Co-founders

Four females looking to better support women in the industry founded Plan B in 2018, a mentoring scheme to help women break the glass ceiling and move onto boards.

# DRINKS

new entry



## Jeany Cronk Co-owner, Mirabeau en Provence

Jeany Cronk's career is evidence that big risks really do pay off. After years of planning, Cronk and her husband Stephen left their South London home with their three young children to embark on a winemaking venture in France. Their leap into the unknown paid off, as after a year of learning to live the Provençal life, they went on to found renowned rosé brand Mirabeau en Provence in 2010. The multiple award-winning Mirabeau is now sold in more than 50 markets and 20 countries worldwide.

new entry

## Melanie Brown Founder, The Laundry and Specialist Cellars

Brown continued to add to her list of achievements this year, founding café and wine bar The Laundry and launching her own wine collection New Press, whilst running the wine shop Specialist Cellars.

## Laure Patry Executive head sommelier, Pollen Street Social

With more than 15 years' experience, Patry is now executive head sommelier of Pollen Street Social, working closely with Jason Atherton. In addition, she is a judge at the 2020 Decanter World Wine Awards.



## Hannah Sharman-Cox & Siobhan Payne Founders, London Cocktail Week and DrinkUp.London

The two founders of DrinkUp.London have certainly left their mark on the drinks industry over the past decade, with a series of events, cocktail masterclasses and a wealth of editorial content to guide Londoners to the best bars in the city. Most notably, they are the duo behind London Cocktail Week, a festival which has attracted more than 25,000 guests in each of the past four years. Now in its 10th year, London Cocktail Week has become a key cultural event within the London calendar. It has helped to inject millions of pounds directly back into the London hospitality trade through the £6 Festival Pass scheme - and continues to grow year on year.

## Sandia Chang Founder, Bubbledogs

US-born Sandia Chang is one of the capital's most exciting sommeliers, and the woman behind Bubbledogs, the champagne bar in Fitzrovia shining the light on Champagne's smaller wine producers; Chang also co-runs The Kitchen Table with partner James Knappett.

## Claire Warner & Ellie Sparrow Head of new brands; Brand engagement & communications director, Seedlip drinks

One of Britain's fastest growing and most influential drinks start-ups, Sparrow has worked on key launches and been one of the key players in the alcohol-free spirit brand's growth, whilst Warner is head of new brands and co-founder of sister brand Æcorn.

## Henrietta Lovell Founder, Rare Tea Company and Rare Charity

On a mission to source and supply the world's best tea, Lovell founded Rare Tea Company in 2004, stocked in leading restaurants internationally - and now also offers talented people within tea producing communities' access to education through Rare Charity.

# LEADERS

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## Monica Galetti

Owner, Mere and judge,  
MasterChef: The Professionals

Born in Samoa and raised in New Zealand, Monica Galetti has become a familiar television personality as the presenter and judge on BBC2's MasterChef: The Professionals. More recently, Galetti has co-hosted BBC2's Amazing Hotels – Life Beyond the Lobby alongside Giles Coren. Galetti moved to London in 1999 to work for Michel Roux Jr. at Le Gavroche, later becoming the restaurant's first female sous chef. She went on to open her debut restaurant Mere in 2017, fittingly the name of Galetti's own mother.



## Sunaina Sethi

Operations director and wine  
buyer, JKS Restaurants

With some of London's most-loved restaurants including Sabor, Flor, Gymkhana and BAO in its portfolio, JKS Restaurants was co-founded by Sunaina Sethi in 2008 alongside her brothers Jyotin and Karam Sethi. She now oversees the group's beverage programme, people strategy and leads on charitable initiatives. A serious wine expert, in 2017, she made JKS Restaurants an approved WSET provider. Sethi places emphasis on learning and development initiatives, aiming to encourage growth and progression of all JKS staff.



## Sarit Packer

Co-founder, Honey & Co

As well as running a three restaurants and a highly successful cookbook empire, Packer has recently masterminded a series of woman-focused events and podcasts.

new entry

## Cornelia Staubli

Co-director, Ottolenghi

Fifteen years ago, Staubli completed a trial shift in one of Ottolenghi's shops and has since worked her way up to become Ottolenghi's co-director and business partner.

## Margot Henderson & Melanie Arnold

Founders, Arnold & Henderson

Another strong year for the women behind the two Rochelle Canteen restaurants, as well as their prestigious private-event catering arm.

new entry

## Sinead Mallozzi

CEO, Sketch

Mallozzi has been at Sketch since its inception in 2003, and this year the Lecture Room & Library was awarded a third Michelin star, testament to her leadership and vision.

new entry



## Zan Kaufman Founder, Bleecker

Starting her career as a lawyer, outsiders may have struggled to believe that Zan Kaufman would go on to create a burger brand with a cult following – but Kaufman was so invested in hospitality that for her the transition made perfect sense. Kaufman started selling burgers to hungry Londoners out of a food truck in 2012, and in the seven years since, Bleecker has grown organically to four bricks-and-mortar sites across London. However, Kaufman is keen to emphasise that ‘burgers are only part of the puzzle’, with diversity and equality sitting at the core of the business. To that end, Bleecker recently launching ‘Rage for Good’, a programme of events championing LGBTQ+ inclusivity and activism, creating a much-needed platform for discussion in the industry.



## Angela Hartnett MBE Chef patron, Murano, Café Murano

As one of the UK’s most loved chefs and restaurateurs, Angela Hartnett needs little introduction. Famed for her sophisticated yet simple approach to Italian cooking, Hartnett’s passion for food was instilled in her by her Italian grandmother and mother. She made a huge success from working with Gordon Ramsay and was awarded an MBE for services to the hospitality industry in 2007. The following year, she opened her own restaurant Murano in Mayfair, and has most recently launched Café Murano in Bermondsey. Hartnett became a judge of Best Home Cook on BBC this year and is a popular figure on the festival and events circuit for her boundless energy and enthusiasm.

## Thomasina Miers Founder, Wahaca

Miers founded the Mexican chain Wahaca in 2006 and now has 21 restaurants across the UK, withstanding both economic strains and a potentially catastrophic shutdown. A visible and vocal supporter of the industry.

## Linda Lee Founder and owner, On the Bab and Koba

Since appearing on our list in 2018, the founder of Korean street-food restaurant On the Bab opened her first international site in Paris, and is soon to launch in her native Seoul, whilst Koba also celebrates 15 years in business in 2020.

## Patricia Michelson Founder, La Fromagerie

Starting out selling cheese from her garden shed, La Fromagerie now operates three award-winning shops and a wholesale business. Michelson also has two books to her name and is widely regarded as a doyenne of the industry.

continues ...



## **Laura Harper-Hinton** Creative director and co-founder, Caravan Restaurants

Celebrating its 10th anniversary this year, Harper-Hinton co-founded the coffee and all-day dining restaurant Caravan to offer some Antipodean flourish to the scene and has seen it become a well established hit, whilst also working with Plan B to support the next generation of hospitality entrepreneurs. Her most recent project has been Vardo in Chelsea.

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

Maintaining the high standard of some of London's favourite restaurants and private members' clubs is no mean feat, but Newell runs a consistently smooth operation.

## **Zuleika Fennell** Managing director, Corbin & King

Fennell joined the group behind The Delaunay and The Wolseley in 2004 and has since worked through the ranks to managing director of the company widely regarded as an industry standardbearer.

## **Karen Jones CBE** Executive chairwoman, Prezzo and Chair, Hawksmoor and Mowgli

Co-founder of Café Rouge and The Pelican Group, Jones admits she likes a challenge and is now the executive chairman of Prezzo and chairs both Hawksmoor and Mowgli.

# MANAGEMENT

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**new entry**

## **Claire Harvey** Director of development, Four Seasons Hotels & Resorts, Europe

Following five years with the Jumeirah Group, Harvey now oversees a 20-strong hotel portfolio in her role as director of development at Four Seasons.

**new entry**

## **Joycelyn Neve** Founder & Managing director, The Seafood Pub Company

Founded by Neve in 2010, today The Seafood Pub Company operates ten country inns and dining pubs across Lancashire and Yorkshire.

## **Lizzie Gurr** Chief operating officer, Ozone Coffee Roasters

Gurr and her husband are the power couple responsible for bringing Ozone Coffee Roasters to the UK, recently opened their second, much larger London site.

**new entry**

## **Kate Hart** General manager, NoMad London

It's set to be a big year for Hart, as she recently became the inaugural general manager of NoMad hotel in Covent Garden, the brand's debut outside of America.

new entry



## Ceri Gott

People director, Hawksmoor

It's no coincidence that Hawksmoor has now been named in the top 50 Sunday Times Best Companies for eight consecutive years, with Ceri Gott credited for being at the heart of the company's continued success. Hawksmoor was two restaurants and 150 employees strong when Gott joined, but under her watch the team has soared to 650, with eight restaurants across London, Manchester and Edinburgh. She is undoubtedly raising the bar for HR across the industry, raising standards not just at Hawksmoor, but additionally influencing several other hospitality companies to do the same. With a non-existent gender pay gap, a strong female management presence and a zero-tolerance stance on harassment, Gott has made sure Hawksmoor is a great place to work for all – no wonder Hawksmoor has been voted Best Employer by CODE members for two years running.

new entry



## Amanda Hyndman

General manager, Mandarin Oriental

Being at the helm of the Mandarin Oriental in Hyde Park is a mammoth task, but with more than 26 years of general manager experience in the luxury hotel industry, Hyndman keeps the operation looking slick. Under her management, the property went through a multi-million-pound restoration and reopened with greater splendour than before. Alongside managing the London location, Hyndman is also vice president of operations for Mandarin Oriental in both Prague and Munich, helping to maintain the sky-high level of quality across the board.

## Emma Underwood

General manager, Darby's

With a CV including Gary Usher's Sticky Walnut, Where the Light Gets in and Stem in Mayfair, Underwood joined the opening team at Robin Gill's Darby's as general manager last year; leading its FOH team with aplomb and also speaking at many industry events championing women.

## Zia Zareem-Slade

Customer experience director, Fortnum & Mason

As customer experience director, Zareem-Slade has influence over all aspects of Fortnum & Mason, from website design and packaging to transforming the restaurants and curating exhibitions.

new entry

## Emma Williams

Chief operating officer, Green & Fortune

A key senior member of the Green & Fortune team, Williams manages and develops the business for the future, whilst overseeing the current Kings Place and Sea Containers venues.

new entry

## Becky Darvill

HR business partner, Granger & Co.

Joining Granger & Co with no hospitality experience more than years ago, as a certified mental health first aider Darvill focuses on implementing training and support for nearly 250 employees.

# CHEFS

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## **Selin Kiazim** Chef patron, Oklava

Selin Kiazim began her career in hospitality working under the guidance of Peter Gordon at his London restaurants The Providores and Kopapa. Wanting to embrace her Turkish heritage, Kiazim went her own way and launched a six-month residency at Trip Kitchen in Haggerston. In 2015, she joined forces with Laura Christie to launch much-loved restaurant Oklava and in recent months the duo opened Oklava Bakery + Wine on the site of the pair's former restaurant Kyseri, staying true to their philosophy of serving the finest Turkish wines and food. A popular and effective role model for others.

## **Clare Smyth MBE** Chef owner, Core by Clare Smyth

Arguably Britain's most senior and most accomplished female chef – although she prefers 'chef', Smyth left Gordon Ramsay's empire, established her own debut restaurant, Core, and quickly won two Michelin stars, critical success and a packed reservations list. It was recently announced Smyth is heading to Sydney for her next project.



## **Hélène Darroze** Chef proprietor, Hélène Darroze at The Connaught

Darroze's two Michelin-starred restaurant in The Connaught continues to thrive, having recently celebrated its 10th birthday, complete with a major refurbishment.

**new entry**

## **Anne-Sophie Pic** Executive chef and restaurateur, Le Dame de Pic

The most decorated Michelin starred female chef in the world, Pic holds eight stars across her five restaurants – including a recent promotion to two for her London outpost.

## **Lisa Goodwin-Allen** Executive chef, Northcote

Goodwin-Allen joined Northcote aged 20 in 2001, becoming head chef at 23 and taking the reins as executive chef in 2017, helping to maintain the restaurant's Michelin star for more than 20 years and is a major asset to its annual Obsession chef-collaboration programme.

## **Mary-Ellen McTague** Chef proprietor, The Creameries

With more than 20 years' experience including The Fat Duck and her own restaurant Aumbry, McTague can now be found in her Manchester restaurant and wine bar The Creameries.



new entry

## Sally Abé

Head chef, The Harwood Arms

Proving there are many different routes into the industry, it wasn't until Abé was 18 that she became interested in cooking, whilst working an office job. She started her career in London at the Savoy Grill in 2007, going on to spend five years cooking under Brett Graham at the Ledbury. Now leading the team at the Harwood Arms, Abé entirely transformed the menu and has seen it consistently busy and winning acclaim. The pub started the year off with a bang, topping the 2020 Estrella Damm list of Britain's best 50 gastropubs. Abé helped the restaurant maintain a Michelin-star for another year, making it the only Michelin-starred pub in the capital. We can't wait to see what's next.



new entry

## Nokuthula Mbambo

Sous chef, Holborn Dining Room

Nokuthula Mbambo, or Nokx as she is more familiarly known, joined the team at Rosewood in 2014 working under the tutelage of Holborn Dining Room's executive chef Calum Franklin. Now an expert in her own right, Nokx oversees the restaurant's famous Pie Room. Outside of kitchen parameters, Nokx works with Women in Hospitality, an organisation which fosters and champions the career development of women in the industry, organising networking events and workshops. Within Holborn Dining Room, Nokx acts as a mentor for her colleagues and leads training sessions for her fellow chefs.



## Nieves Barragán-Mohacho

Co-founder, Sabor

She created the cult of Barrafina before establishing her own, wildly popular restaurant Sabor, achieving a Michelin star within a year of opening. Barragán-Mohacho is not only a tireless leader in her own kitchen, but she does regular gruelling work for poverty charity Action Against Hunger.

new entry

## Ixta Belfrage

Chef and recipe developer, Ottolenghi

Starting her chef career at Nopi, Belfrage has now co-written cookbook Flavour alongside Ottolenghi, set to be released later this year (see feature in CODE Quarterly).

new entry

## Anna Higham

Pastry chef, Lyle's and Flor

Making the leap from architecture to pastry aged 24, Higham now oversees desserts and baking at Lyle's and more recently, the acclaimed restaurant and bakery Flor in Borough Market (see feature in CODE Quarterly).

## Skye Gyngell

Chef patron, Spring

An industry figurehead not only for being a high-profile female chef, Gyngell has been leading the way in reducing plastics in her restaurant's kitchen and in speaking publicly to encourage others to follow suit. She is also the woman behind the food at super-stylish countryside hotel Heckfield Place.

# COMMS AND MEDIA



new entry

## Marie Le Vasseur Area director of communications in Europe, Rosewood Hotels

With an extensive portfolio spanning 13 years, Marie Le Vasseur has worked at some of Europe's leading luxury brands, including the LVMH Group, El Palace in Barcelona and Le Bristol Paris. Whilst working as head of communications for Le Bristol, Vasseur led the brand's 90th anniversary celebrations, resulting in the hotel being awarded best hotel in Europe by Condé Nast Traveller. Le Vasseur assumed her current role as area director of communications in Europe for Rosewood Hotels & Resorts in 2018, overseeing all three of the properties in Paris, Tuscany and London.

## Miranda York and Anna Sulan Masing Co-creators, Voices at the Table

As well as vocal champions in each of their own spheres, the duo are responsible for writing, creating and editing popular event series and fortnightly food podcast Voices at the Table, which helps listeners look at food from a fresh perspective.

## Amanda Ross Co-founder and CEO, Cactus TV

Founded by Amanda and Simon Ross, Cactus has been providing outstanding programming to the UK's major broadcasters for two decades, including Saturday Kitchen Live. Ross's control from the studio gallery can be witnessed with every programme.

new entry

## Ali Earl-Gray Head of PR & marketing, Cricket

Earl-Gray worked at Apple before joining modern Indian restaurant Cricket in 2015 and is now responsible for marketing and PR across the three sites.

## Kitty Slydell-Cooper Head of communications, St. John Group

A firm favourite on the London food scene since 1994, Slydell-Cooper joined the St. John team in 2013 and is head of communications, as well as co-writing the recent Book of St. John.

## Lucy Noone-Blake Hospitality consultant, Pear Communications

An all-round mover and shaker in the Manchester dining scene, Noone-Blake now uses her experience and knowledge as a hospitality, marketing and experience consultant.

## Addyson Pope Marketing director, Amazonico

Following five years at Caprice Holdings, during which she progressed to head of marketing, Pope joined the opening team of Mayfair's much anticipated restaurant Amazonico in October.

new entry



## Paula Fitzherbert

Group director of communications,  
Maybourne Hotel Group

In an industry which often suffers from high staff turnover, Paula Fitzherbert, who will soon celebrate her 20th year at the iconic Maybourne Hotel Group, certainly bucks the trend. Much has changed since Fitzherbert first joined the group behind Claridge's, The Connaught and The Berkeley (and its new hotel in LA), but she continues to play an integral role as the group director of communications. Tasked with solidifying and communicating the group's luxury brand position, Fitzherbert is constantly seeking out collaborations and content to help tell the stories behind the hotels. Everyone wants her at their parties, and everyone wants an invite to her parties too.

## Fay Maschler

The London Evening Standard  
restaurant critic

Without doubt the doyenne of critics, Maschler has been at London's Evening Standard for more than 40 years, and continues with the same expert eye, wit and enthusiasm as ever.

## Gemma Bell

Founder, Gemma Bell  
and Company

Not just a PR powerhouse, with clients including Tom Kerridge, Ottolenghi, Padella, Nieves Barragan and Robin Gill, Bell works tirelessly for charities including Amos Trust and Cook for Syria (see feature in CODE Quarterly).

new entry



## Elizabeth Carter

Consultant editor,  
Waitrose Good Food Guide

As a restaurant inspector and contributor to the Waitrose Good Food Guide since the 1990s, Elizabeth Carter has now been the consultant editor for 13 years. Carter joined Waitrose with a wealth of experience, including editor of Les Routiers and Ireland guide from 2002-2004, as well as editor of the AA Restaurant Guide. Carter has unrivalled knowledge of the British hospitality industry and is an expert in food and cookery techniques and most certainly has the eye for identifying new food trends.

## Marina O'Loughlin

The Sunday Times  
restaurant critic

O'Loughlin is Britain's most awarded restaurant critic. She is our only anonymous reviewer and writes with real love and care about the industry, while remaining outside its social circuit.

## Catherine Hanly

Editor and co-founder,  
Hot Dinners

One half of the brother-and-sister team behind Hot Dinners, Hanly continues to demonstrate her enthusiasm for food and champion London's restaurants through her writing.

## Alice Jónsdóttir

Director of communications,  
Corinthia London

Having previously worked as head of communications for Marc Restaurants, Alice Jónsdóttir joined the Corinthia hotel in 2018 as director of communications working closely with the London hotel's managing director Thomas Kochs on all aspects of the business including the launch of Kerridge's Bar & Grill.

continues ...

## Maureen Mills

Founder, Network London

Mills has an unrivalled knowledge of and love for the restaurant industry in Britain and goes beyond traditional PR in her work for her carefully selected handful of clients (see feature in CODE Quarterly).

## Grace Dent

The Guardian restaurant critic

Following a six-year stint writing a weekly restaurant column for the Evening Standard, Dent is now a restaurant critic for The Guardian, making frequent appearances on MasterChef, too.

# SUPPLIERS

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new entry



## Bronwen Percival

Buying and technical manager, Neal's Yard Dairy

A dream job for many, as buying and technical manager at Neal's Yard Dairy, Percival visits cheesemakers across the country to select and optimise the quality of the cheese they sell. She works tirelessly to promote British cheese and create collaborations between cheesemakers and the scientific community. She co-founded the website MicrobialFoods.org, a scientific resource for producers, sellers and enthusiasts of microbial foods, and is the co-author of the book Reinventing the Wheel: Milk, Microbes and the Fight for Real Cheese. Most importantly, with her generosity and expertise, she champions and helps cheesemakers to get their business off the ground.

## Fiona Leahy

Founder, Fiona Leahy Design

Leahy's creative event and design production agency boasts clients including Stella McCartney, Louis Vuitton and Christian Louboutin. Her tablescapes are famously fabulously over the top.



## Terri Mercieca

Founder and director, Happy Endings

Supplying restaurants, events and festivals (and selling 2,000 of their ice-cream sandwiches at Lost Village alone), Mercieca is the force behind the wildly popular ice-cream company.

## Calixta Killander

Farmer and founder, Flourish Produce

Killander works closely with some of the best chefs in the country, providing fresh produce from her farm in Cambridgeshire, often within 12 hours of being picked. Supplier to Brat and Silo, among many others.

# ONES TO WATCH



new entry

## Abby Rose

Co-founder and producer,  
Farmerama Radio

The leading voice and one third of podcast Farmerama, Abby Rose helps to give a voice to the regenerative farmers building our food and ecosystem from the ground up. Named as one of the 50 New Radicals by The Guardian, Rose sheds light on the stories that connect farmers to restaurants and works to re-humanise the supply chain. For example, Farmerama's latest series CEREAL unveils the secrets behind the bread we eat and celebrates the bakers, millers, farmers and activists going against the grain to create an alternative model for producing grains fit for human consumption, soil health and resilient to climate change. Additionally, Rose is the CEO and co-founder of Soilmentor, an app that helps farmers monitor and understand soil health and biodiversity on their farm.

new entry

## Gaia Serafini

Head sommelier, Roganic

At just 24, Serafini is already head sommelier of the Michelin-starred Roganic restaurant, creating a concise wine list which promotes small producers.

new entry

## Helenka Fletcher

Food & beverage director,  
The Standard Hotel Group UK

As the food & beverage director for the UK outpost of the Standard Hotel Group, Helenka oversees all F&B operations at Isla, Decimo and Double Standard.



new entry

## Stosie Madi

Chef patron, co-owner and  
founder, Parkers Arms

Best known for her incredible pies, Madi has grown the Parkers Arms stratospherically since taking it over in 2007 and this year the pub ranked seventh in the Top 50 Gastropubs list.

new entry

## Lucia Montanelli

Senior bartender, The Bar  
at The Dorchester

Recently appointed to curate the cocktail list for the Grill at The Dorchester, Montanelli is an award-winning drinks connoisseur and senior bartender.

new entry

## Liz Cottam

Chef and co-owner, HOME

A busy past year for chef and co-owner of relaxed British fine dining restaurant HOME in Leeds, as Cottam opened four individual concepts in Kirkgate Market.

new entry

## Z He

Co-founder, Pleasant Lady and  
Wun's Tearoom and Bar

An interior architect by profession and chef by passion, Z He is the co-founder of Pleasant Lady, an authentic Jian Bang wrap joint and Wun's Tearoom and Bar, which captures the spirit of the 1960s late Hong Kong bars.



new entry

## Rachel Rowley

Co-founder, Ballintaggart Farm and Grandtully Hotel

Together with her chef husband Chris and his brother Andrew, Rowley created Ballintaggart Farm, a restaurant with rooms set in an 11-acre plot that also includes a cookery school, and transformed a neglected hostel into Grandtully Hotel two years later. They are both now growing as destinations for food fans in (and beyond) Scotland. The team includes plenty of young talent.



new entry

## Alethea Palmer

General manager, Kinneuchar Inn

Alethea Palmer spent eight years as general manager at Arnold & Henderson. Last year she and fellow Rochelle Canteen alumni James Ferguson (also her life partner) moved to Scotland to reopen the 17th century Kinneuchar Inn in East Neuk, Fife. Palmer leads the front of house operation, whilst Ferguson oversees the kitchen at the 32-cover restaurant. It's only been open since September, but has already received much critical acclaim, testament to the pair's knowledge, commitment and talent.

new entry

## Nina Matsunaga

Head chef, The Black Bull

Born in Germany of Japanese heritage, Matsunaga moved to the Yorkshire town of Sedburgh in 2014 with her husband James to open The Three Hares. They later opened the inn and dining room The Black Bull, with Matsunaga at the helm in the kitchen. She, and it, have won rave reviews and a place on the Estrella Damm Top 50 UK Gastropubs awards 2020 for a traditional menu with Asian flourishes.

new entry

## Annabel Thomas

Founder, Nc'nean

Founded by Annabel Thomas in 2012 in a bid to disrupt the industry, Nc'nean is now Scotland's leading organic and sustainable scotch whisky distillery.

new entry

## Jess Latchford

Founder, Waste Knot

Food waste is a huge problem facing the hospitality industry, Latchford reduces it through Waste Knot, supplying companies with produce normally discarded for purely cosmetic reasons.

new entry

## Pamela McKellar

Founder and director, The Gingerman Group

Together with her husband, Pamela McKellar founded the Gingerman Group in 1998 with their flagship restaurant The Gingerman in Brighton, and now has five restaurants across the UK.

# HALL OF FAME

**Camellia and Namita Panjabi**

Co-owners, Amaya, Chutney Mary, Veeraswamy, Masala Zone

**Rebecca Mascarenhas**

Co-owner and director, Elystan Street, Kitchen W8, Church Road

**Ruth Rogers MBE**

Chef owner, The River Café

**Sally Clarke MBE**

Chef owner, Clarke's

**Jancis Robinson OBE**

Wine critic, journalist and wine writer

**Darina Allen**

Owner, Ballymaloe Cookery School

**Sheila Dillon**

BBC Radio 4 Food Programme presenter

**Jane Scotter**

Founder, Fern Verrow



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