

Wednesday 7<sup>th</sup> May 2008

## **RESTAURANT ASSOCIATES PARTNERS WITH GORDON RAMSAY**

Restaurant Associates, part of leading foodservice company Compass Group UK & Ireland, is delighted to unveil an exciting new collaboration with Gordon Ramsay within its private executive dining business – ***'Gordon Ramsay at Restaurant Associates'***. Restaurant Associates has agreed a deal to bring the expertise of chefs from the Gordon Ramsay stable into its clients' private dining rooms. The new partnership will see chefs such as Jason Atherton and Angela Hartnett introducing their exciting menus and style into the Restaurant Associates' Hospitality business, to provide blue-chip London clients with an in-house hospitality offering that reflects the style and quality associated with the Gordon Ramsay name.

Jason Leek, managing director of Restaurant Associates, explains the benefits the partnership will bring: "Restaurant Associates is constantly looking to grow, develop and strengthen its customer offering. Gordon Ramsay and the chefs he works with will bring an invaluable expertise to the Restaurant Associates portfolio that we are keen to extend to our leading London clients. With a growing demand for superior quality and exclusive offers across our business, this partnership is a natural fit for Restaurant Associates."

This collaboration between Restaurant Associates and Gordon Ramsay Holdings will enable Restaurant Associates' clients to experience the culinary flair synonymous with Gordon Ramsay Holdings chefs and the very best levels of hospitality you would expect from Restaurant Associates.

Jason continues: "This collaboration brings numerous benefits for our leading London clients. Restaurant Associates is increasingly looking to bring restaurant quality food into its client offer. Along with the consistently high quality, prestige and kudos of having ***Gordon Ramsay at Restaurant Associates*** in their executive dining facilities, clients will also have access to the Ramsay chef stable of expertise at their networking events, chef's tables, master classes and VIP occasions. We believe this involvement will develop interest, add value and demonstrate the constant strive for innovation in the Restaurant Associates offering."

Gordon Ramsay was equally pleased with the new addition to the growing Gordon Ramsay Holdings portfolio. He said: "This is an exciting new venture for Gordon Ramsay Holdings. It

enables us to have a presence in the City without the constraints of running a restaurant with little or no evening and weekend trade. Restaurant Associates has an unrivalled reputation amongst leading London organisations, which makes this collaboration a natural fit."

An investment in culinary training and development is an integral part of this collaboration. Restaurant Associates chefs will spend time in Gordon Ramsay restaurants, learning from the individual Gordon Ramsay chefs and fully familiarising themselves with the company's approach and execution. The *Gordon Ramsay at Restaurant Associates* chefs will have access to a specially designed set of core and signature menus as well as a growing portfolio of recipes which will be compiled through regular workshops and training forums.

Jason concludes: "At Restaurant Associates, we are continuously looking for new ways to raise our game and develop our customer offering. Our business values are focused upon delivering the highest levels of innovation, service, lifestyle and simplicity. We achieve this through taking the lead in developing new offerings, tailoring our portfolio to our customer needs and energising our client businesses with great food and service. *Gordon Ramsay at Restaurant Associates* reflects all of these values and brings an exciting new culinary offering to our portfolio."

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**Editor's note:**

Restaurant Associates offers the highest quality of catering and business services to all of its clients. Premium services include fine dining, conferencing and meeting room service, functions and events and front of house operations.

Compass Group PLC is the world's leading foodservice company providing food, vending and related services to clients and customers in the workplace, at schools and colleges, hospitals, on the move, at leisure and in defence, offshore and remote locations.

For further information about Restaurant Associates, please contact:

Sangeeta Suthar, PR Manager

Restaurant Associates

Tel: 01895 554554

Email: [Sangeeta.Suthar@restaurantassociates.co.uk](mailto:Sangeeta.Suthar@restaurantassociates.co.uk)

Website: [www.restaurantassociates.co.uk](http://www.restaurantassociates.co.uk)

For further information about Gordon Ramsay Holdings, please contact:

Jo Barnes, Sauce Communications

Tel: 0208 600 3600

Email: [jo@saucecommunications.com](mailto:jo@saucecommunications.com)

Website: [www.gordonramsay.com](http://www.gordonramsay.com)