

Business lunches on the decline while vegan tastes soar, finds Ten's London Restaurants Index 2019

- Downturn in the number of lavish client lunches and dinners requested driven by increased scrutiny on expenses, with business breakfasts growing in popularity;
- Instability in the middle restaurant market as a result of more competition, while the upper market continues to be strong;
- Vegan restaurant bookings have increased by 1,089%, while food from the continent of Asia is most popular with Ten members.

London, 14 August 2019 – The long-lunch that fuelled many a business deal throughout the last decade looks set to become a thing of the past as companies seek to tighten up their expenses policies and limit drinking during working hours, finds the second iteration of Ten Lifestyle Group's London Restaurant Index.

The 2019 report, which shines a light into the trends driving London's restaurant and dining scenes, highlights that the number of reservations made at restaurants across the capital during lunchtime hours has decreased, with a steady climb in the number of breakfast bookings, which are seen as equally productive but with less of an impact on the working day. The finding coincides with news that several city firms have banned their employees from drinking during working hours.

It also comes as the restaurant industry faces more instability than ever before, driven by heightened competition in the middle market that has seen chains including Jamie's Italian, Byron Burger, Carluccio's and Gaucho close restaurants in recent months. Combined with the perceived lack of individuality from one chain to another, and the increasingly discerning nature of diners, nearly half of the UK's top 100 restaurant groups are now loss-making and tasked with innovating if they want to avoid closure. The upper market, however, continues to boom, with a number of high-profile restaurant openings across the city in the last six months that have been an instant hit. Bob Bob Cité, which opened in May 2019, has gone straight into the top 25 in this report and is already a favourite of Ten's members under the age of 35.

Millennials continue to drive the trends observed in restaurant bookings via Ten's service. The increasingly sustainable and ethically-conscious nature of younger diners has led to an increase of 1,089% in booking requests for vegan restaurants such as Farmacy, Vanilla Black and Pied à Terre. In addition to this, the aesthetic appeal of restaurants remains a dominating factor for Ten's dining clients, with Sexy Fish retaining its spot at the top of rankings for the second consecutive report. Costs are still a secondary factor to experience, with younger generations particularly more likely to choose restaurants with a greater Instagram potential than something more in line with their finances.

Cuisine from the continent of Asia continues to dominate reservation requests made by Ten's member clients, with eight of the top ten restaurants identified by this report serving food inspired by the continent. Tables at Hakkasan Mayfair, Sushisamba, Hutong and Zuma are among those most frequently sought after by Ten's members in 2019, echoing the habits of diners as observed in last year's report.

Patrick Crichton-Stuart, Head of Dining at Ten Lifestyle Group, said: "London's dining scene continues to be one of the most vibrant and dynamic in the world, as is evidenced through the 2019 London

Restaurants Report. The opening and immediate success of Bob Bob Cité, Soutine and Parrillan in the last six months shows the ability of London restaurateurs to create something unique even in the most competitive markets, and we look forward to the planned openings of new dining ventures by Jason Atherton and Daniel Humm towards the end of the year.

“This is in stark contrast with the increasingly turbulent nature of the middle restaurant market, which has seen high levels of restaurant closures in the last year. While the significant decline in lunch reservations has been balanced in part by a rise in popularity of business breakfasts, chains serving midday meals are becoming less favoured by London’s increasingly discerning diners, who prefer the individuality and greater choice offered by higher-end venues. This is a trend we expect to continue in the coming years.”

Ten develops strong reciprocal relationships with restaurateurs and maître d’s around the world, in part due to the passion its members have for dining and also due to the knowledge that members spend a higher average per head in the top restaurants. Ten’s service delivers unrivalled access to the top restaurants in London around the world, holding tables on busy evenings and securing exclusive benefits.

Top 25 Restaurants: 2019

- 1 Sexy Fish 𐄂
- 2 Hakkasan Mayfair
- 3 Bob Bob Ricard 𐄂
- 4 Sushisamba Liverpool Street
- 5 Chiltern Firehouse
- 6 Gymkhana
- 7 Hutong
- 8 Zuma
- 9 Sushisamba Covent Garden
- 10 Park Chinois 𐄂
- 11 Duck & Waffle
- 12 Scott’s 𐄂
- 13 The Ivy Chelsea Garden 𐄂
- 14 Brigadiers 𐄂
- 15 Coya Restaurant & Pisco Bar
- 16 Restaurant Gordon Ramsay 𐄂
- 17 Core by Clare Smyth 𐄂
- 18 The Ivy
- 19 Kerridge’s Bar and Grill 𐄂
- 20 Pollen Street Social 𐄂
- 21 Hide Above 𐄂
- 22 Alain Ducasse at the Dorchester 𐄂
- 23 Dinner by Heston Blumenthal
- 24 Bob Bob Cité 𐄂±
- 25 The Wolseley

Top 25 Restaurants: 2014

- 1 Chiltern Firehouse
- 2 Sushisamba Liverpool Street
- 3 Hutong
- 4 Aqua Shard
- 5 Berners Tavern
- 6 Oblix West
- 7 Ting at The Shard
- 8 Gymkhana
- 9 Balthazar London
- 10 Zuma
- 11 Chotto Matte
- 12 Hakkasan Mayfair
- 13 The Fat Duck
- 14 Coya Restaurant & Pisco Bar
- 15 Fera at Claridge's
- 16 Duck and Waffle
- 17 Tredwells
- 18 Barnyard
- 19 Sake No Hana
- 20 The Duck and Rice
- 21 The Ivy
- 22 Dinner by Heston Blumenthal
- 23 Novikov - Asian
- 24 Gong at The Shard
- 25 The Wolseley

⌘ New to the Top 25

± Opened in 2019

- ENDS -

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About Ten Lifestyle Group plc

[Ten Lifestyle Group plc](#) is a leading, travel and lifestyle concierge service, helping wealthy individuals to discover, organise, and enjoy travel, dining, live entertainment, and the world of luxury, cheaper, and quicker than they could themselves.

Underpinned by industry-first technology, Ten provides its trusted concierge service to its more than 2 million members 24/7, 365 days a year, wherever they are in the world. Founded in 1998, the growing business now has over 800 staff, 22 global offices and is listed on the AIM market of the London Stock Exchange (AIM: TENG).

For further information about Ten Lifestyle Group Plc, please go to: <https://www.tengroup.com/>.