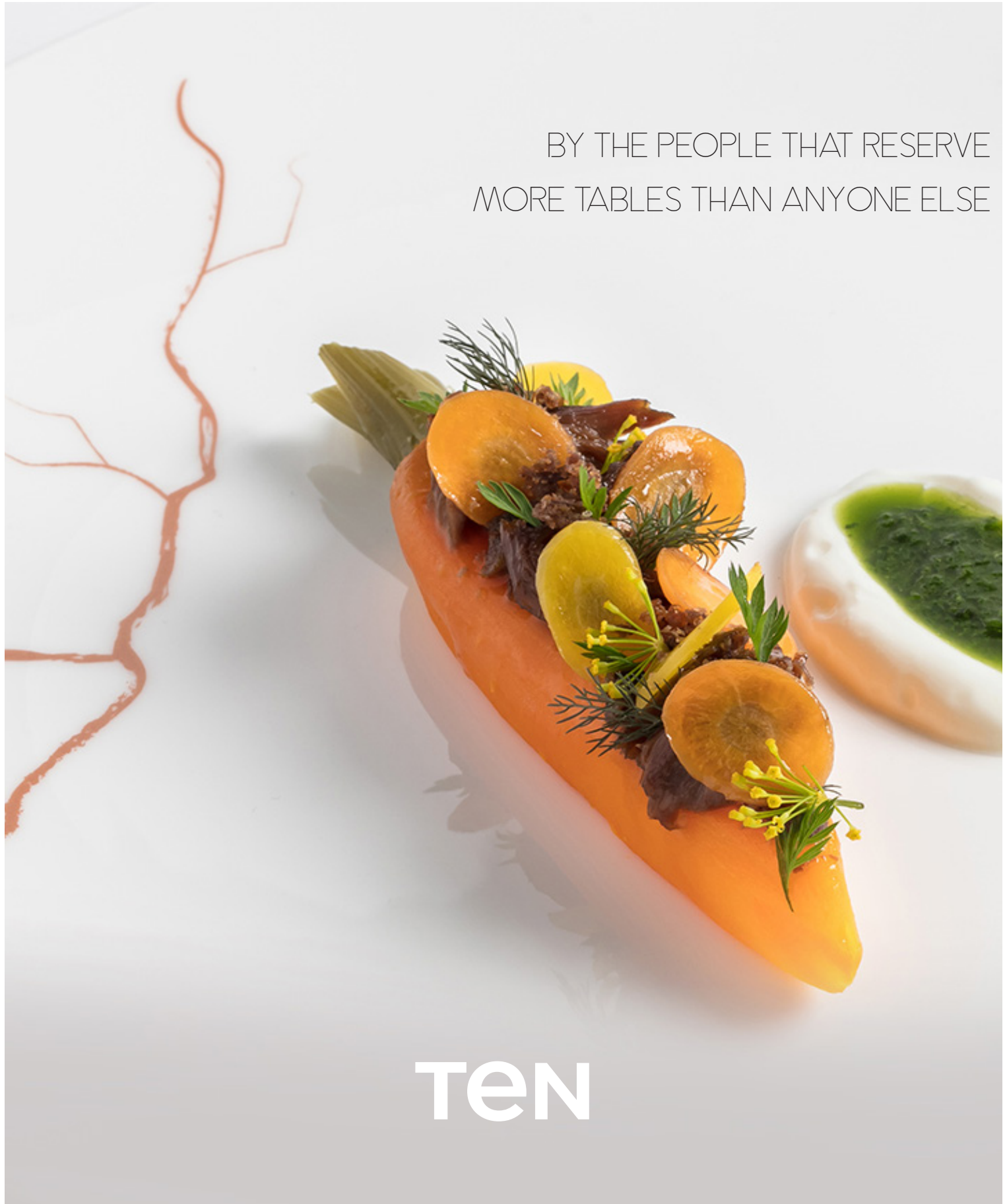


# 2019

## Summer

### London Restaurants Index

BY THE PEOPLE THAT RESERVE  
MORE TABLES THAN ANYONE ELSE



# TEN

# FOREWORD

Patrick Crichton-Stuart  
Head of Dining

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Welcome to the second edition of the London Restaurants Report from Ten Lifestyle Group. The arrival of summer has meant we're busy right now securing tables at the city's rooftop bars on behalf of our sun-seeking members. From cocktail spots teetering above Canary Wharf to hidden Mayfair courtyards that get the sun late into the evening, London has its fair share of al fresco spots, but the demand is huge. The unpredictable British weather means that most restaurants don't take reservations outside, which makes our connections with reservations managers and maitre ds across the capital more vital than ever. Down on street level, it's been an interesting first six months in

the restaurant sector. On a food scene that never stands still, the collapse of Jamie Oliver's Italian chain shook the industry and highlights the difficulties faced by mid-range restaurant groups who battle with intense competition, a more discerning client base and the rise of home-delivery services. We recently spoke with Jeremy King who suggested that part of the problem is that mid-range restaurant groups have become homogenised and no longer bring innovation the way independent restaurants do. On top of this, a report by accountancy group UHY Hacker Young showed that nearly half of the UK's top 100 restaurant groups are now loss making. We have also seen a slight downturn in reservations for business lunches and lavish client dinners as expenses are reigned in and lunchtime drinking becomes increasingly frowned upon. In fact, Lloyd's of London has led the charge with a complete ban on weekday drinking. Among all of this change, we have been seeing an increase in business breakfast requests which can be productive without disrupting the working day. However, it's not all doom and

gloom. There's also strength in the upper end of the market and the much-anticipated restaurants that have opened in recent months are enjoying full reservation books. We may have had to wait 18 months longer than expected, the brain behind Soho's Bob Bob Ricard, opened Bob Bob Cité at the Leadenhall Building in May and it instantly became a huge hit with our members. With 'Presser pour Champagne' buttons and main courses hovering around £33, this hasn't dented the demand. It's a similar story over in Mayfair, where Gordon Ramsay made a return to his old Maze site with Lucky Cat and Corbin & King added Soutine to their impressive portfolio. Steps from Lord's Cricket Ground, the all-day bistro fuses the flavours and feel of a Parisian grand café to create a neighbourhood restaurant we all wish we had around the corner. In June, Lyle's and The Clove Club jumped up the rankings on the World's 50 Best list and top chefs are readying themselves to open or expand in the capital. We're gearing up for the opening of the rainforest-themed Amazonico from Madrid and Jason Atherton at The



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Betterment. We also can't wait for Eleven Madison Park's Daniel Humm to take over the old Fera site at Claridge's, which should jump straight onto our members' 25 most booked restaurants list. It will join Sexy Fish, which remains in the number one spot this year, closely followed by Hakkasan Mayfair, Bob Bob Ricard and Sushisamba. Our members overwhelmingly favour food from Asia, with eight of the top 10 in 2019 serving food inspired by the continent, which is a continuation of a theme we picked up in our previous report. Our members are a discerning group when it comes to eating out and can tell you a lot about the hottest trends – read on to discover more about the restaurants shaping the London's food scene.







# TOP 25

Our members' top 25 most booked restaurants in London

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■ New to the Top 25

▲ Up

▼ Down

## 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 and Pisco Bar
15. Fera at Claridge's (closed)
16. Duck and Waffle
17. Tredwells
18. Barnyard (closed)
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

## 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 and 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

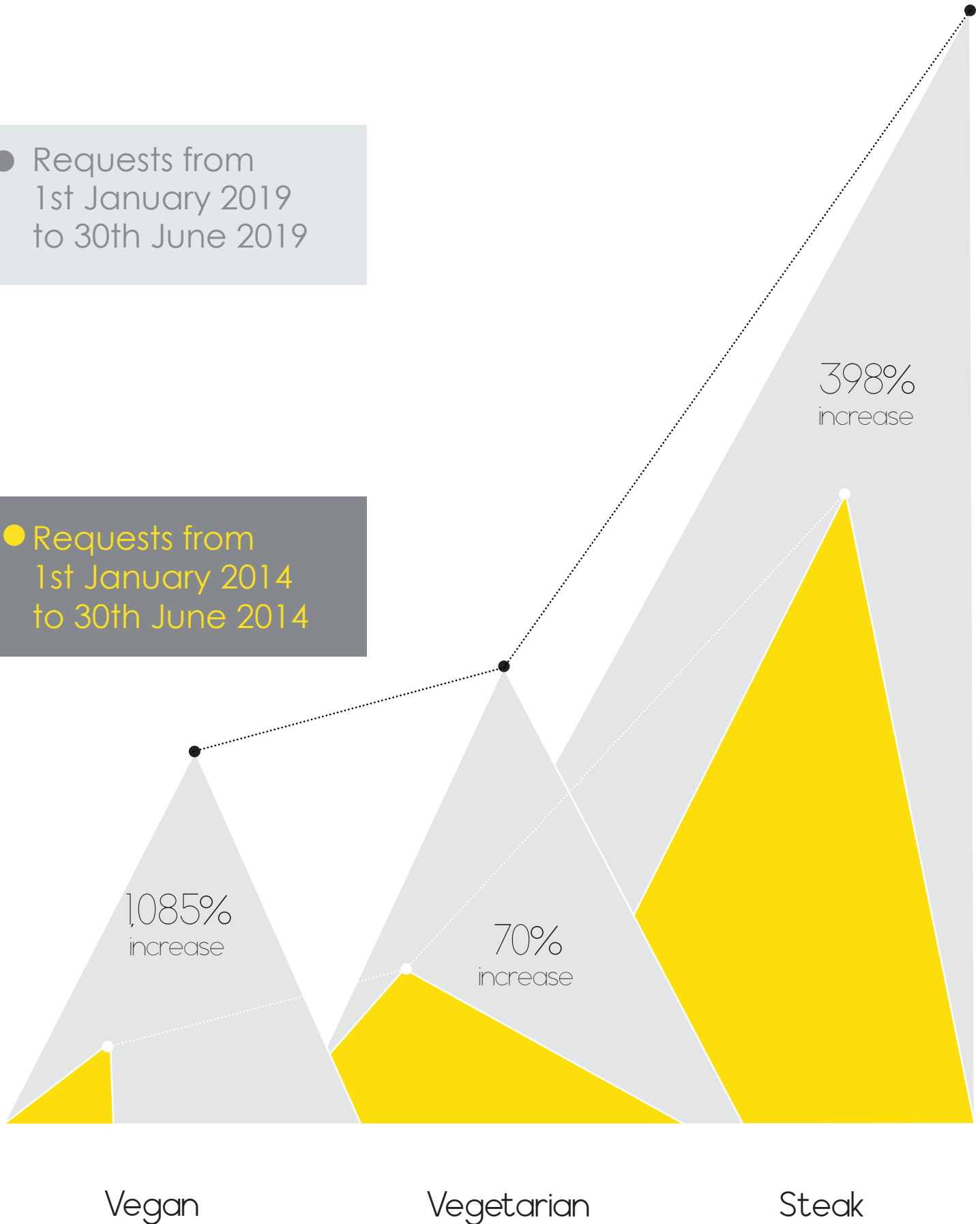
\*New opening in the last 6 months

# TRENDS

## OUR VEGAN, VEGETARIAN AND STEAK REQUESTS

● Requests from  
1st January 2019  
to 30th June 2019

● Requests from  
1st January 2014  
to 30th June 2014



# TRENDS

## THE TOP VEGAN VS STEAK RESTAURANTS

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To learn more about Vegan/ Vegetarian trends, please click above.

### ■ VEGAN / VEGETARIAN

VANILLA BLACK

FARMACY

THE GATE (ISLINGTON)

THE GATE (HAMMERSMITH)

PIED A TERRE

### ■ STEAK

GOODMAN

HAWSKMOOR

SMITH AND WOLLENSKY

CUT AT PARK LANE

FLAT IRON

“There came a tipping point where we went into specific vegetarian and vegan menus to make it easier to order appropriate meals, because there was a growing number of people choosing this dietary option. I welcome it and I think it’s important. I celebrate the fact that eating habits are changing. I was always heavily influenced by Colin Tudge’s 1980 book ‘Future Food’\* advocating a more balanced diet was necessary in 20th century. Hence, when we open the new restaurant in Soho, it’ll be pescatarian. It’ll be very much fish and plant based. Not for any other reason than we all need to be more responsible and healthy.”

- Jeremy King, Proprietor & CEO, Corbin & King, talking to Ten

# TOP 5 NEWCOMERS

IN THE LAST SIX MONTHS

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BOB BOB CITÉ

SOUTINE

PARRILLAN

ENDO AT ROTUNDA

KANISHKA

“Our top 5 newcomers in the last 6 months demonstrate the ability of London restaurateurs to create something unique even in the most competitive of markets. Bob Bob Cité opened to much fanfare for its excellent food and futuristic dining room. Soutine brought life to the streets of St John’s Wood with a restaurant that already feels deeply imbedded as a local favourite. Parrillan in King’s Cross is undoubtedly now the go-to spot for al fresco dining in London thanks to its immersive experience in that you can grill your food on your very own “parilla”. Endo at Rotunda is widely tipped for a Michelin star and is the jewel in the crown for the new White City development and making up the list is Kanishka, a new restaurant from Atul Kocchar, which focuses on cuisine from the so called “sister states” of India.

“Restaurant openings show no signs of slowing down either, with the likes of Jason Atherton opening the Betterment in Mayfair this summer and Jeremy King telling us exclusively that they’re on the lookout for new sites. As well as their upcoming seafood restaurant opening in Soho where they’re borrowing the name of the legendary Manzi’s, they also have their eyes on a site in Notting Hill for next year, too.”

- Patrick Crichton-Stuart



# TOP 5 BY AGE (50+)

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HAKKASAN MAYFAIR

SCOTT'S

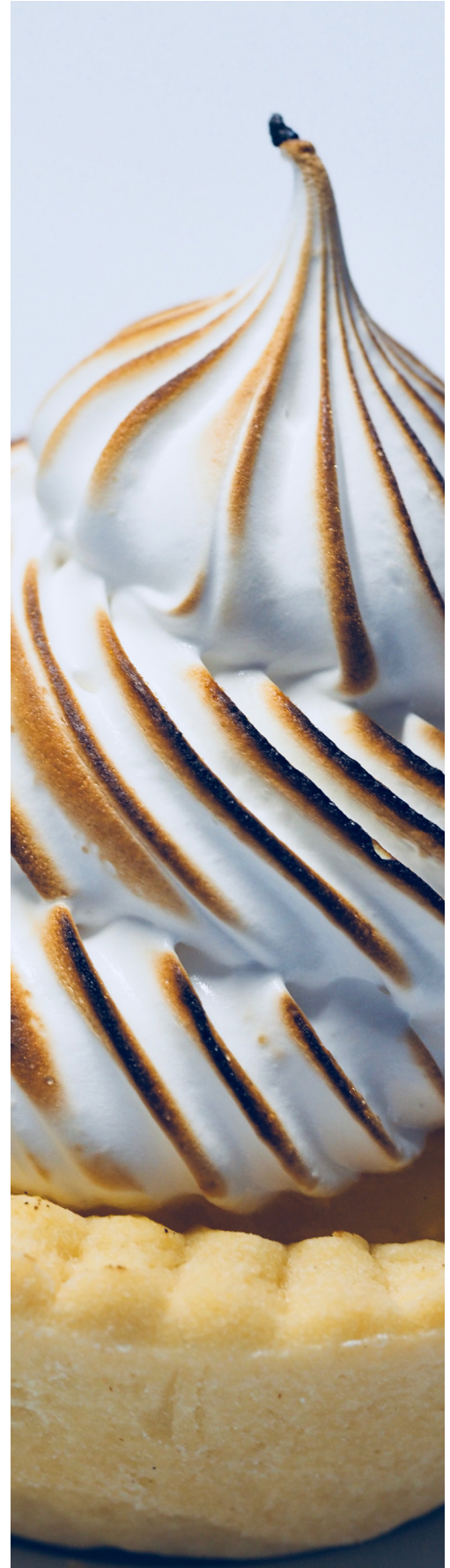
THE IVY CHELSEA GARDEN

THE IVY

THE WOLSELEY

“Hakkasan is proving it is popular across the board across all age groups. However, when looking at this particular segment, the modern Cantonese restaurant stands out against the company it keeps, with other restaurants like The Ivy and The Wolseley sticking much more to tradition.”

- Patrick Crichton-Stuart



# TOP 5 BY AGE (35-49)



This is the least surprising result. Sexy Fish as we stated earlier in the report is our most booked restaurant and 35-49 is the highest demographic in terms of active users.



That said, it's surprising to see that Sushisamba Liverpool St and Chiltern Firehouse only feature in this age bracket. As popular as they both are, does the increasing competition mean that the age group of people it attracts has narrowed?



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SEXY FISH

BOB BOB RICARD

SUSHISAMBA LIVERPOOL ST

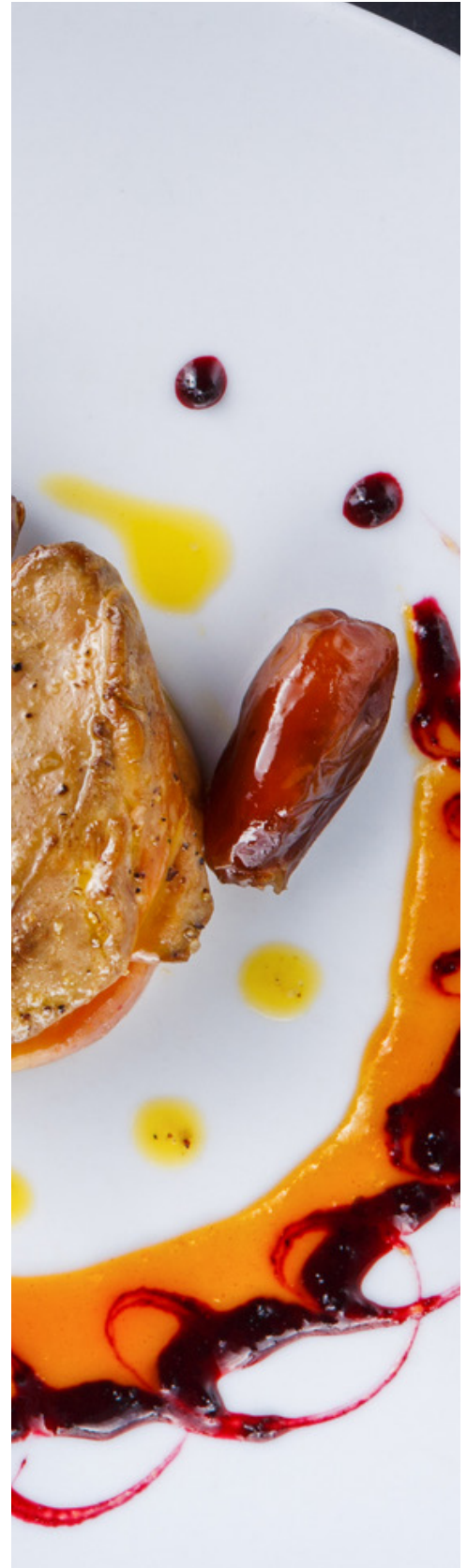
HAKKASAN MAYFAIR

CHILTERN FIREHOUSE



# TOP 5 BY AGE (-35)

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SEXY FISH


BOB BOB CITÉ

BOB BOB RICARD

HAKKASAN MAYFAIR

GYMKHANA\*

\*temporarily closed until September due to fire\*



We've already mentioned in this report how popular it was as an opening, but Bob Bob Cité was also a huge draw with the under 35 crowd, which given its expense is a surprise. This leads us to the conclusion that the much heralded design of the restaurant and the delays in opening really managed to generate a level of hype that other restaurant openings this year haven't managed. Whilst we know that there is no way the delays were in anyway calculated, it appears that this and the stunning fit out has contributed to attracting the Instagram led millennial generation of members.

# INFORMATION

Ten Lifestyle Group is the leading travel and lifestyle concierge service, trusted to help members around the world to better discover, organise, and enjoy travel, dining, live entertainment and shopping.

The Ten Restaurants Report Q3 is based on Ten's own member data. The research work for the Restaurants Report was undertaken between 1st July, 2019 and 8th July, 2019. The research is based on 172,106 dining bookings from Ten's registered UK member base between 1st January, 2014 and 30th June 2014, and 1st January, 2014 and 30th June 2019, for restaurant bookings in London.



TEN