

Event Catering by

Tom Aikens





About Tom Aikens

[Tom Aikens](#) is one of the UK's most acclaimed and inspirational British chefs. Growing up in Norfolk, with a father working in the wine industry and a childhood spent gardening and cooking with his mother, Tom learnt how to make use of the freshest ingredients, putting food at the centre of his life from a very early age. As a child, Tom and his twin brother Rob would help their mother in the kitchen with the preparation of cakes, biscuits, jams, chutneys and home cooked meals, using fresh vegetables picked from their garden. Tom's mother was passionate about home grown produce, which is where Tom learnt first-hand about the different types of seasonal vegetables that would end up in the home cooked meals they helped to prepare.

Spending most holidays in France, Tom began to develop a real flavour for French food which inspired him to develop his cooking skills further. After completing an Advanced Catering Diploma in 1989, Tom began his career at Michelin-starred Cavalier's in Battersea, London. He then moved onto The Capital Hotel working under Philip Britten, followed by a chef-de-partie position with Pierre Koffmann at La Tante Claire at a time when the restaurant was awarded with its third Michelin star. Tom later worked for Joel Robuchon in Paris, Gérard Boyer in Reims and Pied-à-Terre to name a few. It was in Pied-à-Terre that Tom became the youngest British chef ever to be awarded two Michelin stars, aged just 26. Tom currently holds a Michelin star at his flagship restaurant, [Muse](#) in London.

Tom has been on the London food scene for almost 30 years now, he has amassed a huge amount of experience and knowledge on delivering the very best in external events and launching [restaurants in the U.K and further afield](#).

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Intro to Events by Tom Aikens

We aim to provide a premium food and beverage catering service that we can tailor to almost any client's needs.

Depending on the type or size of the event, we can either work directly with the client and/or collaborate with catering companies and/or production companies, working with the very best teams in their respective fields to design expertly coordinated dining experiences and events.

Tom runs a dedicated and passionate team comprised of project managers and chefs who have worked together for many years to ensure full support in every detail from the conception to the delivery of every menu.



The Team

Tom and his team of chefs are well versed in many different mediums of cooking techniques to guarantee a show-stopping gastronomic experience, delivering culinary wizardry and theatre.

Tom's Senior Team Members:

- Sam Ashton Booth - Assistant Chef
- Ben McCarthy - Operations Director
- Laura Thompson - Catering Coordinator & Business Development

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Sustainability & Ethos ...

Seasonality and locally sourced produce are incredibly important factors in the preparation of a menu for Tom.

He believes in harvesting the freshest ingredients that the changing seasons bring; he is an avid forager and favours using small and local producers whom he knows and trusts that are just as passionate about growing or rearing their wares as Tom is about cooking them.

Supporting locally based suppliers is central to Tom's ethos, he never uses produce that has been flown into the country from thousands of miles away and is out of season, unless it is tropical fruit. He therefore also only uses locally caught fish: he will never serve tuna, Chilean seabass, swordfish.

Food that is unsustainable and harvested/caught without respect for nature and the environment is strictly against Tom's beliefs.

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... Produce is the Hero

Long before the farm-to-table movement became fashionable, Tom spent time working in the abattoir of Daylesford Farm to fully appreciate the traditional trade of butchery. As a master of crafts from butchery to bread making, Tom takes on the traditional with renewed respect and appreciation, elevating it to a new standard.

Tom's Suppliers:

- Old Hall Farm
- Lake District Farmers
- HG Walter
- Flying Fish
- Keltic Seafare
- Hodmedods
- Nurtured In Norfolk



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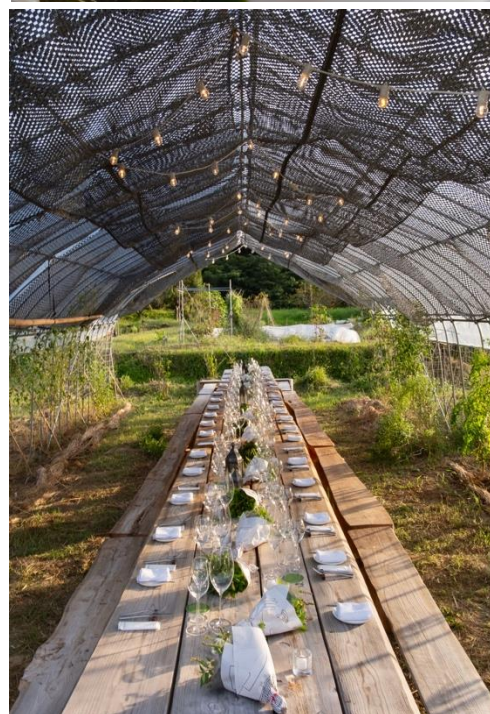
Expect The Unexpected

Tom and his team strive to create and deliver exceptional and memorable culinary journeys for all their clients: whether it's at one of his restaurants, in a private home, a unique location, or at an external event worldwide.

No matter how big and elaborate, small and intimate, high end or casual, clients can expect to receive a truly personalised service and experience.

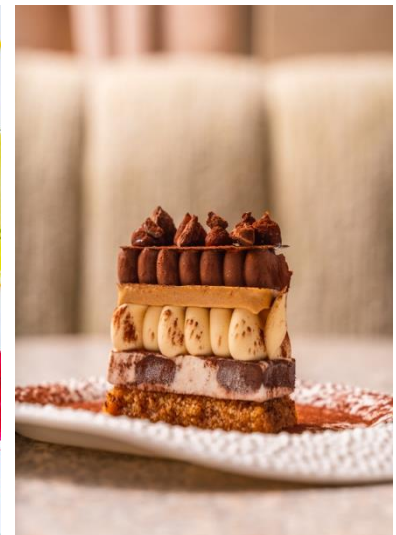
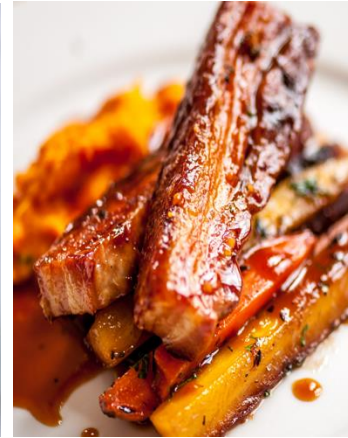
Since Tom has mastered many cuisines, from British comfort food, health and wellness, to Asian inspired and Mediterranean, he has the ability to cater to almost any client's needs.

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Produce at the Heart of Every Dish

Tom will work with you to deliver a truly unique and memorable menu based on the client's requirements, with a focus on fresh and wholesome produce, balancing and harmonizing on trend ingredients and techniques with delicious flavours.



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Summary of Deliverables

- Bespoke menu curation
- Ability to collaborate with catering companies, in-house catering teams and/or source event production companies for events that require creative planning and design
- A larger team of chefs and prep kitchen can be used via a third party that Tom works closely with to help execute large scale events
- Preparation of menus are carried out by Tom and his immediate team
- Chef menu training can also be provided for the catering and event companies' team of chefs if required
- Assistance with crockery hire and selection
- Provision of Tom's assistant chef(s) to oversee and cook at the event
- If the client would like Tom to cook at the event, this can be arranged at an additional cost and subject to Tom's availability
- Ingredients ordering can be arranged between Tom and his preferred suppliers, or alternatively an ingredients list can be shared with the event company to order using their suppliers (provided products are in line with Tom's ethos)
- Front of house staff and uniforms are to be provided by the client or catering/event production company
- All production costs in terms of props, equipment, crockery hire, service ware, staffing are managed by the catering/event production company

Illustrative Client Events

	Size	Location	Event Type
	250 pax	Manchester	Standing canape event for new Audi car launch
	60 pax	Davos	Breakfast menu, tasting menu and finger buffet held over a 3-day event for BlackRock CEO and corporate guests
	60 pax	Notting Hill	Canape and drinks reception for A-List clients attending the opening of a new store in Notting Hill
	250 pax	Clarridge's Hotel	Quintessentially British dinner event for the launch of the 'Del Ray Bag'
	80 pax	Chelsea	Cartier Breakfast Club for A-List celebrities and clients held at Tom's Kitchen, Chelsea. Additional dinner event held at Cartier Bond Street store for an intimate closed group of top tier clients
	120 pax	London	Canapes & bowl food event in collaboration with Cellar Society for the opening of Prada's flagship store
	40 pax	Davos	A total of 4 dinner events held at The World economic Forum for politicians, C-suite executives and high-profile clients
	20 pax	Macau	Intimate dinner for Patty Wong in conjunction with Steinmetz Diamonds
	80 pax	Monaco	Private yacht event, catering for high-net-worth clientele
	25 pax	Cannes	5 course sensory dinner experience at Cannes Lions Festival for C-suite executives
	200 pax	Tom's Kitchen, Chelsea	3 course menu paired with Patron curated cocktails

Illustrative Client Events

ONLY A PAVEMENT AWAY
STABILITY THROUGH EMPLOYMENT



	Size	Location	Event Type
	300 pax	London	3 course annual charity banquet for high-end individuals from the hospitality industry
	60 – 200 pax	Global	Series of events promoting UK TI with curated bespoke lunch & dinner menus promoting British food
	100 pax	Hampton Court Palace	Musical festival event in collaboration with Absolute Taste event caterers on a 3-day lunch & dinner offering
	200 pax	Hong Kong	Canape & bowl food event celebrating 70 years of British Airways
	10-20 pax	Maldives	Guest chef series: a series of private intimate set dinners for VIP guests
	50 pax	Datai	Guest chef series: a set of dinners for VIP guests
	50 pax	Mauritius	Guest Chef series: a set of dinners for VIP guests
	200 pax	Oxfordshire	5 course menu at Wilderness Festival in the banquet tent
	100 pax	Suffolk	Fire feast event for Yoxman gastronomic weekend event at Wilderness Reserve
	150 pax	Hong Kong	Seated dinner, celebrating 20 years of Grosvenor Estate in Asia

Illustrative Client Events

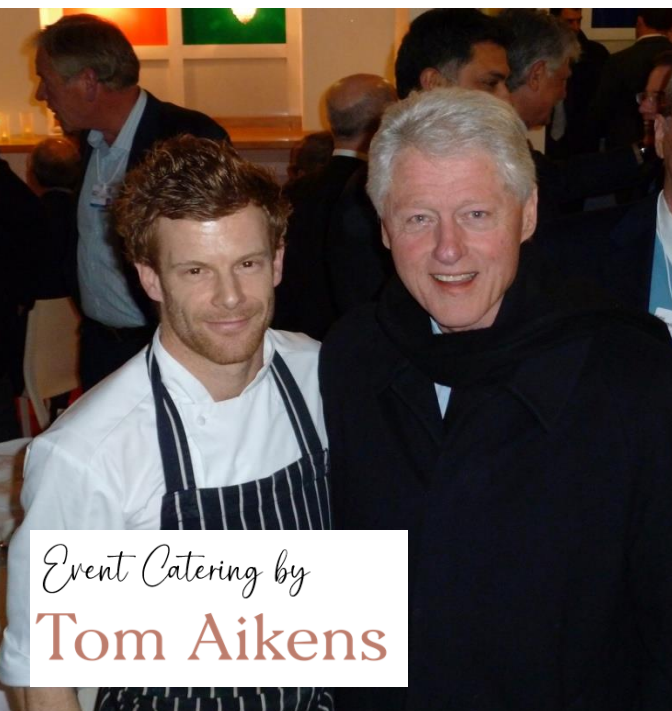
CELLARSOCIETY
LONDON



LAPHROAIG®

Size	Location	Event Type
150 pax	London	Canapes and chef's table in collaboration with Chef Tom Straker for a private UHNW client
1000 pax	Mediterranean Cruise	Live cooking stations catering for UHNWI's, as part of a three-day pre-wedding celebrations on board the Celebrity Ascent Cruise Line
30 pax	Naua Restaurant, Qatar Olympic Sports Museum	4 course lunch for Heads of States
300 pax	Borough Yard	3-day event: menu offering cooked over fire and flavoured with Laphroaig whisky





Proposed Fees

Tom and his team can deliver anything from a small private-event to a large-scale one (100+). The fees are determined on a case-by-case basis, and will be tailored to suit the client’s needs, but will be based on the following parameters:

Key variables having an impact on fees

- Number of people
- Pre-event preparation time / complexity of menu
- Location of the event
- Ongoing relationship with client or one-off event/relationship

Min fee for a private event (up to 20 pax) with Tom in attendance at the event

Events outside of London/Greater London & Abroad	£20,000
Events in London/Greater London	£17,000

Fee inclusive of:

- Menu curation
- 1 x day of menu tasting & quality control carried out by Tom and his assistant chef
- Tom to attend and cook at the event

Additional guests: up to a maximum of £1k per additional guest, depending on total guest numbers

Min fee for a Large Scale private event (100 pax +) with Tom in attendance at the event

Events outside of London/Greater London & Abroad	£40,000
Events in London/Greater London	£35,000

Proposed Fees (continued)

The following fees would apply in the context of the client only requiring menu curation, without Tom being in attendance:

One off event:

- 1 x seasonal curated menus
- 1 x day of menu tasting/quality control carried out
- Usage limit – one day

Fee: £10,000

Longer term use:

- 1 x spring/summer curated menu
- 1 x autumn/winter curated menu
- 1 x day of menu tasting & quality control carried out by Tom and assistant chef
- Usage limit - one year

Fee: £50,000

Expenses

- All food costs + travel expenses + additional members of staff beyond 1 chef assisting Tom is to be charged in addition



Thank you

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