

Press Release

OCTOBER 1998
FOR IMMEDIATE RELEASE

iD BAR AND RESTAURANTS - THE iDEAL WAY TO WINE AND DINE

Yet another great innovation in wining and dining has come to London with the opening of the first iD Bar-Restaurant. Located in Chalk Farm, Camden, iD started trading on Monday September 21st and will be officially opened at a launch party on Tuesday November 2nd.

iD sets new standards in service and added value. Managing Director Mark Smallwood explains the concept: "When we set up iD, we focused on three separate objectives: food and drink of the highest quality, a relaxing and efficient environment and top-class service. We want every one of our customers to leave with nothing but good memories of their experience - so that iD becomes their natural choice for the perfect evening out."

Particular attention has been paid to the preferences of key groups such as female customers and people who come in on their own, while the menu and drinks list reflect contemporary demand for pure, healthy ingredients and the widest possible choice.

The name iD was chosen to reflect the client-focused emphasis: every customer is treated as an individual, and regular visitors can expect to be greeted at the door as friends. In fact, customers have already played a part in developing iD by helping to choose and refine the menu and wine list. Further special events are planned in the coming months to involve customers further in iD's evolution and reward them for their loyalty.

As with any bar-restaurant, the key to success lies in the quality of the food, iD's chef, Japanese-born Jun Matsuo, has put together a truly mouth-watering selection of 'fusion cuisine' dishes, available as bar snacks or full meals.

Like iD itself, fusion cuisine challenges convention. As the name implies, it is an inspired marriage of Eastern and Western cooking, resulting in innovative dishes such as sautéed monkfish fillet and garlic confit with ginger plum sauce or French beans coated with black sesame seed sauce. As Jun says: "Most people have never seen cooking like this - but once bitten, forever smitten!"

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Further details on iD Bars and Restaurants are contained in the enclosed Information Pack. A print of the chef, Jun Matsuo, is enclosed and more photographs will be available soon.

To find out more, or to arrange visits to iD, please call Mike Halson on 0468 814362.

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