

INFORMATION PACK



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Photos: Jan Matsuo



SITE

● LOCATION

The iD Bar-Restaurant is located in Chalk Farm, Camden, London NW1, less than 100 metres from the famous Round House Theatre. The site comprises a large bar area, a casual seating area where food and drink from the bar can be consumed, and a restaurant with seating for 38 diners.

● HOURS OF OPENING

The iD Bar-Restaurant is open Mondays to Fridays from 11am to 3pm and 6pm to midnight, Saturdays from 11am to midnight and Sundays from 11am to 11.30pm.

● PARKING

Parking is available around iD using parking meters and single yellow lines (after 6.30pm). Alternatively, secure parking is available in the nearby Round House car park until 10.30 pm.

● PUBLIC TRANSPORT

Access by public transport is easy: Chalk Farm tube station (Northern Line) is across the road and the site is on bus routes 24, 31, 168, N5 and N31 (Chalk Farm station or Round House bus stop).

● TAXIS

iD is on a popular taxi route and there is an illuminated sign to hail taxis when required. Staff will also be happy to book taxis on any customer's behalf.

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PERSONNEL



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● **MANAGING DIRECTOR: MARK SMALLWOOD**

Mark Smallwood has worked for several years in the bar-restaurant trade, notably as Manager of the Pitcher & Piano in Trafalgar Square and Soho. Supported by iD's Manager Andy Marshall, Mark concentrates his energies on making sure that everything runs smoothly: the aim, he says, is to provide seamless and unobtrusive service from the moment customers arrive to when they leave.

● **CHEF: JUN MATSUO**

Japanese-born Jun Matsuo is a leading exponent of contemporary fusion cuisine - a fascinating blend of European and Asian cookery. Trained in the exclusive Hotel Okuro in Tokyo, Jun came to Europe in 1992 to work in the sister hotel in Amsterdam. Subsequently he worked as Head Chef to the Japanese Ambassador in Holland, before moving to Britain in 1995. Here, he has worked for the Michelin-acclaimed Cliveden Hotel and for the Hilton Group.

Jun is excited about his new job: he has been given free rein to devise a menu that truly reflects his tastes and abilities, and he has full control over sourcing the high quality ingredients he requires.

In his spare time, Jun is working on a series of books on fusion cooking. He is also a professional ice carver and an expert in martial arts.

CUISINE



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● INGREDIENTS

iD's commitment to high quality cuisine is second to none. Wherever possible, food will be sourced from suppliers specialising in produce which is low in or free of chemicals. Should they wish, diners will be able to find out exactly what ingredients are in their meal and where they came from.

● FUSION CUISINE

iD's wide-ranging menu includes dishes that are recognisably European or Oriental in their origin, along with many which bridge the two cultures. Chef Jun Matsuo is aware that some of his creations will not be familiar to iD's diners but therein lies an exciting challenge. "I want to entice customers into trying something new," he says, "but of course the challenge only works if they are pleased with their choice. For me the key to success is not in devising new dishes but in seeing customers enjoying the experience and coming back for more."