

CULINARY INSPIRATION

Inspiration from Around the World



Issue 02

STORYTELLING: *The personality behind the plate*



The Thinking House

Bord Bia
Irish Food Board

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WELCOME

from Bord Bia

Welcome to this edition of Culinary Inspiration, Bord Bia's magazine bringing global, high-end food and drink inspiration to Irish food and drink manufacturers.

We have collected and curated expertise from every continent to better inform our industry about the

flavours, ingredients and cooking techniques employed by leading-edge chefs and in the world's top restaurants. We hope to inspire our clients to translate these insights into *commercially successful innovations*, getting ahead of our global competitors.



Who did we speak to?

Tom Sellers

LONDON //
Founder/Chef-Patron / Restaurant Story /
Culinary Director / Restaurant Ours

Stefan Cosser

LONDON & ICELAND //
Innovator / The Fat Duck / Director and Chef /
Food Innovation Solutions

Jonathan Tam

COPENHAGEN //
Head Chef / Restaurant Relæ

Jordi Artal

BARCELONA //
Chef-Patron / Cinc Sentits

Anthony Myint

SAN FRANCISCO //
Co-Founder / Mission Chinese Food /
Commonwealth Restaurant / The Perennial

Jan Hendrik

NICE / CAPE TOWN //
Owner and Head Chef / Restaurant Jan

Filipe Rizzato

RIO DE JANEIRO //
Head Chef / Pergula, Belmond Copacabana Palace

Daniele Cason

TOKYO & BANGKOK //
Chef de Cuisine

Martha Ortiz

MEXICO CITY //
Head Chef - Owner / Dulce Patria

Gabriel McMackin

NEW YORK //
Head Chef - Owner / Finch Brooklyn

Through our research we identified 4 themes at play in the high-end culinary world. The magazine editions reflect the themes that we uncovered:

Past Issue:

Issue 01 ALL NATURAL
Constraint Breeds Creativity

Current Issue:

Issue 02 STORYTELLING
The Personality Behind the Plate

Future Issues:

Issue 03 BEYOND TASTE
Playing with Perception to Delight
the Senses

Issue 04 ADAPTIVE CUISINE
Diner-centric Dishes

How can you use these reports?

The material shared here is by no means the answer to every business question or challenge you may have; rather the insights and implications should both *inform* and *inspire* you.

So, explore Culinary Inspiration, get creative and differentiate your offer on the global stage.

For further information contact

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STORYTELLING: THE PERSONALITY BEHIND THE PLATE

With the **rise of online sharing** increasing the visibility of dishes at the highest culinary levels, top-end chefs are seeking to differentiate their art by **drawing on the past and sourcing stories** to create something which can outlast fads and become a culinary institution. Presenting nostalgic foods and remixing tradition in this way demands authenticity, and we see a rise in high-end restaurants **grounded in provenance and the quirky, multi-cultural histories and heritage** of their founders or locations. Articulating your 'story', and **treating a plate as a reflection of your roots**, is becoming crucial for many culinary players around the world.

THE THEME ON A PLATE

Squab, (indigenous game bird, similar to pigeon) shot in Northern Spain

Cocoa powder is smoked with cinnamon to flavour the game, a historically Catalan flavour combination

Catalan Squab - Cinc Sentits, Barcelona (Spain)

• Plate design stays true to the **heady, earthy colours** of the dry Spanish region

Squab thighs and vegetables boiled to make a stock to cook the rice



The sauce is a reduction from pear in wine with cacao and winter spices; as per Catalan tradition



“ Food that has soul, a story and that is part of a traceable tradition. A new trend in restaurants is for the chefs to be more hands on and in the front. **Taking plates out and describing to the clients where it comes from.** Kind of make sense, doesn't it? ”

Jan Hendrik van der Westhuizen, Head Chef - Restaurant JAN, Nice (France)



“ Where I see, in a nutshell, fine dining going is that it's not about the dish per se. It's about so much more. It's about the story behind it. **It's about the connections that we make and it's about the authenticity of that experience** and what I try and do with The Finch, connect to all of this and welcome people fully to experience what it is. ”

Gabriel McMackin Head Chef - The Finch, New York (US)



IN THE WORDS OF OUR EXPERTS...

“ I call it **'foodemory'** - everyone has a **food memory**, the things you ate as a child, the things your mother fed you, the smell of a hot-dog at a fair ground. These things are so powerful and you can play with them to enhance a dining experience, or a specific dish. This can be really simple - I actually have candyfloss on my menu at the moment. **I'll put candyfloss on the table and everyone turns into five year olds, right?** ”

Tom Sellers Head Chef - Restaurant Story, London (UK)





Dill, Reykjavik (Iceland)

Restaurant profile:

First Icelandic restaurant to earn a Michelin star; nominated for the 'Nordic Prize' three years in a row

How is it leading 'Storytelling'?

Dill is pioneering the resurgence of traditional Icelandic cooking, recreating dishes in a modern kitchen.



RESTAURANTS AT THE LEADING EDGE

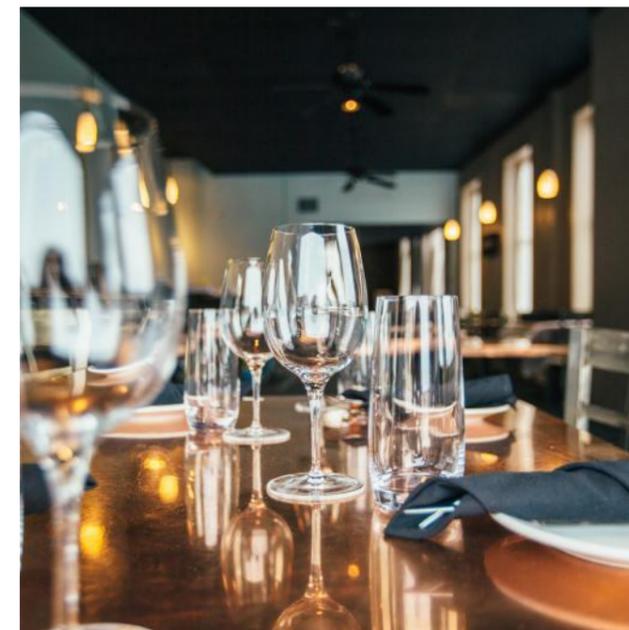
Restaurant Story, London (UK)

Restaurant profile:

1 Michelin Star; 5 AA Hospitality Rosettes

How is it leading 'Storytelling'?

Restaurant Story creates narratives through plates, using collective memory to provide an experience in 'British' dining.



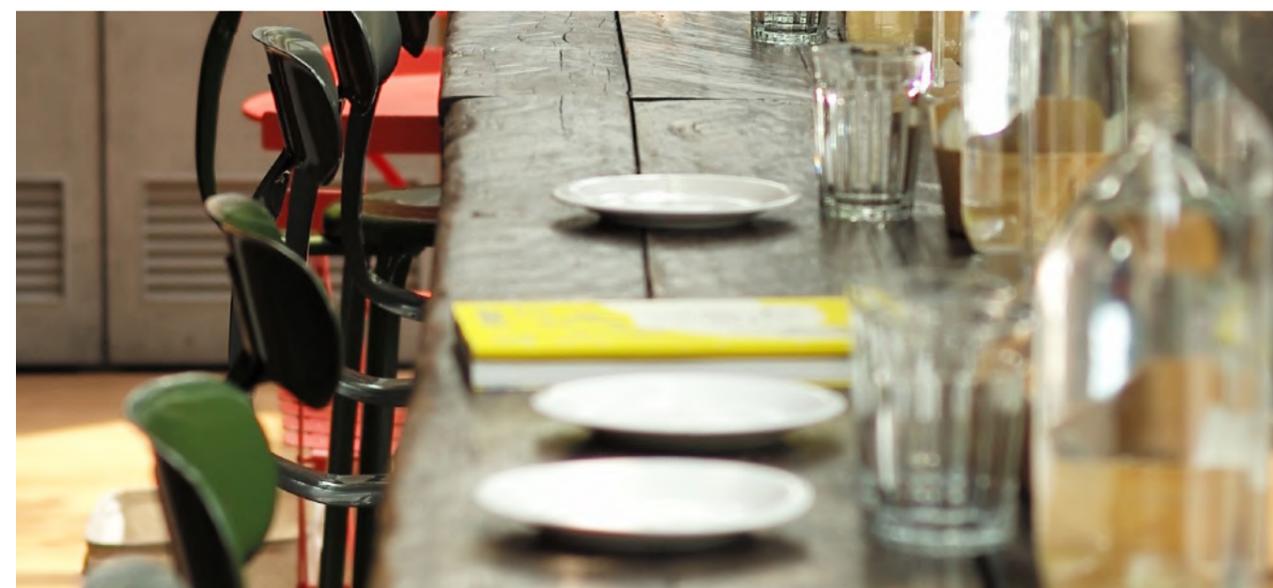
Cinc Sentits, Barcelona (Spain)

Restaurant profile:

1 Michelin star; named best restaurant for food in Barcelona

How is it leading 'Storytelling'?

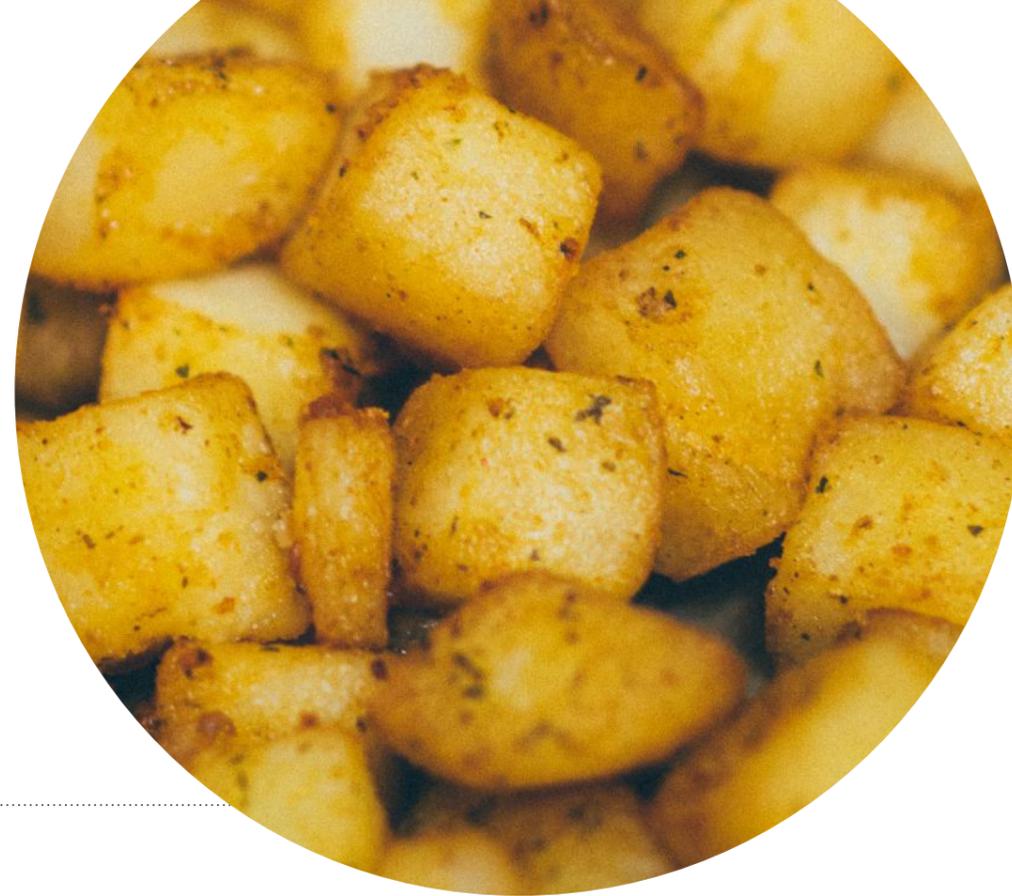
Cinc Sentits's menu is inspired by traditional Catalan culture, using classic ingredients and dishes that are often hundreds of years old.



INSPIRATION ON THE TABLE

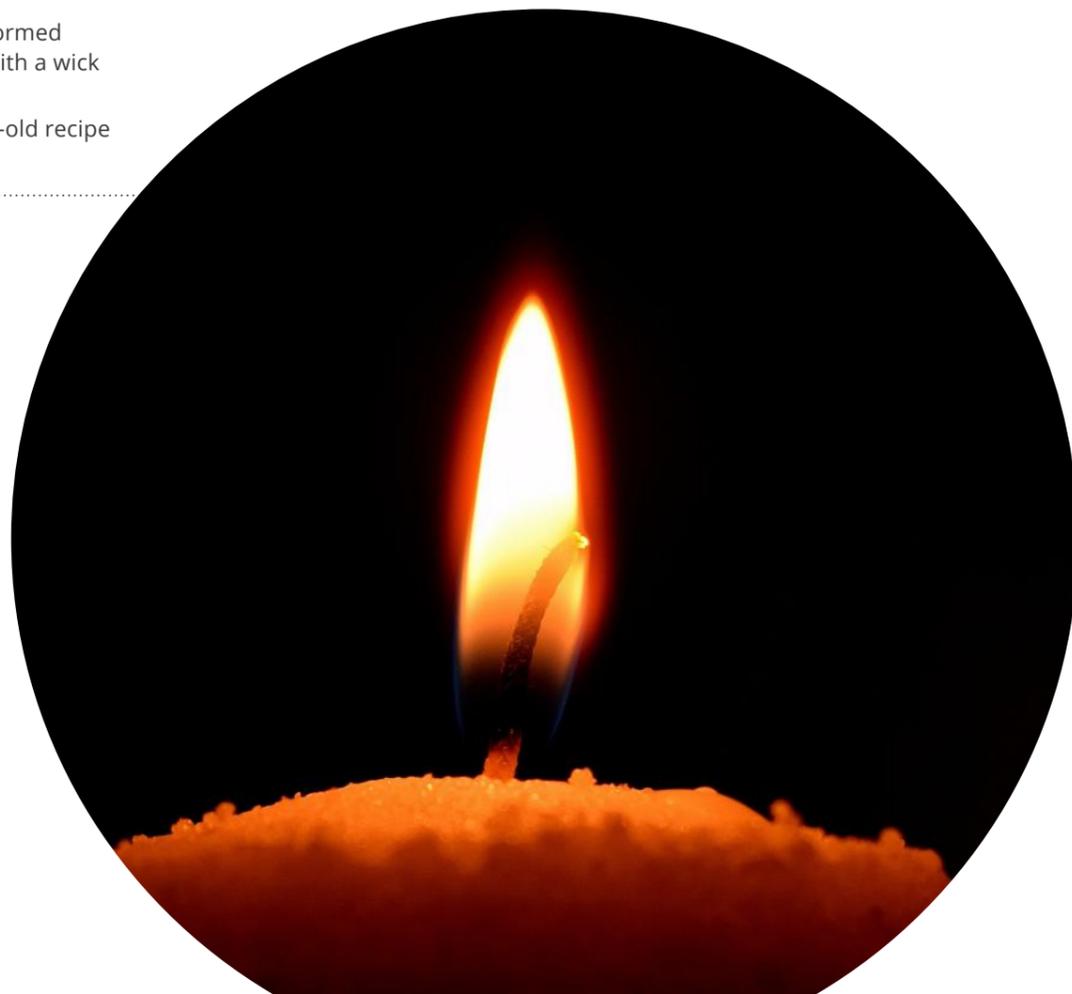
Christmas Sweet Potatoes – Restaurant Relæ, Copenhagen (Denmark)

- Just three central ingredients: **potato, buttermilk** and **olives**
- This Danish Christmas childhood favourite appears deconstructed on the plate and almost unrecognisable
- Skins are saved from the baked potato puree to infuse **milk** with woody flavour overnight
- **Buttermilk** is reduced and dried on paper to remove the fat – the buttermilk crumbs are combined with dehydrated **black olives** for a salty, creamy crunch



The Beef Dripping Candle – Restaurant Story, London (UK)

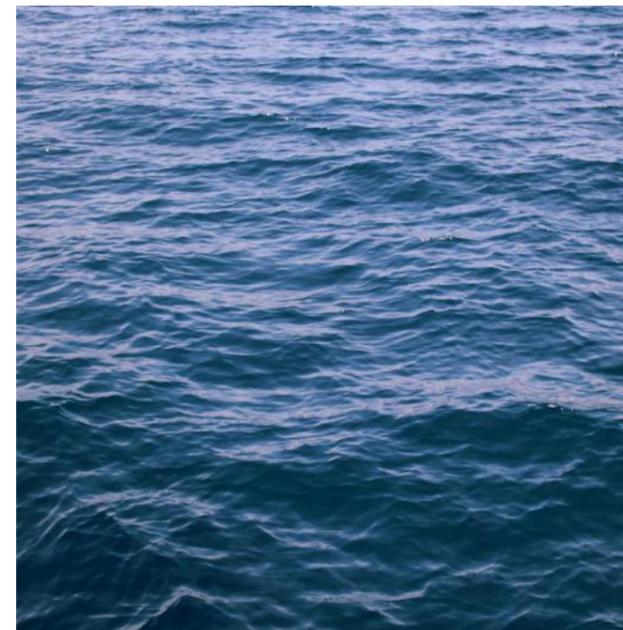
- Plate replaced by an historic-looking candlestick, reimagined to become part of the meal, not just part of the table
- **Beef dripping** (salty fat) formed into a functional candle, with a wick to light
- Simply served with an age-old recipe of **sourdough bread**



The Meat Fruit – Dinner by Heston, London (UK)

- **Minced pork, chicken liver** and **fois gras terrine** formed and coloured to resemble a tangerine
- Sweetened with intense **madeira reduction**
- Inspired by a visually deceptive recipe uncovered from the court of Henry VIII
- Simple plating, garnished with a **stalk of ruscus** and served with **Campailou flour sourdough** (airier, with more holes)





***Boiled Icelandic Sea Water –
Dill Restaurant, Reykjavík (Iceland)***

Tasting notes: purely salty

Often used to 'garnish' desserts to add a surprising, salty kick, Dill boil local sea water – staying true to their roots and ensuring the plate tells a distinctly Icelandic story.

NEW INGREDIENTS & TASTING NOTES



***Biltong Butter –
Restaurant JAN, Nice (France)***

Tasting notes: smoky, creamy, intense

Jan Hendriks has extracted the fat from dried strips of meat to create a gamey 'butter' to use as the foundation for many of his dishes. It also adds a gamey saltiness to butter for the bread course.



***Squab –
Cinc Sentits, Barcelona (Spain)***

Tasting notes: rich, silky texture, notes of mild berry

Despite its fame for being a high-quality ingredient, Jordi Artal has only recently introduced Squab – young, indigenous pigeon - on his menu, as he has been able to locate a Spanish squab producer. He has paired it with Cocoa, in a traditional Catalan combination of richness and creaminess with a bitter bite.



***Fruit for marinading –
Dulce Patria, Mexico City (Mexico)***

Tasting notes: fruity, aromatic, sharp, undertone of spice

Martha Ortiz serves a samphire ceviche, 'citrus searing' high-quality fish with lemon, orange, tangerine, and grapefruit. The fish is almost raw, with only the skin cooked slightly with the salt and acid. Mexican mango is then added, with chillies and onion. This brings the summery flavours of sangria to a fish dish.

NEW FLAVOURS & TASTING NOTES



***Complex combinations –
Catit, Tel Aviv (Israel)***

Tasting notes: rich, creamy, earthy

Catit restaurant draws its flavour from the sheer quantity of ingredients within their creations. Their grilled calamari dish is stuffed with lamb and mozzarella then rolled into grilled eggplant and topped with goat yoghurt, techina, roasted beans and olive oil. This brings a complex, rich flavouring, bound together by the freshness of the Levantine palette.



***Champagne and honey –
Hakkasan, London (UK)***

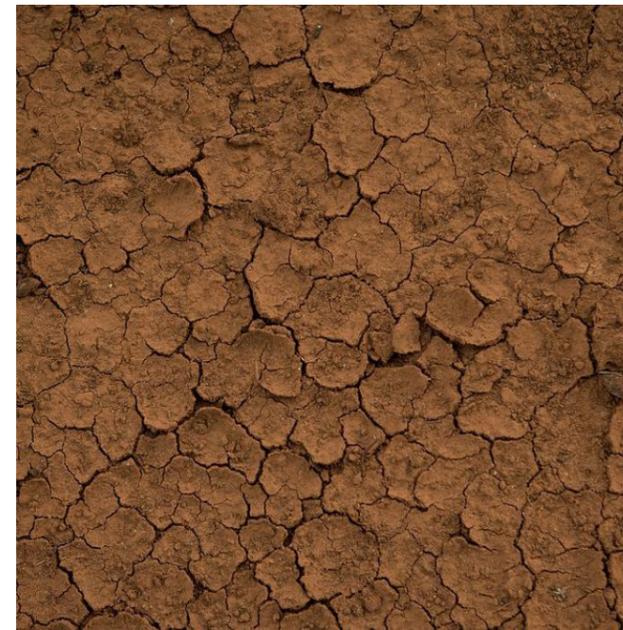
Tasting notes: marine, sweet, succulent, aromatic
Combining flavours of East and West, Hakkasan adorn their roasted silver cod with champagne and honey. The sweetness of the honey contrasts the subtle crispness of the champagne, creating a novel flavour pairing.

CULINARY TECHNIQUES



Mould-cooking – Noma, Copenhagen (Denmark)

Noma has hired a flavour chemist to achieve **optimum food fermentation**. This recreates the taste of traditional tangy, acidic Danish dishes, through the use of climate-controlled incubators.



Preservation by burying – Faviken, Stockholm (Sweden)

Faviken's approach is grounded in traditional Swedish cooking techniques, where meat was preserved and vegetables were **buried and frozen in winter**. The restaurant's global reputation is based on its belief in, and storytelling of, simpler times.



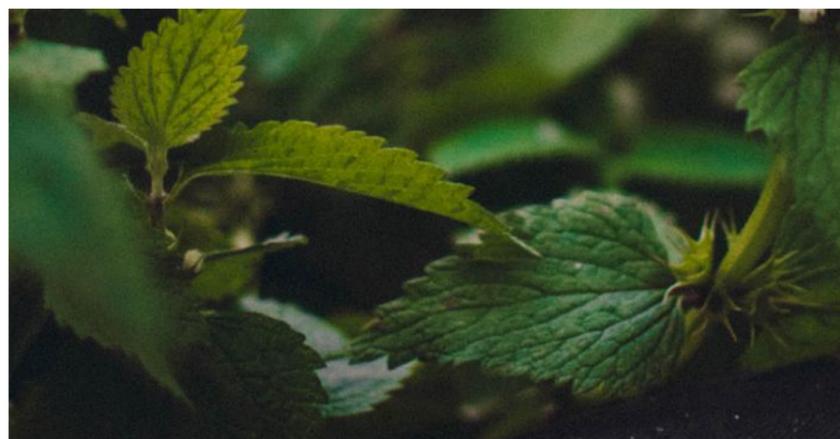
Bamboo steaming in Danish cuisine – Restaurant Relæ, Copenhagen (Denmark)

Jonathan Tam uses bamboo steamers to steam his ingredients, creating a **fusion between Danish cuisine and Chinese techniques**. This is a clear shift away from the traditional French approach of boiling or blanching, demonstrating his cross-cultural approach to cooking.



MENU OF TOMORROW

The Menu of Tomorrow is a collection of some of the breakthrough dishes, flavours, ingredients and techniques shared by our experts and reflecting our culinary theme...



SPARK YOUR IMAGINATION

1

*How did your product used to be cooked or experienced?
Could you play with age-old cooking techniques?*



2

*What historical and personal influences are behind your brand and product?
Does it have a 'personality'?*



3

*What other foods, drinks and flavours have been paired with your product historically?
Can you integrate techniques from other cuisines to enhance your product?*

APPENDIX

Our research

Phase 1.

With London-based research partners Kantar Futures, we conducted a *culinary audit*, collecting and analysing a wide selection of *international high-end culinary sources*, from industry publications to influential individual accounts/blogs. Our range of sources include:

Foodism	Elite Traveler
Bon Appetit	Time Out
Michelin Guide	Daniel Food Diary
The Atlantic	Gourmet Magazine
The Luxury Restaurant Guide	Food & Travel Magazine
Fine Dining Lovers	Gastronomica
The World's 50 Best Restaurants	The Art of Eating
London Eater	FOUR Magazine
	Food & Wine Gazette

Phase 2.

We clustered our findings into broad themes recurrently reflected and rapidly evolving in the high-end culinary world.

Phase 3.

We tapped into our *global network of Kantar Futures analysts* to provide insights into these culinary themes across the US, Asia and Latin America.

Phase 4.

We identified ten experts leading the way in high-end food establishments, and conducted in-depth interviews

WITH THANKS TO & CONTRIBUTORS

Restaurants	Chefs
<i>Cinc Sentits</i>	<i>Tom Sellers</i>
<i>Restaurant Story</i>	<i>Jan Hendrik</i>
<i>Restaurant JAN</i>	<i>Gabriel McMackin</i>
<i>The Finch</i>	<i>Jordi Artal</i>
<i>Dill Restaurant</i>	<i>Martha Ortiz</i>
<i>Restaurant Relæ</i>	<i>Jonathan Tam</i>
<i>Dinner by Heston</i>	
<i>Dulce Patria</i>	
<i>Catit</i>	
<i>Hakkasan</i>	
<i>Noma</i>	
<i>Faviken</i>	
<i>Restaurant Relæ</i>	

