

## MANAGERS

Spring 2017

Spring Menu Items

Draft Regions

Menu Changes - In Summary

New Menu Design

Pricing

Promotional Activity

Collateral

Checklist

Your Contacts

Training Cascade

Burger Flags **NEW**



## FOH

Spring 2017 - In Summary

All Promotions

New Beers

Bar Shelf Life Poster

Internal Incentives

Allergen Info

## BOH

Shelf Life Poster

Card Recipes

Contains Nuts **UPDATED**

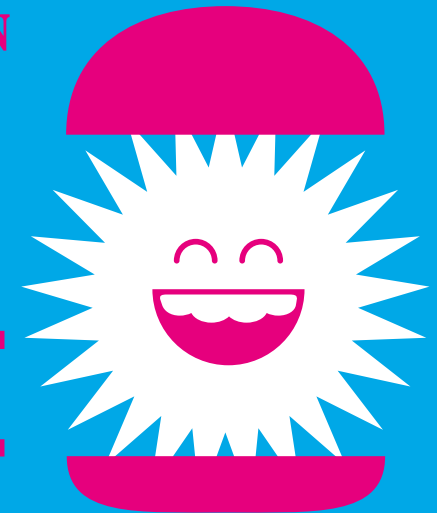


New Product Allocations

How To

BYRON

새로운



THE KIMCHEESE

6OZ HAMBURGER, KOREAN BBQ GLAZE, STREAKY BACON,  
FREDDAR CHEESE, CRISPY ONIONS, GOCHUJANG SAUCE,  
KIMCHI CUCUMBERS, SSAM JANG MAYO

BYRON  KOREA

28<sup>th</sup> March 2017

TO MAKE LIFE EASIER, THIS BIG BACK IS NOW SPLIT IN TO THREE SECTIONS.  
EASIER TO HAND THE RIGHT SECTION TO THE RIGHT TEAM.

Our Spring campaign launches on Tuesday 28<sup>th</sup> March. We have 3 key focuses for this campaign:

1. 3 new Korean-inspired dishes
2. A new craft beer list
3. A new look menu & regional pricing



You may want to get your team to watch this **IN ADVANCE** of any team meetings you have.

Send it out via your Whatsapp groups etc!

Everything you need to know about the campaign is in the following pages and in the awesome training video from Fred and Ricky. So, what's next:

1. Print a copy of this pack
2. Ensure you have access to the video – link here: <https://vimeo.com/207787926/03408e918c>  
**Password is: Ricky** (this works on tablets, phones and computers but don't forget you'll need a decent connection!). *If the link is not working for you, please first restart your computer. If you are still having issues, please email [BernersStreetIT@byronhamburgers.com](mailto:BernersStreetIT@byronhamburgers.com) and the team will look into it as soon as possible.*
3. Read and watch and you'll know everything there is to know about this campaign!

**WHAT'S THE NEW HAMBURGER SPECIAL?****1. THE KIMCHEESE** £11 (including 25p One Feeds Two donation)

Korean BBQ glazed 6oz hamburger, bacon, Freddar cheese, crispy onions, kimchi cucumbers, Gochuchang sauce, Ssamjang mayo.

**WHAT'S THE STORY?**

Following the monster success of Bunzilla last March, Fred was keen to once again look beyond the US for inspiration and was instantly drawn to the flavours of Korean BBQ.

While booking his First Class tickets to Seoul, he read an article that spoke of the foodie delights to be had in New Malden (Affectionately known as New Maldong with dong being Korean for district). New Malden is a suburb in Kingston which has the highest population of Korean people outside of Korea!

As this was only 5 miles from home, Fred jumped in the hairdresser mobile, sped down the A3 and got on the chow!

After countless plates of Bulgogi, Kimchi and KFC (Korean fried chicken) he set about creating some dishes drawing on the flavours I found in New Maldong – BOOM!

**WHAT ELSE IS NEW?****2. SEOUL STREET WINGS** £5/ £8 London / £4.75 / £7.75 Out of London**3. GANGNAM FRIES** £4.50 London / £4.25 Out of London**4. RANCH, AVOCADO & BEETROOT SALAD** £5/£9 London // £4.75/£9 Out of London**5. KALE CAESAR SALAD** £4/£7 London // £3.75/£7 Out of London**6. ESPRESSO AND BROWNIE SHAKE** £5.5**7. OREO® CHEESECAKE** £5 London / £4.95 Out of London

**8. KARMA COLA GINGERELLA** £3.25 – unlike other soft drinks, Karma sodas are made of good organic, Fairtrade ingredients and the lightly processed kind of sugar that isn't bleached white with sulphur. When you're thirsting for a good cold drink don't be tempted... drink no evil.

**9. PIP ORGANIC DRINKS** 2 new additions to the Mini Byron £6.50 menu: Pineapple & Mango smoothie and Blackcurrant, Raspberry & Apple juicy water.

Pip Organic boast award winning organic juices, bursting with flavour and juicy goodness! Produced in Britain, Pip have been working with organic farmers for years. Perfect for Mini Byron on Deliveroo!



If you have draft beer, here is the region you will sit in:

Draft restaurants		Draft "Region"	Beer Hero sites (5 taps):		Draft "Region"
Shoreditch	3rd Tap	Central & North London	Newcastle	Tap 3	Teeside
Haymarket	3rd Tap		Newcastle	Tap 4	Another beer from another draft region
Central St Giles	3rd Tap		Newcastle	Tap 5	Another beer from another draft region
Wellington Street	3rd Tap		Birmingham	Tap 3	Midlands
Camden	3rd Tap		Birmingham	Tap 4	Another beer from another draft region
Corn Exchange, Manchester	3rd Tap	Manchester	Birmingham	Tap 5	Another beer from another draft region
Manchester Piccadilly	3rd Tap		Beak Street	Tap 3	Central & North London
Deansgate	3rd Tap		Beak Street	Tap 4	Another beer from another draft region
Ipswich	3rd Tap	Out of London East	Beak Street	Tap 5	Another beer from another draft region
Chelmsford	3rd Tap		Hoxton Square	Tap 3	Central & North London
Lothian Road	3rd Tap	Scotland	Hoxton Square	Tap 4	Another beer from another draft region
North Bridge, Edinburgh	3rd Tap		Hoxton Square	Tap 5	Another beer from another draft region
Southampton	3rd Tap	South Coast	Glasgow	Tap 3	Scotland
Salisbury	3rd Tap		Glasgow	Tap 4	Another beer from another draft region
Bromley	3rd Tap	South East London	Glasgow	Tap 5	Another beer from another draft region
The O2	3rd Tap		<b>These locations will not have Draft as they do not sell enough tap beer:</b>		
Greenwich	3rd Tap		Harrogate	3rd Tap	Yorkshire
Waterloo	3rd Tap		Kingston	3rd Tap	South West London
Windsor	3rd Tap		Metrocentre	3rd Tap	Teeside
Richmond	3rd Tap	South West London	Bluewater	3rd Tap	South East London
Clapham Common	3rd Tap		Leicester	3rd Tap	Midlands
Bristol (cider only - not 3rd beer)	3rd Tap	West Country	Spitalfields	3rd Tap	Central & North London
Exeter	3rd Tap		Southside, Wandsworth	3rd Tap	South West London
Leeds	3rd Tap	Yorkshire	Islington	2nd Tap	TBC - only 2 taps
York	3rd Tap				

**1. NEW FOOD ITEMS ON MENU:**

- The Kimcheese Burger
- Gangnam Fries
- Seoul Street Wings
- Ranch, Avocado & Beetroot Salad
- Kale Caesar
- Oreo® Cheesecake

**2. NEW DRINKS ITEMS ON MENU****Shakes & Soft drinks:**

- Espresso and Brownie Milkshake / with: Sipsmith Vodka (Hardshake)
- Karma Cola Gingerella £3.25 (330ml)

**Mini Byron:**

- Pip Organic Kids Pineapple & Mango Smoothie (180ml)
- Pip Organic Kids Blackcurrant, Raspberry & Apple Juicy Water (180ml)

**Packaged Beers:**

- Fourpure Pils (330ml can)
- Moor Revival (330ml can)
- Vocation Pride and Joy (330ml can)
- BrewDog Punk IPA (330ml can)
- Beavertown Neck Oil (330ml can)
- Beavertown Rye 8 Ball IPA (330ml can)
- BrewDog Elvis Juice (330ml can)

**3. DELISTS**

The following menu items will be delisted for this campaign:

- Cluckosaurus (Double, Single & Skinny)
- Avocado, Quinoa & Kale Salad
- White Chocolate Cheesecake with honey-poached blueberries
- Fentiman's Ginger Beer
- BrewDog Dead Pony Club
- Beavertown Gamma Ray
- Vocation Heart & Soul
- Thornbridge Jaipur
- Partizan IPA
- BrewDog 5am Saint
- Howling Hops Ruby Red

**Note:**

*Delisted beers will be moved to the staff drinks page and will be available for you to sell to staff for £1 each.*

*This is for a limited time only so sell them all!*

- *24<sup>th</sup> April will be the last day you can count these on your stock.*
- *1<sup>st</sup> May will be you take the hit for any stock that is left over.*

We will have new-look food and drink menus as part of the Spring campaign.

This includes 'curated' Hardshakes to help customers choose their favourite.

We've also changed the customisation section to make it easier for customers to add toppings.

The new 'special' items are featured top right of the menu along with a 'Korean Feast':

*A Kimcheese Burger*

+

*Gangnam Fries*

+

*330ml Byron Pale Ale/Lager or soft drink.*

<h3>WHILE YOU WAIT</h3> <ul style="list-style-type: none"> <li>✓ <b>OLIVES 2.</b></li> <li>✓ <b>TORTILLA CHIPS 4.</b> salsa &amp; guacamole</li> <li>✓ <b>NACHOS 6.</b> Cheddar, jalapeños, salsa, guacamole, sour cream</li> <li>★ <b>SEOUL STREET WINGS 5./8.</b> 6 or 12 in sweet &amp; spicy gochuchang sauce</li> <li>✓ <b>SPICY BUFFALO WINGS 5./8.</b> 6 or 12 with blue cheese dip</li> <li>✓ <b>NUGGETS 5./8.</b> 9 or 18 with BBQ sauce</li> </ul>	<h3>MILKSHAKES</h3> <p><b>SOFT 5./HARD 8.</b></p> <ul style="list-style-type: none"> <li>✓ <b>OREO®</b> /with Knob Creek 9 Year Old Bourbon</li> <li>✓ <b>REESE'S®</b> /with Knaken Spiced Rum</li> <li>✓ <b>SALTED CARAMEL</b> /with Woodford Reserve Bourbon</li> <li>✓ <b>VANILLA</b> /with Maker's Mark Bourbon</li> <li>✓ <b>CHOCOLATE</b> /with hazleys</li> <li>✓ <b>BANANA</b> /with Knaken spiced rum</li> <li>✓ <b>STRAWBERRY</b> /with Stpmath Vodka</li> <li>ADD MALT 0.3</li> </ul> <p><b>SPECIAL 5.5</b></p> <ul style="list-style-type: none"> <li>✓ <b>ESPRESSO &amp; BROWNIE</b> Vanilla ice cream, double espresso shot, salted caramel, chocolate brownie</li> <li>✓ <b>FREAKSHAKES 8.</b></li> <li>✓ <b>OREO®</b></li> <li>✓ <b>REESE'S®</b> Peanut butter cup</li> </ul>	<h3>SPECIAL</h3> <p><b>SEOUL STREET WINGS 5./8.</b> 6 or 12 in sweet &amp; spicy Gochuchang sauce</p> <p><b>THE KIMCHEESE 11.</b> 6oz hamburger, Korean BBQ glaze, streaky bacon, Freddie cheese, crispy onions, kimchi cucumbers, Gochuchang sauce &amp; Ssamjang mayonnaise (s)</p> <p><b>GANGNAM FRIES 4.5</b> French fries topped with Freddie cheese sauce, jalapeños &amp; Gochuchang sauce</p> <p><b>KOREAN FEAST For 17.5</b> The Kimcheese Burger + Gangnam fries + 330ml Byron Lager or Pale Ale</p>
<p>↓ A BYRON HAMBURGER IS MADE TO OUR OWN RECIPE: PROPERLY SOURCED BRITISH BEEF, GROUND FRESH INTO 60g PATTIES AND COOKED MEDIUM, SO IT'S PINK &amp; JUICY. WE SERVE IT IN A SQUISHY BUN WITH A PICKLE ON THE SIDE. AND THAT'S IT. ↓</p>		
<h3>PROPER HAMBURGERS</h3> <p><b>BYRON 10.</b> Dry cure bacon, mature cheddar, shredded iceberg, tomato, red onion, Byron sauce</p> <p><b>CHEESE 4.5</b> Mature Cheddar (or choose your cheese), lettuce, tomato, red onion, mayonnaise</p> <p><b>CLASSIC 7.5</b> Lettuce, tomato, red onion, mayonnaise</p> <p><b>CHILLI 9.</b> green chilli, American cheese, shredded iceberg, chipotle mayonnaise</p> <p><b>CHICKEN</b> CHOOSE YOURS GRILLED OR FRIED</p> <p><b>CLUCKY 10.5</b> Fried chicken breast, guacamole, sracha mayonnaise, pickled red onions, pickles, shredded iceberg</p> <p><b>CLASSIC CHICKEN 9.</b> Grilled chicken breast, shredded iceberg, tomato, red onion, pickles, Byron sauce</p> <p><b>MAKE IT BUFFALO 1.</b> Give your chicken burger a kick with a coating of our spicy buffalo sauce</p> <p><b>SKINNY</b> If you don't fancy our squishy buns, swap yours for a side salad. We won't be offended (and it won't cost you extra).</p>	<p>★ <b>THE KIMCHEESE 11.</b> Korean BBQ glaze, streaky bacon, Freddie cheese, crispy onions, kimchi cucumbers, Gochuchang sauce &amp; Ssamjang mayonnaise</p> <p><b>SMOKY 10.</b> Mature cheddar, streaky bacon, crispy onions, shredded iceberg, pickles, smoked chilli BBQ sauce</p> <p><b>B-REX 10.5</b> Onion ring, streaky bacon, American cheese, jalapeños, pickles, onion, BBQ sauce, mayonnaise</p> <p><b>DOUBLE BACON CHEESE 13.</b> Two 6oz patties, Freddie cheese, dry cure bacon, pickles, ketchup, American mustard</p> <p><b>VEGGIE</b></p> <p>✓ <b>MUSHROOM 8.</b> Portobello mushroom, goat's cheese, roasted red pepper, baby spinach, tomato, red onion, aioli</p> <p>✓ <b>BEAN PATTY 8.</b> bean patty, roasted red pepper, baby spinach, tomato, red onion, aioli, Byron sauce</p>	<p>One feeds two</p> <p>↓ EACH TIME YOU BUY OUR HAMBURGER SPECIAL, WE PROVIDE A SCHOOL MEAL FOR CHILDREN LIVING IN SOME OF THE POOREST PLACES IN THE WORLD. AFTER JUST OVER A YEAR, YOU HAVE HELPED US DONATE OVER 500,000 MEALS. ↓</p> <h3>CUSTOMISE IT</h3> <p>BY ADDING ANY TOPPING YOU SEE ON OUR MENU, HERE ARE SOME OF OUR FAVOURITES:</p> <p><b>ADD CHEESE 1.5</b></p> <ul style="list-style-type: none"> <li>+ Freddie cheese</li> <li>+ Mature Cheddar</li> <li>+ American cheese</li> <li>+ Monterey Jack</li> <li>+ Blue cheese</li> <li>+ smmental</li> </ul> <p><b>ADD TOPPING 1.8</b></p> <ul style="list-style-type: none"> <li>+ Streaky or dry cure bacon</li> <li>+ Avocado</li> <li>+ portobello mushroom</li> <li>+ Jalapeños or green chillies</li> </ul> <p><b>DOUBLE UP 3.5</b></p> <ul style="list-style-type: none"> <li>+ 6oz beef patty / chicken breast / veggie bean patty</li> </ul> <p><b>SAUCES / DIPS 1.5</b></p> <ul style="list-style-type: none"> <li>+ BBQ sauce</li> <li>+ Chipotle mayonnaise</li> <li>+ Byron sauce</li> <li>+ Aioli</li> <li>+ Blue cheese sauce</li> <li>+ Buffalo sauce</li> </ul> <p><b>SALADS</b> ADD CHICKEN 2.9 ADD BACON 1.8</p> <p><b>CLASSIC CAESAR 4./7.</b> cos lettuce, Grana Padano, anchovies, croutons, Caesar dressing</p> <p>✓ <b>RANCH AVOCADO &amp; BEETROOT 5./8.</b> Quinoa, soy beans, toasted sunflower seeds, baby kale, Ranch chive dressing</p> <p><b>KALE CAESAR 4./7.</b> swap cos lettuce for baby kale leaves</p> <p><b>CLASSIC COBB 8./11.</b> chicken, crispy bacon, avocado, blue cheese, tomato, egg, iceberg, baby spinach, house dressing</p>

For Spring, we will have new food and drink pricing.

As any business does, we regularly review our menu pricing. With increases to business rates and inflation, we have identified some areas where we will make some adjustments to our menu prices from 28<sup>th</sup> March onwards.

We will also take this opportunity to have different pricing in and out of London for the first time. This is in order to give our customers out of London a lower price point where we know they are more price-sensitive.

There are a handful of 'out of London' restaurants that will keep London pricing. The restaurants that will have lower pricing are:

Deansgate	North Bridge, Edinburgh
Liverpool one	Glasgow
Bristol	Corn Exchange, Manchester
Salisbury	Harrogate
Leeds	Newcastle
York	Windsor
Leicester	Southampton
Exeter	Aberdeen
Manchester Piccadilly	Metrocentre
Canterbury	Lothian Road
Bury St Edmunds	New Street
Derby	Ipswich
Camberley	Milton Keynes

**Burger Club Preview day:**

We're bringing back Burger Club preview day to launch our new special! We will be offering Burger Club members the chance to Treat A Friend to our new special – the Kimcheese – a day before anyone else can try it.

**Why**

- Treating our loyal fans to a sneak preview of new special before anyone else
- Drive covers into restaurant on a normally quiet day
- Driving buzz of new menu items before national launch

**How**

- We'll email Burger Club members with a QR code to Treat A Friend to a Kimcheese Burger (or any other burger!) a week before the preview
- The codes will only be available to existing Burger Club members!
- This is available all day

**What you need to do**

- Don't forget EVERY CODE MUST BE SCANNED and please use BBC Treat A Friend till button for this code.
- Please use the code below to test your scanners by Monday 20<sup>th</sup> March and call Coniq at 020 7078 8333 if you're having any trouble with your scanners.
- Be aware of any bookings you have in your systems.



4633622920412344

**Bookatable Spring Deal – 11<sup>th</sup> March – 8<sup>th</sup> April**

Don't forget, the Bookatable Spring Deal for £12.50 runs until 8<sup>th</sup> April in all restaurants. This is in all restaurants and only available through Bookatable.

Check Pickle for full information.

**Bookatable Feast on London – 1<sup>st</sup> – 31<sup>st</sup> April.**

All London restaurants will take part in another Bookatable offer to celebrate "Feast on London". This is a £17.50 menu of The Kimcheese + Gangnam Fries & a 330ml Byron Lager or Pale Ale. This is only available for customers who book through Bookatable.

**Korean Feast**

There is a 'set menu' printed on the front of our Main Menu for Spring. This is a £17.50 menu of The Kimcheese + Gangnam Fries & a 330ml Byron Lager or Pale Ale (or any soft drink).

Any customer who orders in the restaurant is eligible to order this.

Please ensure you use the correct till buttons to ring all of these menus through in order for us to track how successful they are.



**HOW TO SET UP A CONDIMENT TRAY**

Ensure that only the following is in your condiment tray:

- Condiments
- New Drinks menu with insert (where applicable)
- Korean Burger Flyer
- Medium Rare postcard (where applicable)

**No other collateral** – including Burger Club Postcards and Takeaway postcards – should be in the tray!

See photo on right for the correct condiment tray collateral.



**A-BOARD 1 & 2 – THE KIMCHEESE & BEER**

**Alternatives to A-board 2:**

**Mini Byron:**

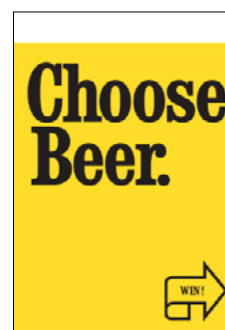
For restaurants that see a significant amount of Mini Byron sales and already have Mini Byron A-boards, it's advised that you display these in place of A-board 2:

- Every Saturday & Sunday
- Any other time you feel is appropriate for your restaurant

**BILL HOLDERS:**

You should discard your delivery bill holders. We will be sending out new bill holders to coincide with the launch of the new beer menu at the beginning of April.

Any questions please email [enya@byronhamburgers.com](mailto:enya@byronhamburgers.com)



## MAIN MENU

There are 3 versions of the Main Menu available: London menu, Out of London menu 'and Scotland menu



## DISPLAY MENU

The following versions of the display menu are available for the Spring campaign: 'A3 Standard', 'A3 Scottish' and 'A4 Standard':

## DRINKS MENU

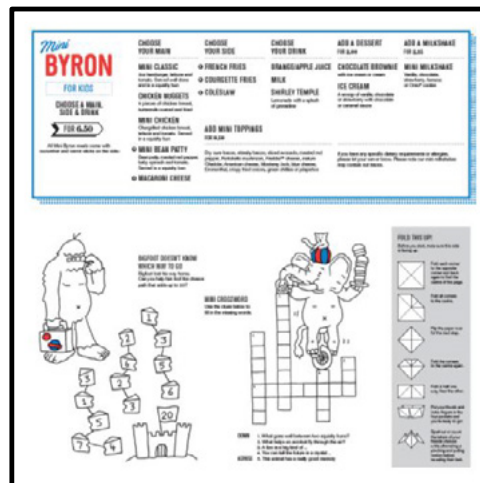
The following versions of the drinks menu are available for this campaign:

- Scotland
- London
- Out of London



## KIDS MENU AND DISPLAY

There will be an updated kids menu and A3 kids display menu:



For restaurants with draft beer you will also receive a menu insert that should be attached like the above.

All printed items will arrive from Printstore by noon on Monday 27<sup>th</sup> March. Please keep an eye out of these and ensure you contact [enya@byronhamburgers.com](mailto:enya@byronhamburgers.com) ASAP if you don't receive these.



WEEK COMMENCING	DAY	ACTIVITY	ACTION	TICK WHEN COMPLETE
13 <sup>TH</sup> MARCH		BIG PACK	READ THE SPRING BIG PACK	
		VIDEO	Check that you are able to play the video in restaurant, if you have any problems please contact Berners St IT	
20 <sup>TH</sup> MARCH	MON	PRODUCTS ON COMTREX	Check all new items available to order on Comtrex	
	FRI, SAT, SUN	COLLATERAL FORCE DROP		
27 <sup>TH</sup> MARCH	MON	PREVIEW DAY		
	MON	COLLATERAL CHECK	Check you have menus, display menus, kids menus, drinks menus, A Boards ready for Go Live	
	TUES	GO LIVE!	Ensure all C-Rex collateral is destroyed and new menus, flyers, A-boards are in place	
	TUES	TILL UPDATE	Update your till- check you have the Korean products alongside price changes	

BOH

FOH

MANAGERS

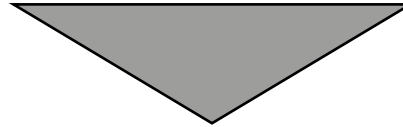


Should you have any questions about anything to do with this campaign, please get in touch with:

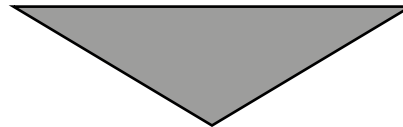
Who	Contact	Subject	Examples
Enya Gill	<a href="mailto:enya@byronhamburgers.com">enya@byronhamburgers.com</a>	Collateral	Your force drop of menus, A-boards, or flyers haven't arrived
Lexie Brown Laura Smith	<a href="mailto:lexie@byronhamburgers.com">lexie@byronhamburgers.com</a> <a href="mailto:laura@byronhamburgers.com">laura@byronhamburgers.com</a>	Local Marketing	Any questions about local marketing
Scott Tompkins	<a href="mailto:scott@byronhamburgers.com">scott@byronhamburgers.com</a>	Comms	Something is wrong with the allergen sheet
Michal Bielecki	<a href="mailto:michal@byronhamburgers.com">michal@byronhamburgers.com</a>	How To Cards, Card Recipes and Shelf Life Posters	I can't find the shelf life poster
Kev Wilsher	<a href="mailto:kevin@byronhamburgers.com">kevin@byronhamburgers.com</a>	Tills & Recipes	Something is missing/wrong on the till since it updated
Carla Lumley Ana Martinez	<a href="mailto:carla@byronhamburgers.com">carla@byronhamburgers.com</a> <a href="mailto:ana@byronhamburgers.com">ana@byronhamburgers.com</a>	Supply Chain	I haven't received my force drop

Below is the clear process to show how new menu items get trained from the Ops manager down to the restaurant teams. You can see who is the trainer and the trainee at every level.

Where / When	Trainer	Trainee	Tools
Ops Periodic Meeting	Fred & ACTs	Ops Managers	How To Cards



Where / When	Trainer	Trainee	Tools
Area Meetings	Ops Managers	GMs & HCs	Marketing's Brief Video How To Cards



Where / When	Trainer	Trainee	Tools
In Restaurants	GMs	FOH Teams	Big Pack Video
	HCs	BOH Teams	Big Pack How To Cards

Now you know everything you need to know about this campaign and hopefully have had a good laugh at Ricky and Fred's valiant acting endeavours. Here are the 3 things every team member needs to remember during the campaign:

## 1. KOREAN IS HERE!

- Make sure every team member knows the story and is able to sell this confidently.
- It's an awesome range including burger, wings and fries and it should absolutely fly.

## 2. NEW DESIGN MENUS ARE HERE

- Customisation- it is more prominent on the menu than ever before so be ready to answer questions about this.
- You can still customise your burger with anything.

## 3. NEW DRINKS

- New beers from some of the best craft brewers in the UK. Use the new training tool to be able to recommend beers that go well with our burgers as well as choosing your favourite!
- 3<sup>rd</sup> Tap- for those restaurants, be knowledgeable about the beer and the brewer that is on the 3<sup>rd</sup> tap as it will not directly be listed on the menu.



Print this page out and keep on the FOH clipboard to keep track of all promotions happening.

Promotion Name	Offer	In Restaurants	Till Button	Channel	Available											
					06-Mar	13-Mar	20-Mar	27-Mar	03-Apr	10-Apr	17-Apr	24-Apr	01-May	08-May	15-May	22-May
Spring Bookatable Star Deal	£12.50 menu – core burger + French fries + any OL 330ml beer / any soft drink	All	Bookatable Spring Deal	Through bookatable channels only (database and social)	March 11th – April 8th											
Spring preview night	Treat a Friend	All	Preview Day	Existing BBC audience only – 300k				Monday March 27th								
Korean Set Menu	£17.50 London (£16.95 Out of London menu): Kimcheese Burger + Gangnam Fries + any OL 330ml beer	All	Korean Meal	Messaged only in-restaurant on the main menu	During Spring campaign: March 28th – 5th June											
Bookatable Feast on London Korean Set Menu	£17.50 menu: Kimcheese Burger + Gangnam Fries + any OL 330ml beer (with message that this is brewed by Camden Town Brewery)	London Only	Feast on London	Messaged only in bookatable channels, including ATL, database and social	April 1st – April 30th											

BOH

FOH

MANAGERS



#### FOURPURE - PILS

**STYLE:** Munich-inspired pilsner (Lager)

**ABV:** 4.7%

**FORMAT:** 330ml Can

**DESCRIPTION:** Dry, crisp, refreshing.

**BREWERY LOCATION:** Bermondsey, London

**PRICE:** £4.50

##### 1. WHO ARE FOURPURE?

The largest of all the brewers on the Bermondsey beer mile, these guys focus on the 4 ingredients of beer: grain, hops, yeast and water. Hence where they got their name! There are two types of Pilsner – Czech-inspired and German-inspired. This is the latter.

##### 2. WHAT'S IT REPLACING?

Nothing! This is a new, additional pilsner to our already-awesome lager line up.



#### MOOR - REVIVAL

**STYLE:** Highly sessionable Pale Ale

**ABV:** 3.8%

**FORMAT:** 330ml Can

**DESCRIPTION:** Unfiltered, bright, citrusy.

**BREWERY LOCATION:** Bristol, West

**Country**

**PRICE:** £4.50

##### 1. WHO ARE MOOR?

Moor were founded in 1996 on a former dairy farm in Somerset, brewing real ales. By 2007, their reputation had waned and the brewery was relaunched by Justin Hawke with a new look and awesome new beers to match. The small team today work tirelessly to create award-winning beers, recognised as some of the highest-rated beers in the world.

##### 2. WHAT'S IT REPLACING?

The also-sessionable and much-loved BrewDog Dead Pony Club. But we think this will sell just as well and we have some other awesome BrewDog beers joining our menu...



#### VOCATION – PRIDE & JOY

**STYLE:** American Pale Ale (APA)

**ABV:** 5.3%

**FORMAT:** 330ml Can

**DESCRIPTION:** Goes with everything. Hops, mango, citrus.

**BREWERY LOCATION:** Hedben Bridge, Yorkshire

**PRICE:** £4.75

##### 1. WHO ARE VOCATION?

John Hickling, the founder of Vocation Brewery, previously founded Blue Monkey Brewery in Nottingham. He has moved north, up to Hedben Bridge, to bring his expertise to Yorkshire. Despite only being 1 year old (Vocation first started out in May 2015), they are rated by beer-lovers as one of the top 10 breweries in the UK.

##### 2. WHAT'S IT REPLACING?

Beavertown Gamma Ray – but don't fear! More to follow on Beavertown....





### BREWDOG – PUNK IPA

**STYLE:** IPA

**ABV:** 5.6%

**FORMAT:** 330ml Can

**DESCRIPTION:** A craft classic. Pale, tropical, hoppy.

**BREWERY LOCATION:** Ellon, Aberdeenshire

**PRICE:** £4.50

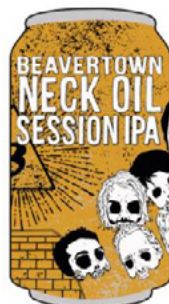
#### 1. WHO ARE BREWDOG?

Founded in 2007 by Martin & James. Tired of industrially brewed lagers and stuffy ales dominating the UK beer scene they originally brewed small batches, filling bottles by hand. Over the last 10 yrs, the company has grown from just 2 employees and a dog to 540 employees...and a dog.

In 2015 they launched the largest equity crowdfunding scheme ever which has brought their shareholder population to 32,000 whilst still remaining true to their craft brewing ethos.

#### 2. WHAT'S IT REPLACING?

Vocation Heart & Soul.



### BEAVERTOWN – NECK OIL

**STYLE:** IPA

**ABV:** 4.3%

**FORMAT:** 330ml Can

**DESCRIPTION:** The session IPA. Juicy, fresh, light.

**BREWERY LOCATION:** Tottenham, London

**PRICE:** £4.75

#### 1. WHO ARE BEAVERTOWN?

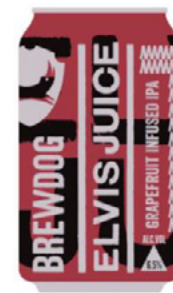
Despite being just 5 years old, Beavertown are highly respected in the UK craft scene and are staples on any decent craft menu. Originally setting up shop in the basement of Duke's Brew & Que in Dalston, Beavertown moved to Tottenham to expand their brewing capacity.

Beavertown were named after the old Cockney nickname for De Beauvoir Town in east London, home of their first brewing premises.

#### 2. WHAT'S IT REPLACING?

In London: Partizan IPA

Out of London: Thornbridge Jaipur.



### BREWDOG – ELVIS JUICE

**STYLE:** Grapefruit IPA

**ABV:** 6.5%

**FORMAT:** 330ml Can

**DESCRIPTION:** A modern legend. Grapefruit-infused IPA.

**BREWERY LOCATION:** Ellon, Aberdeenshire

**PRICE:** £4.95 (in London) / £4.75 (out of London)

#### 1. WHAT'S THE STORY?

To launch Elvis juice last year, customers could exchange a grapefruit in any BrewDog bar for a half pint, with the grapefruits then being sent off to be turned into Elvis Juice. Screw you, Apple Pay – Grapefruit pay's here!

#### 2. WHAT'S IT REPLACING?

In London: Howling Hops Ruby Red  
Out of London: BrewDog 5am Saint



### BEAVERTOWN – 8 BALL

**STYLE: RYE IPA**

**ABV: 6.2%**

**FORMAT: 330ml Can**

**DESCRIPTION: Made for meat. Full, malty, rye.**

**BREWERY LOCATION: Tottenham, London**

**PRICE: £4.95 (in London) / £4.75 (out of London)**

#### 1. WHAT'S THE STORY?

Despite being just 5 years old, Beavertown are highly respected in the UK craft scene and are staples on any decent craft menu. Originally setting up shop in the basement of Duke's Brew & Que in Dalston, Beavertown moved to Tottenham to expand their brewing capacity.

Beavertown were named after the old Cockney nickname for De Beauvoir Town in east London, home of their first brewing premises.

#### 2. WHAT'S IT REPLACING?

Nothing! All new!

### DRAFT 3<sup>RD</sup> TAP

#### 1. WHAT IS THE 3<sup>RD</sup> TAP?

We now have draft in 37 of our 70 restaurants and 36 of these have a 3<sup>rd</sup> tap which has been there looking a bit sad for over a year. We're finally doing something with it!

#### 2. WHAT ARE WE DOING?

We will continue to sell Byron Pale Ale and Camden Hells Lager on taps 1 and 2. However, on the 3<sup>rd</sup> tap, we are working with a company called The BottleShop to bring seasonal brews from some of the best UK small craft breweries.

Where possible, we will use the 3<sup>rd</sup> tap to bring locally-relevant breweries to your restaurant. This is a great talking point against for F&OH teams with customers.

By only selling these in brews in a handful of restaurants, we are able to work with some tiny breweries that we otherwise couldn't stock as we are too big for their volumes. We are looking at the absolute cream of UK brewing right now: Magic Rock, Marble, Five Points and Redchurch, to name a few.

#### 3. SO, HOW WILL IT WORK

We'll be sending all draft restaurants an email which includes all you'll need to know about how to order stock, how to ring through the tills and the beers your restaurant will be selling to begin with.

#### 4. HOW DO I KNOW WHICH 'AREA' MY RESTAURANT IS?

We have worked with your Ops Managers to identify the existing draft restaurants that sell enough draft product to warrant us listing a 3<sup>rd</sup> line. This does mean that 7 tap restaurants will not be getting the 3<sup>rd</sup> tap as they don't sell enough draft beer.

On the following page you will see the draft regions.

#### 5. WHAT IF I HAVE MORE THAN 3 TAPS?

Yep, we hear ya Hoxton, Beak, Glasgow, Birmingham and Newcastle! Katie from Marketing will be in touch with you directly to let you know about some exciting changes coming up for all of your taps.

**DESSERTS / MILKSHAKES/FRUITS**

Brownie	4
Chocolate Sauce	6
Oreo Cheesecake	4
Salted Caramel Sauce	7
Sliced Fruits	2

**ONCE OPEN**

Apple Juice	3
Cranberry Juice	4
Cocktail Cherries	14
Orange Juice	3
Fresh Lemonade	2
Pickle Juice	28
Lime Cordial	28

**DESSERTS / MILKSHAKES/FRUITS**

Brownie	4
Chocolate Sauce	6
Oreo Cheesecake	4
Salted Caramel Sauce	7
Sliced Fruits	2

**ONCE OPEN**

Apple Juice	3
Cranberry Juice	4
Cocktail Cherries	14
Orange Juice	3
Fresh Lemonade	2
Pickle Juice	28
Lime Cordial	28



## COMPETITION!

We'll be having two competitions running over the Korean Campaign and doing away with the usual two groups.

The competitions will be the same, but one for the first five weeks and one for the last five weeks.

The competition will be a scorecard of the best performing overall, of the following:

- Korean Feast - Highest Possible Participation
- Beer - Best % Growth

The competition prizes will be:

- First Five Weeks - Team Tour of Beavertown Brewery
- Last Five Weeks - Team Tour of Camden Town Brewery
- Overall - Team Tour of BrewDog Brewery





	Are these items suitable for?						Does it contain?												
	Vegetarians	Vegans	Milk	Fish	Crustaceans	Molluscs	Gluten containing Cereals			Egg	Nuts	Peanuts	Soya	Celery	Mustard	Garlic	Sesame Seeds	Sulphur Dioxide	Lupin
<b>Drinks</b>																			
Virgin mary	-	-	No	Yes	No	No	No			No	No	No	No	Yes	No	No	No	Yes	No
Bloody mary	-	-	No	Yes	No	No	No			No	No	No	No	Yes	No	No	No	Yes	No
Kernel Table Beer	Vegetarian	Vegan	No	No	No	No	Yes, Oats and Barley			No	N	No	No	No	No	No	No	No	No
Camden Hells	Vegetarian	Vegan	No	No	No	No	Yes, Cereal and Barley			No	No	No	No	No	No	No	No	No	No
Byron Pale ale	Vegetarian	Vegan	No	No	No	No	Yes, Cereal, Wheat and Barley			No	No	No	No	No	No	No	No	No	No
Camden Pils	Vegetarian	Vegan	No	No	No	No	Yes, Cereal and Barley			No	No	No	No	No	No	No	No	No	No
<b>While You Wait</b>																			
Proper Olives	Vegetarian	Vegan	No	No	No	No	No			No	No	No	No	No	No	No	No	No	No
Tortillas	Vegetarian	Vegan	No	No	No	No	Yes, from fryer oil			No	No	No	No	No	No	No	No	Yes	No
Nachos	Vegetarian	-	Yes	No	No	No	Yes, from fryer oil			No	No	No	No	No	No	No	No	Yes	No
Sweet Potato Fries	Vegetarian	Vegan	No	No	No	No	Yes, Wheat & Barley, &from fryer oil			No	No	No	No	No	No	No	No	No	No
Seoul Wings	-	-	Yes	No	No	No	Yes, Wheat & from fryer oil			No	No	No	Yes	No	No	Yes	Yes	Yes	No
Chicken Wings	-	-	Yes	No	No	No	Yes, from fryer oil			No	No	No	No	No	No	Yes	No	Yes	No
<b>Proper Hamburgers</b>																			
Byron	-	-	Yes	No	No	No	Yes, Wheat			Yes	No	No	No	Yes	Yes	No	No	No	No
Classic	-	-	No	No	No	No	Yes, Wheat			Yes	No	No	No	No	Yes	No	No	No	No
Cheese (with American Cheese)	-	-	Yes	No	No	No	Yes, Wheat			Yes	No	No	No	No	Yes	No	No	No	No
Cheese (with Blue Cheese)	-	-	Yes	No	No	No	Yes, Wheat			Yes	No	No	No	No	Yes	No	No	No	No
Cheese (with Cheddar)	-	-	Yes	No	No	No	Yes, Wheat			Yes	No	No	No	No	Yes	No	No	No	No
Cheese (with Emmenthal)	-	-	Yes	No	No	No	Yes, Wheat			Yes	No	No	No	No	Yes	No	No	No	No
Cheese (with Monterey Jack)	-	-	Yes	No	No	No	Yes, Wheat			Yes	No	No	No	No	Yes	No	No	No	No
Cheese (with Freddar Cheese)	-	-	Yes	No	No	No	Yes, Wheat			Yes	No	No	No	No	Yes	No	No	No	No
Chilli	-	-	Yes	No	No	No	Yes, Wheat			Yes	No	No	No	Yes	Yes	No	No	No	No
Chicken	-	-	Yes	No	No	No	Yes, Wheat			Yes	No	No	No	Yes	Yes	No	No	No	No
Double bacon cheese	-	-	Yes	No	No	No	Yes, Wheat			Yes	No	No	No	No	Yes	Yes	No	Yes	No
Veggie	Vegetarian	-	Yes	No	No	No	Yes, Wheat & from fryer oil			Yes	No	No	No	No	Yes	Yes	No	Yes	No
Veggie Bean Patty	Vegetarian	-	No	No	No	No	Yes, Wheat			Yes	No	No	No	Yes	Yes	Yes	Yes	Yes	No
Smokey	-	-	Yes	Yes	Yes	No	Yes, Wheat & Barley			Yes	No	No	Yes	Yes	Yes	Yes	No	Yes	No
B Rex	-	-	Yes	Yes	Yes	No	Yes, Wheat & Barley			Yes	No	No	Yes	Yes	Yes	Yes	No	Yes	No
Clucky Balboa	-	-	Yes	No	No	No	Yes, Wheat & from fryer oil			Yes	No	No	No	Yes	Yes	No	Yes	No	
Kimcheese	-	-	Yes	No	No	No	Yes, Wheat			Yes	No	Yes	Yes	No	Yes	Yes	Yes	Yes	No
Skinny Kimcheese	-	-	Yes	No	No	No	Yes, Wheat			Yes	No	Yes	Yes	No	Yes	Yes	Yes	Yes	No
Skinny Clucky Balboa	-	-	Yes	No	No	No	Yes, Wheat & from fryer oil			Yes	No	No	No	Yes	Yes	No	Yes	No	
Skinny B Rex	-	-	Yes	Yes	Yes	No	Yes, Wheat & Barley			Yes	No	No	Yes	Yes	Yes	Yes	No	Yes	No
Skinny Classic	-	-	No	No	No	No	No			No	No	No	No	No	Yes	No	No	No	No
Skinny Byron	-	-	Yes	No	No	No	No			Yes	No	No	No	Yes	Yes	No	No	No	No
Skinny Chicken	-	-	Yes	No	No	No	No			Yes	No	No	No	Yes	Yes	No	No	No	No
Skinny Chilli	-	-	Yes	No	No	No	No			Yes	No	No	No	Yes	Yes	No	No	No	No
Skinny Double bacon cheese	-	-	Yes	No	No	No	No			Yes	No	No	No	No	Yes	No	No	Yes	No
Skinny Veggie	Vegetarian	-	Yes	No	No	No	Yes, from fryer oil			Yes	No	No	No	No	Yes	Yes	No	Yes	No
Skinny Veggie Bean Patty	Vegetarian	-	No	No	No	No	Yes, Wheat			Yes	No	No	No	Yes	Yes	Yes	Yes	Yes	No
Skinny Smokey	-	-	Yes	Yes	Yes	No	Yes, Wheat & Barley			Yes	No	No	Yes	Yes	Yes	Yes	No	Yes	No
Skinny Salad	Vegetarian	Vegan	No	No	No	No	No			No	No	No	No	No	Yes	No	No	No	No
Proper Chicken nuggets	-	-	Yes	Yes	Yes	No	Yes, Wheat & Barley			No	No	No	Yes	Yes	Yes	Yes	No	Yes	No

If you have any specific dietary requirements or allergies, please let your server know. While we'll do our very best to accommodate you, unfortunately we cannot guarantee that our kitchens or our suppliers are 100% allergen-free.

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MANAGERS



	Are these items suitable for?		Does it contain?														
	Vegetarians	Vegans	Milk	Fish	Crustaceans	Molluscs	Gluten containing Cereals	Egg	Nuts	Peanuts	Soya	Celery	Mustard	Garlic	Sesame Seeds	Sulphur Dioxide	Lupin
<b>Main Salads</b>																	
Chicken Caesar Salad	-	-	Yes	Yes	No	No	Yes, Wheat	Yes	No	No	No	No	No	Yes	No	Yes	No
Kale, Caesar!	-	-	Yes	Yes	No	No	Yes, Wheat	Yes	No	No	No	No	Yes	No	Yes	No	
Ranch avocado and beetroot salad	Vegetarian	-	Yes	No	No	No	No	Yes	No	No	Yes	No	No	No	No	Yes	No
Cobb Salad	-	-	Yes	No	No	No	No	Yes	No	No	No	No	Yes	No	No	No	No
<b>Sides</b>																	
House Salad	Vegetarian	Vegan	No	No	No	No	No	No	No	No	No	No	Yes	No	No	No	No
Iceberg Wedge	-	-	Yes	No	No	No	Yes, Wheat	Yes	No	No	Yes	No	No	No	No	Yes	No
Classic Caesar	-	-	Yes	Yes	No	No	Yes, Wheat	Yes	No	No	Yes	No	No	Yes	No	Yes	No
Gherkins	Vegetarian	Vegan	No	No	No	No	No	No	No	No	No	No	Yes	No	No	No	No
<b>Fries &amp; Sides</b>																	
French Fries	Vegetarian	Vegan	No	No	No	No	Yes, from fryer oil	No	No	No	No	No	No	No	No	No	No
Bacon Cheese Fries	-	-	Yes	No	No	No	Yes, from fryer oil	Yes	No	No	No	No	No	No	No	No	No
Gangnam Fries	-	-	Yes	No	No	No	Yes, from fryer oil	Yes	No	No	Yes	No	No	No	No	Yes	No
Home Made Skin-On Chips	Vegetarian	Vegan	No	No	No	No	Yes, from fryer oil	No	No	No	No	No	No	No	No	No	No
Onion Rings	Vegetarian	Vegan	No	No	No	No	Yes, Wheat & Barley, & from fryer oil	No	No	No	No	No	No	Yes	No	No	No
Courgette Fries	Vegetarian	-	Yes	No	No	No	Yes, Wheat	No	No	No	No	No	No	Yes	No	Yes	No
Coleslaw	Vegetarian	-	No	No	No	No	No	Yes	No	No	No	No	No	No	No	Yes	No
Macaroni Cheese	Vegetarian	-	Yes	No	No	No	Yes, Wheat	Yes	No	No	No	No	No	No	No	No	No

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	Vegetarians	Vegans	Milk	Fish	Crustaceans	Molluscs	Gluten containing Cereals		Egg	Nuts	Peanuts	Soya	Celery	Mustard	Garlic	Sesame Seeds	Sulphur Dioxide	Lupin
<b>Toppings, Sauces &amp; Dips</b>																		
Dry Cured Bacon	-	-	No	No	No	No	No		No	No	No	No	No	No	No	No	No	No
Smoked Pancetta	-	-	No	No	No	No	No		No	No	No	No	No	No	Yes	No	No	No
Sliced Avocado	Vegetarian	Vegan	No	No	No	No	No		No	No	No	No	No	No	No	No	No	No
Roasted Red Peppers	Vegetarian	Vegan	No	No	No	No	Yes, from fryer oil		No	No	No	No	No	No	No	No	No	No
Roasted Green Peppers	Vegetarian	Vegan	No	No	No	No	Yes, from fryer oil		No	No	No	No	No	No	No	No	No	No
Portobello Mushrooms	Vegetarian	Vegan	No	No	No	No	No		No	No	No	No	No	No	No	No	No	No
Mature Cheddar	Vegetarian	-	Yes	No	No	No	No		No	No	No	No	No	No	No	No	No	No
American	Vegetarian	-	Yes	No	No	No	No		No	No	No	No	No	No	No	No	No	No
Monterey Jack	Vegetarian	-	Yes	No	No	No	No		No	No	No	No	No	No	No	No	No	No
Blue Cheese	-	-	Yes	No	No	No	No		No	No	No	No	No	No	No	No	No	No
Emmenthal	Vegetarian	-	Yes	No	No	No	No		No	No	No	No	No	No	No	No	No	No
Goats Cheese	Vegetarian	-	Yes	No	No	No	No		No	No	No	No	No	No	No	No	No	No
Freddar Cheese	-	-	Yes	No	No	No	No		Yes	No	No	No	No	No	No	No	No	No
Bacon Cheese	-	-	Yes	No	No	No	No		Yes	No	No	No	No	No	No	No	No	No
Mac it up	-	-	Yes	No	No	No	Yes, Wheat		Yes	No	No	No	No	No	Yes	No	Yes	No
Jalapenos	Vegetarian	Vegan	No	No	No	No	No		No	No	No	No	No	No	No	No	Yes	No
Kimchi	Vegetarian	Vegan	No	No	No	No	No		No	No	No	No	No	No	Yes	No	Yes	No
Sam Jang	Vegetarian	-	No	No	No	No	Yes, Wheat		Yes	No	Yes	Yes	No	No	No	No	No	No
Gochuchang Glaze	Vegetarian	Vegan	No	No	No	No	Yes, Wheat		No	No	No	Yes	No	No	Yes	Yes	Yes	No
Pickled Red Onions	Vegetarian	Vegan	No	No	No	No	No		No	No	No	No	No	No	No	No	Yes	No
Spicy BBQ Sauce	-	-	No	Yes	Yes	No	Yes, Wheat & Barley		No	No	No	Yes	Yes	Yes	Yes	No	Yes	No
Aioli	Vegetarian	-	No	No	No	No	No		Yes	No	No	No	No	Yes	Yes	Yes	No	Yes
Byron Sauce	Vegetarian	-	No	No	No	No	No		Yes	No	No	No	Yes	Yes	No	No	No	No
Blue Cheese Sauce	-	-	Yes	No	No	No	No		Yes	No	No	No	No	No	No	No	Yes	No
Chipotle Mayonnaise	Vegetarian	-	No	No	No	No	No		Yes	No	No	No	Yes	No	No	No	No	No
Chive Ranch dressing	Vegetarian	-	Yes	No	No	No	No		Yes	No	No	No	No	No	No	No	Yes	No
Mayonnaise	Vegetarian	-	No	No	No	No	No		Yes	No	No	No	No	No	No	No	No	No
Sriracha Mayonnaise	Vegetarian	-	No	No	No	No	No		Yes	No	No	No	No	No	Yes	No	No	No
Caesar Dressing	-	-	Yes	Yes	No	No	No		Yes	No	No	No	No	No	Yes	No	Yes	No
Feta Cheese	Vegetarian	-	Yes	No	No	No	No		No	No	No	No	No	No	No	No	No	No
Veggie Bean Patty	Vegetarian	Vegan	No	No	No	No	Yes, Wheat		No	No	No	No	No	No	No	Yes	No	No
Dried Fried Onion	Vegetarian	Vegan	No	No	No	No	Yes, Wheat		No	No	No	No	No	No	No	No	No	No
House Dressing	Vegetarian	Vegan	No	No	No	No	No		No	No	No	No	No	Yes	No	No	No	No
Cheese sauce	Vegetarian	-	Yes	No	No	No	No		Yes	No	No	No	No	No	No	No	No	No
Smoked chilli BBQ sauce	-	-	No	Yes	Yes	No	Yes, Wheat & Barley		Yes	No	No	Yes	Yes	Yes	Yes	No	Yes	No
Salsa	Vegetarian	Vegan	No	No	No	No	No		No	No	No	No	No	No	No	No	Yes	No
Guacamole	Vegetarian	Vegan	No	No	No	No	No		No	No	No	No	No	No	No	No	Yes	No
Avocado Pulp	Vegetarian	Vegan	No	No	No	No	No		No	No	No	No	No	No	No	No	No	No
Hot Sauce Glaze (Buffalo sauce)	Vegetarian	-	Yes	No	No	No	No		No	No	No	No	No	No	Yes	No	Yes	No
Byron Hot Sauce	Vegetarian	Vegan	No	No	No	No	No		No	No	No	No	No	No	Yes	No	No	No

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	Are these items suitable for?		Does it contain?																
	Vegetarians	Vegans	Milk	Fish	Crustaceans	Molluscs	Gluten containing Cereals		Egg	Nuts	Peanuts	Soya	Celery	Mustard	Garlic	Sesame Seeds	Sulphur Dioxide	Lupin	
<b>Desserts</b>																			
Brownie	Vegetarian	-	Yes	No	No	No	Yes, Wheat		Yes	No	No	Yes	No	No	No	No	No	No	No
White Chocolate Cheesecake	Vegetarian	-	Yes	No	No	No	Yes, Wheat		No	No	No	Yes	No	No	No	No	Yes	No	No
Oreo Cheesecake	Vegetarian	-	Yes	No	No	No	Yes, wheat		No	No	No	Yes	No	No	No	No	Yes	No	No
Vanilla Ice-cream (per scoop)	Vegetarian	-	Yes	No	No	No	No		No	No	No	No	No	No	No	No	No	No	No
Vanilla Ice-Cream (with choc sauce)	Vegetarian	-	Yes	No	No	No	No		No	No	No	Yes	No	No	No	No	No	No	No
Chocolate Ice-cream (per scoop)	Vegetarian	-	Yes	No	No	No	No		No	No	No	No	No	No	No	No	No	No	No
Chocolate Ice-Cream (with choc sauce)	Vegetarian	-	Yes	No	No	No	No		No	No	No	Yes	No	No	No	No	No	No	No
Strawberry Ice-cream (per scoop)	Vegetarian	-	Yes	No	No	No	No		No	No	No	No	No	No	No	No	No	No	No
Strawberry Ice-Cream (with choc sauce)	Vegetarian	-	Yes	No	No	No	No		No	No	No	Yes	No	No	No	No	No	No	No
Chocolate Sauce	Vegetarian	-	Yes	No	No	No	No		No	No	No	Yes	No	No	No	No	No	No	No
<b>Kids</b>																			
Kids Mini Classic (with chips)	-	-	No	No	No	No	Yes, Wheat & from fryer oil		Yes	No	No	Yes	No	No	No	No	No	No	No
Kids Mini Classic (with coleslaw)			No	No	No	No	Yes, Wheat		Yes	No	No	Yes	No	No	No	No	Yes	No	No
Kids Mini Clasic (with courgette fries)			Yes	No	No	No	Yes, Wheat & from fryer oil		Yes	No	No	Yes	No	No	Yes	No	Yes	No	No
Chicken Fillet (with chips)	-	-	Yes	No	No	No	Yes, Wheat & from fryer oil		Yes	No	No	Yes	No	No	No	No	No	No	No
Chicken Fillet (with coleslaw)			Yes	No	No	No	Yes, Wheat		Yes	No	No	Yes	No	No	No	No	Yes	No	No
Chicken Fillet (with courgette fries)			Yes	No	No	No	Yes, Wheat & from fryer oil		Yes	No	No	Yes	No	No	Yes	No	Yes	No	No
Kids chicken nuggets	-	-	Yes	No	No	No	Yes, Wheat & from fryer oil		No	No	No	No	No	No	No	No	No	No	No
Macaroni Cheese (with fries)	Vegetarian	-	Yes	No	No	No	Yes, Wheat & from fryer oil		Yes	No	No	No	No	No	No	No	No	No	No
Macaroni Cheese (with coleslaw)	Vegetarian	-	Yes	No	No	No	Yes, Wheat		Yes	No	No	No	No	No	No	No	Yes	No	No
Macaoni Cheese (with courgette fries)	Vegetarian	-	Yes	No	No	No	Yes, Wheat & from fryer oil		Yes	No	No	No	No	No	Yes	No	Yes	No	No
Veggie Burger with (with fries)	Vegetarian	-	No	No	No	No	Yes, Wheat & from fryer oil		Yes	No	No	Yes	No	No	No	No	Yes	No	No
Veggie Burger with (with coleslaw)	Vegetarian	-	No	No	No	No	Yes, Wheat & from fryer oil		Yes	No	No	Yes	No	No	No	No	Yes	No	No
Veggie Burger (with courgette fries)	Vegetarian	-	Yes	No	No	No	Yes, Wheat		Yes	No	No	Yes	No	No	Yes	No	Yes	No	No
Vanilla Ice-Cream with Choc Sauce	Vegetarian	-	Yes	No	No	No	No		No	No	No	Yes	No	No	No	No	No	No	No
Brownie with Cream	Vegetarian	-	Yes	No	No	No	Yes, Wheat		Yes	No	No	Yes	No	No	No	No	No	No	No
<b>Milkshakes</b>																			
Vanilla	Vegetarian	-	Yes	No	No	No	No		No	No	Yes - cross contamination	No	No	No	No	No	No	No	No
Strawberry	Vegetarian	-	Yes	No	No	No	No		No	No	Yes - cross contamination	No	No	No	No	No	No	No	No
Chocolate	Vegetarian	-	Yes	No	No	No	No		No	No	Yes - cross contamination	No	No	No	No	No	No	No	No
Banana	Vegetarian	-	Yes	No	No	No	No		No	No	Yes - cross contamination	No	No	No	No	No	No	No	No
Reece's Peanut Buttercup	Vegetarian	-	Yes	No	No	No	No		No	No	Yes	Yes	No	No	No	No	No	No	No
Reece's Freakshake	Vegetarian	-	Yes	No	No	No	Yes, Wheat		Yes	No	Yes	Yes	No	No	No	No	No	No	No
Oreo	Vegetarian	-	Yes	No	No	No	Yes, Wheat		No	No	Yes - cross contamination	Yes	No	No	No	No	No	No	No
Oreo Freakshake	Vegetarian	-	Yes	No	No	No	Yes, Wheat		Yes	No	Yes - cross contamination	Yes	No	No	No	No	No	No	No
Espresso and Brownie	Vegetarian	-	Yes	No	No	No	Yes, wheat		Yes	No	Yes - cross contamination	Yes	No	No	No	No	No	No	No
Salted Caramel	Vegetarian	-	Yes	No	No	No	No		No	No	Yes - cross contamination	No	No	No	No	No	No	No	No
Extra Malt	Vegetarian	-	Yes	No	No	No	Yes, Wheat & Barley		No	No	Yes - cross contamination	Yes	No	No	No	No	No	No	No

If you have any specific dietary requirements or allergies, please let your server know. While we'll do our very best to accommodate you, unfortunately we cannot guarantee that our kitchens or our suppliers are 100% allergen-free.

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MANAGERS





### RAW MEAT

Bacon (open pack)	3
Bacon for Smoky (open pack)	2
Beef Burger	2
Chicken Fillet	4*
Chicken Wings - Raw	4
Kids Beef Burger	2

### CHEESE/BREAD

American Cheese	4
Blue Cheese	4
Burger Buns	2
Cheddar	2
Cream Cheese / Soft Cheese	4
Croutons	2
Emmenthal	3
Goat's Cheese	4
Grana Padano	4
Cepparo Vegeterian Hard Cheese	4
Grated Cheddar	2
Macaroni	2
Mini Buns	2
Monterey Jack	3

### ONCE DEFROSTED & OPENED

Avocado Pulp	24 <sup>HRS</sup>
Freddar Cheese	2
Soya Beans	24 <sup>HRS</sup>
Tortillas	24 <sup>HRS</sup>

### VEGETABLES

Avocado	1
Beef Tomato	2
Celery	2
Cherry Tomato	2
Cooked Beetroot	2
Chopped Chives	2
Chopped Jalapenos	Daily
Cos Lettuce	2
Courgettes	2
Cucumber	2
Escarelle Lettuce	2
Gherkins (sliced)	2
Iceberg	2
Kale	2
Kids Salad	2
Mix Leaves	2
Olives	6
Parsley/Mint/Basil	2
Portobello Mushroom	2
Red Onions	2
Roasted Peppers	2
Shredded Iceberg Lettuce	Daily
Spinach	2
Spring Onions	2

24<sup>HRS</sup> : Time required on date sticker.

\* Chicken is 4 days from the produced date - always check the packaging.

For other open dry goods, please see supplier pack for details.

### SAUCES/BATCHES

Aioli	7
Bacon Pieces	2
BBQ Sauce	7
Beer Batter	24 <sup>HRS</sup>
Beetroot Salad Base	2
Blanched Onions	2
Blue Cheese Dressing	3
Boiled Eggs	2
Buttermilk Mix	2
Bulgogi	7
Byron Sauce	7
Caesar Dressing	7
Cheese Sauce	4
Chicken Wings - Cooked	2
Chipotle Mayo	7
Chive Ranch Dressing	4
Coleslaw	2
Cooked Bacon (both types)	2
Dried Fried Onions	7
Freddar Cheese Sauce	4
Gochuchang Glaze	7
Guacamole	2
Hot Sauce Glaze, for Wings	7
Kimchi Cucumbers	2
Ketchup	7
Mayonnaise	7
Pickled Red Onions	7
Quinoa, Cooked	2
Rice Flour, for Wings	14
Salsa	2
Sam Jang Mayonnaise	7
Sauté Green Chillies	24 <sup>HRS</sup>
Seasoned Flour	7
Smoked Chilli BBQ Sauce	7
Sriracha Mayo	7

### DESSERTS / MILKSHAKES/FRUITS

Brownie	4
Chocolate Sauce	6
Oreo Cheesecake	4
Salted Caramel Sauce	7
Sliced Fruits	2

### ONCE OPEN

Anchovies	3
Anchovy Paste	7
Apple Juice	3
BBQ Sauce	28
Buttermilk	4
Chipotles in Adobe S.	28
Cranberry Juice	4
Dijon Mustard	28
Double Cream	3
Egg Yolk	7
Fresh Lemonade	2
Gherkins (Not Cut)	4
Gochuchang Paste	14
House Dressing	7
Jalapenos	6
Ketchup (Pack)	28
Lime Cordial	28
Mayo (Bucket)	28
Olives (Bucket)	14
Orange Juice	3
Passata	4
Peach Halves	3
Pickle Juice	28
SsamJang Paste	14
Sour Cream	4

### DO NOT EXTEND SHELF LIVES

Remember - you cannot use an ingredient on the last day of its shelf life and turn in to a batch with a longer shelf life.

E.g. you cannot use cream cheese on day 4 of its shelf life and make a cheesecake with another 4 days shelf life added.

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MANAGERS

### AIOLI SAUCE

75g Garlic Cloves (boil 12 mins)  
 10g Salt  
 50g Dijon Mustard  
 100g Liquid EggYolk  
 50g Lemon juice  
 75g Cold water  
 700g Pomace oil  
 300g Extra Virgin Olive Oil

### BEER BATTER

900g Plain Flour  
 40g Cajun Spices  
 5 cans Clausthaler Beer  
 1tsp Salt  
 2tsp Black Pepper

### BETROOT SALAD BASE

500g Cooked Quinoa  
 300g Soy Beans  
 100g Toasted Sunflower Seeds  
 10g Extra Virgin Oil

### BLUE CHEESE DRESSING

500g Hellman's mayonnaise  
 250g Buttermilk  
 175g Blue Cheese  
 35g White Wine Vinegar  
 8g Salt  
 3g Black Pepper  
**Blend the above, then add:**  
 90g Chopped Blue Cheese

### BROWNIES

750g Unsalted Butter  
 700g Dark Chocolate (70%)  
 50g Espresso Coffee  
 10 Whole Eggs  
 1kg Caster Sugar  
 350g Plain Flour  
 10g Salt

### BUTTERMILK MARINADE

15 Portions of Chicken Cut for Nuggets  
 400g Buttermilk  
 2tsp Salt

### BYRON SAUCE

2kg Hellman's Mayonnaise  
 1kg Heinz Tomato Ketchup  
 500g Gherkins  
 8g Salt  
 3g Black Pepper

### CAESAR DRESSING

15g Garlic Cloves  
 100g Liquid EggYolk  
 30g Anchovy paste  
 80g Lemon Juice  
 50g Cold water  
 200g Grated Grana Padano  
 1kg Pomace oil  
 1tsp Salt  
 1tsp Black Pepper

### CHEESE SAUCE

1250g Whole Milk  
 300g Double Cream  
 250g Grated Cheddar Cheese  
 150g Cepparo Hard Cheesee  
 50g Cornflour  
 15g Salt (1½tsp)  
 8g Black Pepper (1tsp)

### CHIPOTLE MAYO

430g Faro Chipotle  
 800g Hellman's Mayonnaise  
 200g Heinz Tomato Ketchup

### CHIVE RANCH DRESSING

500g Hellman's Mayonnaise  
 250g Buttermilk  
 1tsp Onion Powder  
 40g Lemon Juice  
 ½tsp Black Pepper  
 1 tsp Salt  
 30g Chive, chopped finely

### CHOCOLATE SAUCE

600g Dark Chocolate  
 800g Double Cream  
 200g Caster Sugar

### COLESLAW

3kg Sliced White Cabbage  
 900g Grated Carrots  
 1200g Hellman's mayonnaise  
 150g White Wine Vinegar  
 25g Salt  
 20g Black Pepper  
 25g Caster Sugar

### COURGETTE: BUTTERMILK

1kg Buttermilk  
 25g Caster Sugar  
 30g Byron Hot Sauce

### COURGETTE: FLOUR

4kg Plain Flour  
 1kg Polenta Flour  
 2tsp Black Pepper  
 4tsp Salt

### CROUTONS

8 Burger Buns  
 150g Pomace Oil  
 1tsp Salt  
 ½tsp Black Pepper

### FREDDAR CHEESE SAUCE

250g Grated Cheddar Cheese  
 150g Cepparo Hard Cheesee  
 1000g Freddar Cheese  
 1250g Whole Milk  
 300g Double cream  
 50g Cornflour  
 15g Salt (1½tsp)  
 8g Black Pepper (1tsp)

### GOCHUCHANG GLAZE

950g Gochuchang Paste  
 300g Soy Sauce  
 210g White Wine Vinegar  
 390g Soft Light Brown Sugar  
 6tbsp Sesame oil (90g)  
 150g Garlic  
 60g Ginger  
 300ml Cold Water

### GUACAMOLE

- 1 Red Pepper
- 3 Green Chillies
- 150g Tomato 'ends'
- 4 Spring Onions
- ½ Bunch Coriander, leaves picked to yield 50g
- 5tbsp Lime Juice (75g)
- 2tsp Salt (16g)
- 2 Avocados, diced
- 1kg Avocado Pulp

### HONEY POACHED BLUEBERRIES

- 1kg Frozen Blueberries
- 250g Honey
- 100g Lemon Juice

### HOT SAUCE GLAZE FOR WINGS

- 1litre Byron Hot Sauce
- 150g Butter
- 150g White Wine Vinegar
- 2tbsp Cornflour

### KIMCHI CUCUMBERS

- 4 Cucumber
- 4 tsp Salt
- 6 Spring Onion
- 20g Garlic
- 4tsp Castor Sugar
- 4tsp White Wine Vinegar
- 4tsp Red Pepper Powder (coarse)

### MIXED LEAVES

- 500g Spinach
- 500g Red Chard Leaves
- 500g Rocket

### MARINATED CHICKEN

- 20 Chicken Breast
- 200g Pomace Oil
- 200g Buttermilk
- 18g Onion Powder
- 10g Black Pepper
- ⅓ Bunch Parsley
- 3tsp Salt

### OREO CHEESECAKE

#### Cheesecake base:

- 22 Oreos
- 100g Butter, melted

#### Cheesecake filling:

- 700g Cream Cheese
- 1tsp Vanilla Essence
- 150g Caster Sugar
- 25g Lime Juice
- 200g Double Cream

- 20 Oreos

#### Cheesecake topping:

- 10 Oreos

### SALSA DIP

- 1300g Tomato 'ends'
- 250g Red Onion
- 4 Red Chillies (deseeded)
- 10tbsp Lime Juice (150g)
- 2tsp Salt (16g)

#### Combine then mix with:

- 200g Passata

#### Then mix everything with:

- ½ Bunch Coriander, leaves picked to yield 50g

### SALTED CARAMEL SAUCE

- 250g Butter
- 300g Soft Light Brown Sugar
- 150g Soft Dark Brown Sugar
- 200g Double Cream
- 50g Vanilla Essence
- 15g Salt (1½tsp)

### SAM JANG MAYO

- 1000g Hellman's mayonnaise
- 140g SsamJang Paste

### SAUTÉED GREEN CHILLIES

- 1kg Sliced Green Dutch Chillies
- 4 tbsp Pomace Oil
- 1 tbsp Salt

### SEASONED FLOUR

- 1200g Plain Flour
- 300g Rice Flour
- 20g Ground White Pepper
- 20g Ground Black Pepper
- 50g Table Salt
- 15g Garlic Powder
- 30g Onion Powder
- 6 Burger Buns (or 9 kids)

### SMOKED CHILLI BBQ SAUCE

- 1kg Spicy BBQ Sauce
- 300g Chipotle Mayonnaise

### SPICY BBQ SAUCE

- 5g Chilli Powder
- 30g Grated Ginger
- 200g Worcestershire Sauce
- 200g Dark Soy Sauce
- 250g White Wine Vinegar
- 1750g Tomato Based BBQ Sauce
- 200g Lemon Juice
- 750g Tinned Peaches
- 250g Brown Sugar
- 300g Ketchup
- 30g Liquid Smoke

### SRIRACHA MAYO

- 1000g Hellman's mayonnaise
- 400g Sriracha

### PICKLED RED ONION

- 300g Red Onion Slices
- 200ml White Wine Vinegar
- 50g Sugar
- 1tsp Salt

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MANAGERS

For the first time, we're introducing a product in to our kitchen that contains nuts (peanuts). Nuts have appeared in products we serve from the bar, but this is the first product with nuts that makes up a prepped item.

We're therefore - of course - implementing a very specific and cautious process to drastically reduce the chance of any cross contamination within our kitchens.

To help, we'll be using a new sticker - 'Allergen, Peanuts' along with a new, smaller, red squeeze bottle and lid. This new squeeze bottle be only be used for the SsamJang mayo.

See the next few pages for the stringent process in storage of Ssamjang paste, and the prep and storage of Ssamjang Mayo.

**Please be aware that we have consulted Food Alert in constructing this process. Any restaurant not following this process will see a significant drop in score on their Food Alert audit.**

All managers and staff need to sign off the form on page three of the process, acknowledging that they fully understand and will follow the SsamJang Mayo process to avoid nut cross contamination.



**Intro**

The importance of eliminating any chance of cross contamination is of the upmost importance. Ensure you follow these stringent guidelines and remember to **do all this BEFORE any other prep.**

**Delivery & Storage**

All SsamJang paste boxes can be stored at ambient temperatures until opened.



As this is a high risk product – it should be stored on the bottom shelf in your dry store. As an extra precaution, you must also place in an ice cream box – you can fit two boxes inside.

Label the box with a 'Contains Nuts' sticker, as in the photos.



**Making SsamJang Mayo**

Ensure you have all equipment ready before preparing the SsamJang Mayo. You will need the extra ice cream tubs to prevent nut cross contamination.



Any equipment used must be placed straight in to a designated ice cream tub.



It's then your responsibility to ensure that after filling the sauce container...



...you dispose quickly of any used boxes at this point.



If the box is only half used, place back in its ice cream box.

ALL equipment is to be taken to the pot-wash area



You must then rinse all equipment. Also ensure there is no debris under the blades



Then you need to put through the dishwasher yourself, and then thoroughly clean out the equipment sink to prevent any cross contamination. Then thoroughly wash your hands.



### Cold Storage

SsamJang Mayo must be date labelled and also have a 'Contains Nuts' sticker, and be placed on the bottom shelf of the fridge.



Any left over Paste must be date labelled and placed in an ice cream container with lid, that then must also be placed in the bottom shelf of the fridge.



SsamJang Mayo in Squeezy (red, only) bottles must be labeled with a date label AND nut sticker. You must use cling-film to seal the bottle.



Prep enough bottles for the whole shift! You must store the squeeze

bottle on the bottom shelf of the fridges.



You must thoroughly wipe down the prep area with D10 and blue roll. When this is done, cover the area with another spray of D10 and leave to dry.



And wash your hands again



### Service

During service, you must keep the squeeze bottle separate from other sauces, and within a labelled ice cream tub. Remember - as with all refrigerated items, the four hour rule.



### Sign Off

All managers and staff need to sign off the form on the right, acknowledging that they fully understand and will follow the SsamJang Mayo process to avoid nut cross contamination.

Name	Date	Sign

We want to ensure that no Kimcheese burgers are given to anyone by accident, when they didn't order them.

To help identify which burgers are The Kimcheese, we have produced a special flag for your burgers.



**Chefs**  
Please ensure you are placing a Kimcheese flag in every Kimcheese you serve on a plate. Skinnies too.

**Managers and Servers**  
You must make sure every Kimcheese you take from the pass has a flag in it. If it doesn't - ask the chef for one.



Kimcheeses cooked medium only require the Kimcheese flag.



Kimcheeses cooked anything other than medium require the Kimcheese flag **and** the cooking temperature flag.

**Chefs, Managers and Servers:**

You must place the purple 'Allergen: Peanuts' sticker on every takeaway box that contains a Kimcheese. This applies to walk in takeaway, online takeaway, Deliveroo and even staff.

No exceptions.

But a sticker on the T/A ramekin if a skinny is ordered.







Allocation Product Details

Supplier	Code	Product	Force Drop Size	Price	Force Drop Amount
Reynolds	3414EA	Cooked Beetroots	1x500g		2
	B101CS	Beavertown Neck Oil	24x330ml	£25.26	2
	B105CS	Beavertown Rye 8 Ball IPA	24x330ml	£28.51	2
Chef Direct	M223866	Fourpure Pils	24x330ml	£26.05	2
	M223377	Moor Revival	24x330ml	£32.03	2
	M223983	Vocation Pride & Joy	12x330ml	£14.25	2
	M191556	Brewdog Punk IPA	24x330ml	£28.06	2
	M220564	BrewdogElvis Juice	24x330ml	£29.90	2
	M224389	Pineapple& Mango Smoothie	24x180ml	£14.79	2
	M224388	Blackcurrent and Rasperry Water	24x200ml	£14.79	2
	M223535	Gingerella	24x330ml	£18.83	2
	M223846	Sempio Hot Pepper Paste	1x1kg	£3.22	2
	M223846	Cio Mixed Bean Paste (Ssam Jan Paste)	1x500g	£1.34	2
	M223852	Ottogi Sessami Oil	1x500ml	£7.05	1
	M223845	Red Pepper Flakes	1x227g	£1.95	1
	M222859	Bulgogi	6x450ml	£15.35	1
	M198892	Sunflower Seeds	4x250G	£8.41	1

Allocation Product Delivery Dates

Reynolds Allocation Dates	
Reynolds	Reynolds will deliver Neck oil, 8 Rye Ball and Cooked beetroots to ALL RESTAURANTS on 14th March

Chef Direct Allocation Dates						
Wednesday 15th March	Gloucester Road (Byron)	Thursday 16th March	Kensington (Byron)	Friday 17th March	Kingston (Byron)	
	Westfield London (Byron)		Islington (Byron)		Strand (Byron)	
	Kings Road (Byron)		Old Brompton Road (Byron)		Waterloo (Byron)	
	Wardour Street (Byron)		Earl's Court Road (Byron)		Store Street (Byron)	
	Canary Wharf (Byron)		Cheapside (Byron)		Leicester Highcross (Byron)	
	Wellington Street (Byron)		Charing Cross Road (Byron)		Bury St Edmunds (Byron)	
	Putney (Byron)		Hoxton Square (Byron)		Harrogate (Byron)	
	Central St Giles (Byron)		Haymarket (Byron)		Gateshead (Byron)	
	Northcote Road (Byron)		Greenwich (Byron)		Edinburgh-Lothian Rd (Byron)	
	Westbourne Grove (Byron)		Rathbone Place (Byron)			
	Fulham Broadway (Byron)		Finchley o2 (Byron)			
	Spitalfields (Byron)		Camden (Byron)		Saturday 18th March	Byron richmond
	Deansgate (Byron)		Bluewater (Byron)			
	Hammersmith (Byron)		Oxford (Byron)			
	Milton Keynes (Byron)		Cowcross Street (Byron)	Notes:		
	Clapham Common (Byron)		Cambridge (Byron)	If you're missing any items on your force drop – please contact the supplier & Ana on your delivery day so they can resolve. Please don't leave it until the day of launch as this is too late.		
	The O2 (Byron)		Beak Street (Byron)	We tend to see panic buying at the start of any new special. Please don't order more than you need.		
	Shoreditch (Byron)		Liverpool One (Byron)	As we only stock so many weeks at the supplier and if you over order it will only cause issues with products going out of stock and other restaurants not having enough stock.		
	Leeds (Byron)		Bristol Triangle (Byron)			
	Chelmsford (Byron)		Holborn (Byron)			
	Chiswick (Byron)		Salisbury (Byron)			
	Exeter (Byron)		Oxford Circus (Byron)			
	Manchester Piccadilly (Byron)		York (Byron)			
	Intu Derby (Byron)		Canterbury (Byron)			
	Edinburgh (Byron)		Camberley (Byron)			
	Norwich (Byron)		West George Street (Byron)			
	Corn Exchange (Byron)		Windsor (Byron)			
	Newcastle (Byron)		Southampton (Byron)			
Intu Bromley (Byron)	Southside (Byron)					
Aberdeen Union Square (Byron)						
New Street (Byron)						
Ipswich (Byron)						

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MANAGERS

HOW TO GRILL Kimcheese



HOW TO PREP Sam Jang Mayonnaise



HOW TO GRILL Skinny Kimcheese



HOW TO SERVE Gangnam Fries

HOW TO MAKE Beetroot Salad Base

HOW TO SERVE Kale Caesar Salad

HOW TO MAKE Chive Ranch Dressing

HOW TO SERVE Oreo Cheesecake

HOW TO MAKE Espresso & Brownie Milkshake

HOW TO SERVE Ranch Avocado & Beetroot salad

HOW TO MAKE Oreo Cheesecake

HOW TO SERVE Seoul Street Wings

HOW TO PREP Gochuchang glaze

HOW TO SERVE Small Kale Caesar Salad

HOW TO PREP Kimchi Cucumbers

HOW TO SERVE Small Ranch, Avocado & Beetroot salad

Remember these **CONTAIN NUTS**

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MANAGERS

### KIMCHEESE

#### INGREDIENTS

- 1 grilled hamburger
- 1 toasted bun
- ¼ gherkin
- 6 slices Kimchi cucumber (enough to cover base of the bun)
- 30g Sam Jang sauce
- 10g Gochuchang glaze
- 20g Bulgogi sauce
- 1 slice Freddar
- 3 slices crispy smoked bacon
- 2oz ramekin crispy onions

#### TOP TIPS

- ▶ Make sure the cheese is properly melted.
- ▶ Make sure kimchi cucumber cover whole base of the bun.
- ▶ Make sure that during service Gochuchang glaze is out of the fridge and at room temp.



1. Place the toasted bun on a large plate lined with greaseproof paper and place the gherkin on the side.



2. Add the 'Kimchi' cucumber.



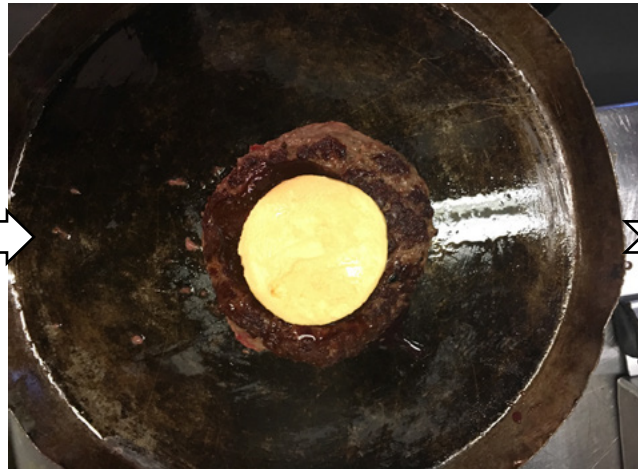
3. Add Sam Jang mayo to the top and bottom half of the bun.



4. Drizzle Gochuchang glaze on the top of the bun.



5. Drizzle Bulgogi sauce on the top of cooked hamburger.



6. Place slice of Freddar cheese on top of hamburger.



7. Finish with streaky bacon and place under the salamander until the cheese has melted.



8. Place the hamburger on the bottom half of the bun.



9. Pour the 2oz ramekin of crispy onions on top of the hamburger. Try not to let too many onions fall out of the burger.



10. Close the burger and move to the centre of the plate. Serve!

## SKINNY KIMCHEESE

### INGREDIENTS

- 1 grilled hamburger
- ¼ gherkin
- 2oz ramekin Kimchi cucumber
- 30g Sam Jang sauce
- 10g Gochuchang glaze
- 20g Bulgogi sauce
- 1 slice Freddar
- 3 slices crispy smoked bacon
- 2oz ramekin crispy onions
- 1 skinny salad

### TOP TIPS

- ▶ Make sure the cheese is properly melted.
- ▶ Make sure that during service Gochuchang glaze is out of the fridge and at room temp.



1. Serve like shown on pictures above.



### BEETROOT SALAD BASE

#### INGREDIENTS

- 500g cooked quinoa
- 300g soy beans
- 100g toasted sunflower seeds
- 10g extra virgin oil

#### TOP TIPS

► Make sure sunflower seeds are nicely toasted. When ready remove from oven immediately.

#### SHELF LIFE

2 days



1. Place sunflower seeds on baking tray.



2. Toast in the oven on 180 C for around 10 min. until golden brown. Then remove from oven immediately.



3. Transfer seeds to a new baking tray to cool down.



4. Place all ingredients in the bowl.



5. Mix all of the ingredients together.



6. The ingredients should be thoroughly mixed.



7. Weigh out the mixture into bags of 200g (or 100g for small portion salads). Divide the remaining salad mix between the bags.



8. Transfer the bags to a plastic container, lined with a blue bag, and label.

**END RESULT**

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MANAGERS

# CHIVE RANCH DRESSING

## INGREDIENTS

- 500g mayonnaise
- 250g buttermilk
- 1 teaspoon onion powder
- 40g lemon juice
- ½ teaspoon black pepper
- 1 teaspoon salt
- 30g chive, chopped finely by hand

## TOP TIPS

- ▶ Make sure the dressing is mixed well.
- ▶ Make sure chive is finely chopped

## SHELF LIFE

4 days



1. Place all ingredients in mixing bowl. Make sure chive is chopped very well.



2. Mix until well combined.



3. Dressing should look like on picture above.



4. Store in a plastic squeeze bottle with label on.

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MANAGERS

# ESPRESSO&BROWNIE MILKSHAKE

## INGREDIENTS

- 4 scoops vanilla milkshake ice cream
- 50ml milk
- 100g salted caramel sauce, two large dessert spoons
- ¼ brownie portion
- Dbt shoot espresso coffee

## TOP TIPS

- ▶ Make sure the milkshake is blended well.
- ▶ Do not add too much milk - the caramel sauce and coffee will make the milkshake thinner as it blends.
- ▶ Stir the caramel sauce before adding to the milkshake.
- ▶ 100g sauce is approximately 2 large dessert spoons.



1. Place the ice cream into a milkshake cup.



2. To the cup with coffee add two large spoons of salted caramel



3. Top it up with milk.



5. Add milk, coffee and salted caramel to ice cream.



6. Add brownie and mix in milkshake machine.



7. Serve!

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# OREO CHEESECAKE

## INGREDIENTS

### CHEESECAKE BASE:

- 22 Oreos
- 100g butter, melted

### CHEESECAKE FILLING:

- 700g cream cheese
- 1 tablespoon Vanilla essence
- 150g caster sugar
- 25g lime juice
- 200g double cream
- 20 Oreos

### CHEESECAKE TOPPING:

- 10 Oreos

## SHELF LIFE

4 days



1. Blitz 22 oreos in the Robot Coupe for the cheesecake base and add in the melted butter.



2. Pour the mixture into a cheesecake tin, lined with greaseproof paper.



3. Use a spoon to press the mixture down and create a compact base.



4. Slice up the Oreos for the cheesecake filling into quarters (they don't need to be perfect sizes).



5. Place the cream cheese, vanilla essence, sugar, lime juice and double cream into a Robot Coupe and start to mix.



6. Push the mixture down half way through to make sure everything gets mixed evenly.

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7. After 3 minutes, the mixture should become silky in texture.



8. Pour in the crushed Oreos and mix for a further 10 seconds.



9. The mixture should look like this.



10. Pour the mixture into the cheesecake tin.



11. Spread the cheesecake mixture around the tin so it is evenly distributed.



12. The cheesecake should look like this.



13. Place the rest of the Oreos in the Robot Coupe and blitz.



14. Pour the Oreos on top of the cheesecake.



15. Use a spoon to spread the Oreos around the top of the cheesecake.



16. The Oreos should cover the top of the cheesecake.



17. Place into a large gastronorm.



18. Cover with clingfilm, label and chill for 10 hours overnight.

END RESULT

### GOCHUCHANG GLAZE

#### INGREDIENTS

- 900g Gochuchang paste
- 300ml soy sauce
- 210g white wine vinegar
- 390g soft light brown sudar
- 90g sesame oil
- 150g garlic
- 60g ginger
- 300g water

#### TOP TIPS

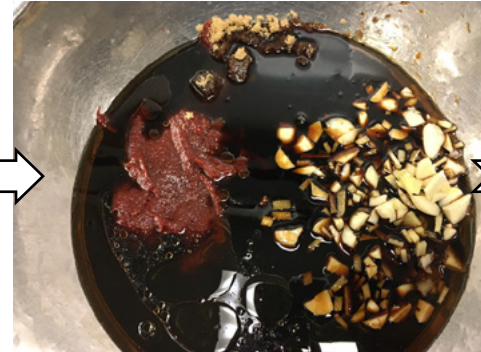
- ▶ Make sure garlic and ginger are blitz properly.
- ▶ Use hand blender

#### SHELF LIFE

7 days



1. Roughly chop peeled ginger and garlic.



2. Place all of the ingredients in mixing bowl.



3. Blitz using hand blender until smooth and without visible ginger and garlic pieces.



4. When finished should look like this.



5. Transfer to the squeeze bottle with label.

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# KIMCHI CUCUMBERS

## INGREDIENTS

- 4 cucumbers
- 4tsp table salt
- 6 spring onions
- 20g garlic
- 4tsp castor sugar
- 4tsp white wine vinegar
- 4tsp red pepper powder (coarse)

## TOP TIPS

- ▶ The cucumbers will release a lot of water so you squeeze them hard to get the water out.
- ▶ **Garlic** must be copped as fine as possible.
- ▶ This recipe will give you around 25 portion.

## SHELF LIFE

2 days



1. Slice the cucumber using the Nemco slicer to a thickness of approximately 4mm.



2. Finely chop spring onion and garlic.



3. Place cucumber, spring onion and garlic in mixing bowl and add 2 teaspoons of salt.



4. Use your hands to ensure all of the ingredients are nicely coated in salt. Leave a side for at least 20 minutes.



5. After a minimum of 20 minutes, squeeze the liquid out of the cucumbers. Keep remaining liquid a side as it will be used later.



6. Squeeze cucumber second time to get all of the liquid out.



**7.** Place white wine vinegar, sugar, red pepper powder and remaining liquid from cucumber to mixing bowl.



**8.** Mix until sugar dissolved.



**9.** Pour mixture over the cucumbers.



**10.** Give the cucumbers a good stir.



**11.** They should look like this.



**12.** Transfer the cucumbers and liquid to a plastic container, lined with a blue bag, and label.

### SAM JANG MAYONNAISE

#### INGREDIENTS

- 1000g mayonnaise
- 140g Sam Jang paste

#### TOP TIPS

- ▶ Make sure sauce is smooth with no lumps.

#### SHELF LIFE

7 days



1. Place mayo and Sam Jang paste in gastro container



2. Blitz using hand blander for at least 1min.



3. sauce should look like on picture above.



5. Transfer to the squeeze bottle with label.

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### GANGNAM FRIES

#### INGREDIENTS

- 1 portion of fries
- 100g Freddar Cheese Sauce (2 large dessert spoons)
- 20g Gochuchang Glaze
- 15g chopped Jalapenos (1 large dessert spoon)

#### TOP TIPS

- ▶ The cheese sauce must be heated properly to make sure it melts.
- ▶ If heating more than one portion of the sauce then it might need longer in the microwave to heat up:

- 2 portions = 45 seconds approx.
- 3 portions = 1 minute approx.
- 4 portions = 1 minute 20 seconds approx.

- ▶ Do not leave on the pass for more than 1 minute!
- ▶ Make sure that during service Gochuchang glaze is out of the fridge and at room temp.



1. Fill fries bowl with the portion of fries and pour the cheese sauce over.



2. Pour Gochuchang glaze over the portion of fries.



3. Add one large dessert spoon of chopped jalapenos on the top of fries.



4. Serve!

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# KALE CAESAR! SALAD

## INGREDIENTS

- 70g Baby Kale (2 courgette bowls)
- 10 Croutons
- 2 Anchovy fillets
- 60g Caesar dressing
- 6 large shavings of Grana Padano

## TOP TIPS

- ▶ Make sure the salad has height and is not too flat on the plate.
- ▶ Make sure the rim of the plate is clean.
- ▶ Do not dress in advance, it must be done to order.



1. Combine Kale, Croutons and Caesar dressing in a mixing bowl.



2. Mix together making sure everything is evenly coated.



3. Place on a plate making sure you can see the croutons and that the salad is not touching the rim of the plate.



4. Place the shaved Grana Padano on top of the dressed lettuce. finish with anchovies



5. Serve!

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## PORTION & SERVE OREO CHEESECAKE

### INGREDIENTS

1 oreo cheesecake

### TOP TIPS

- ▶ When pouring the vinegar over the onions it may not cover them but after a short while it will as the onions absorb the mix.
- ▶ When pouring the vinegar over the onions it may not cover them but after a short while it will as the onions absorb the mix.
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### SHELF LIFE

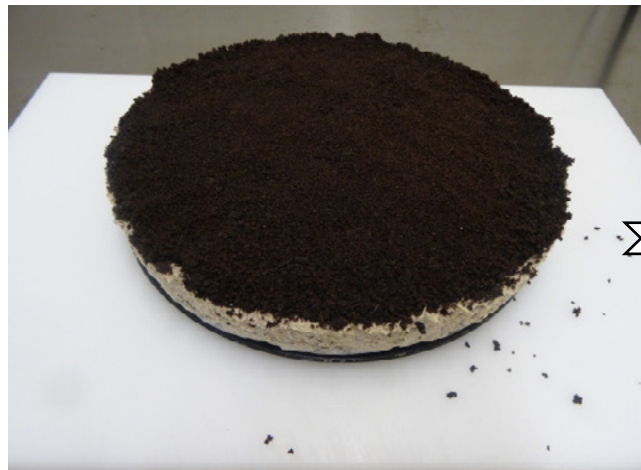
7 days



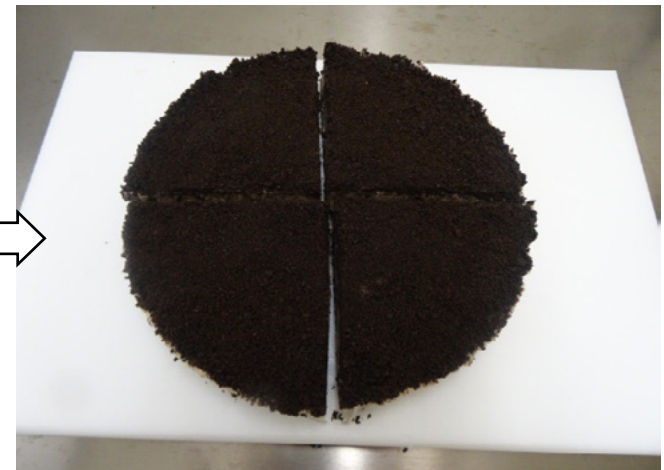
1. Remove the oreo cheesecake from the tin.



2. Carefully pull off the greaseproof paper.



3. Place on a white board.

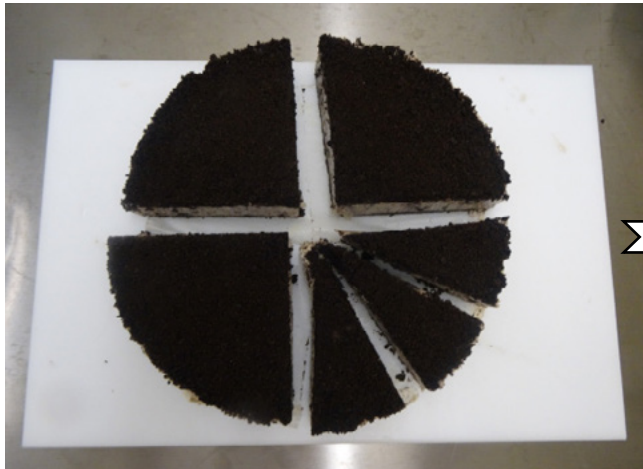


4. Cut the cheesecake into quarters.

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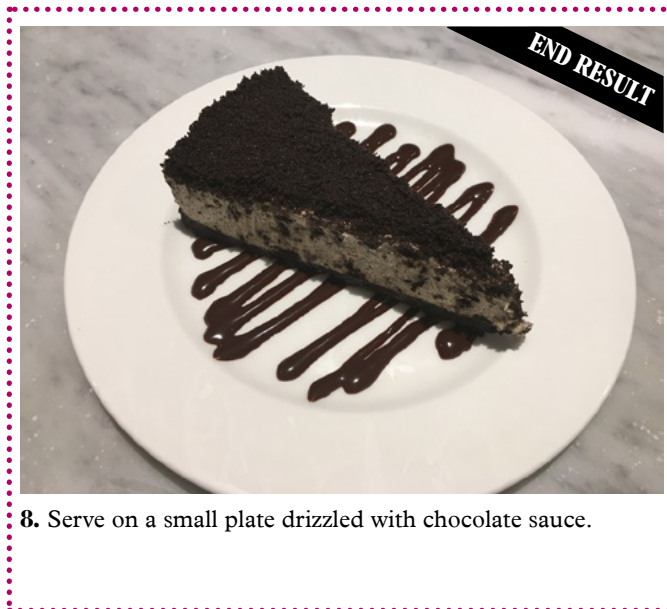
5. Slice each quarter into 3 pieces.



6. Wrap a piece of greaseproof paper around each piece of cheesecake.



7. Store in a plastic container.



8. Serve on a small plate drizzled with chocolate sauce.

# RANCH AVOCADO & BEETROOT SALAD

## INGREDIENTS

- 200g Beetroot Salad Base
- 15g baby kale
- 125g beetroot
- ½ avocado
- 3oz ramekin chive ranch dressing

## TOP TIPS

- ▶ Make sure all ingredients are visible
- ▶ Make sure that rim of the plate is clean
- ▶ Use separate egg slicer for beetroot, this will save you time on cleaning it during service.
- ▶ Make sure avocados are RIPE and not discoloured.



1. Place Kale on the large salad plate. Make sure you cover the base.



2. Slice Beetroot using separate egg slicer.



3. Place Beetroot on the Kale covering middle of plate and leaving Kale leaves visible on outside as shown above.



4. Place Salad Mix on the top of Beetroot. make sure you can still see Beetroot.



5. Place Avocado on the top of salad and add chive ranch dressing in 3oz ramekin on the side.



6. Serve.

END RESULT

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## SEOUL STREET WINGS

### INGREDIENTS

Chicken wings  
Sweet&sour glaze

### TOP TIPS

- ▶ You MUST probe the wings once cooked to make sure they are to the right temperature (70°C).
- ▶ Make sure the chicken wings are completely covered in the sweet&sour glaze.
- ▶ Make sure that a portion of chicken wings has an equal amount of the two types of chicken wings.
- ▶ Use white grease proof paper for both 6 wings and 12 wings portion.



1. Place the portion of chicken wings into the fryer (set at 200°C) and cook for 2 ½ minutes.



2. Once cooked, make sure to probe the wings to make sure they reach 70°C.



3. Pour the hot sauce glaze into a large metal bowl.



4. Transfer the chicken wings into the portion of Gochuchang glaze.



5. Toss the chicken wings in the Gochuchang glaze.



6. The chicken wings should be **completely covered** in the glaze.



7. Transfer the hot wings into the appropriate container.



**END RESULT**

**FOR A PORTION OF 6**, place white greaseproof paper into the coleslaw dish and place it on a napkin, on a small side plate.



**END RESULT**

**FOR A PORTION OF 12**, place white greaseproof paper into the pot for courgette fries and place it on a napkin, on a side plate.

## SERVE SMALL KALE CAESAR! SALAD

### INGREDIENTS

35g baby kale (one courgette bowl)  
5 croutons  
3-4 large shavings of Grana Padano  
2 anchovy fillets  
30g caesar dressing

### TOP TIPS

- ▶ Make sure the salad has height and is not too flat on the plate.
- ▶ Make sure the rim of the plate is clean.
- ▶ Do not dress in advance, it must be done to order.



1. Prepare all the ingredients as you normally would for a Caesar salad, but in half measures. Serve on a **SMALL PLATE**.

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## SERVE SMALL RANCH, AVOCADO & BEETROOT SALAD

### INGREDIENTS

100g Beetroot Salad Base  
10g baby kale  
60g beetroot  
¼ avocado  
2oz ramekin chive ranch dressing

### TOP TIPS

- ▶ Make sure all ingredients are visible
- ▶ Make sure that rim of the plate is clean
- ▶ Use separate egg slicer for beetroot, this will save you time on cleaning it during service.
- ▶ Make sure avocados are **RIPE** and not discoloured.



1. Prepare all the ingredients as you normally would for a Beetroot Salad, but in half measures. Serve on a **SMALL PLATE** with the 2oz ramekin of dressing on the side.

**BYRON ♥ KOREA**

**CENTRAL OPERATIONS, MARCH 2017**