

Lanson to sponsor Academy's Restaurant Manager Hall of Fame

Lanson International is to sponsor the Academy of Food and Wine Service's (AFWS) Restaurant Manager Hall of Fame, it's official line-up of distinguished front-of-house luminaries that includes amongst others Peter Avis of Babylon at Roof Gardens, Elena Salvoni of Elena's L'Etoile; Silvano Giraldin, former maitre d' at Le Gavroche, now director of Roux Consulting; Jesus Adorno, director and maitre d' of Le Caprice; Diego Masciaga, director and general manager, the Waterside Inn, Bray; and David Morgan-Hewitt, managing director of The Goring, London.

This year the Academy is inviting nominations for leading front-of-house names to join its Hall of Fame. New participants will be announced at the UK Restaurant Manager of the Year awards dinner, being held on 16 May at London's newly opened Corinthia Hotel.

Members of the Hall of Fame lend their support and expertise to the competition, often becoming judges at the final. Having reached the pinnacle of their careers they are promoted by AFWS as the best practitioners and role models in front-of-house.

Lanson is sponsoring the Hall of Fame as part of its L'Académie de Lanson campaign to promote excellence in champagne knowledge and service throughout the trade.

Paul Beavis, managing director of Lanson International says: 'We are delighted to be supporting the UK Restaurant Manager of the Year in its third year with the L'Académie de Lanson Restaurant Manager Hall of Fame. L'Académie de Lanson has been established in the UK with the aim of promoting excellence within the overall trade, including engaging with sommeliers and front of house professionals to increase depth of champagne knowledge and improve service. The Academy of Food and Wine Services' high expectations of members within the Hall of Fame sits comfortably with the standards that L'Académie de Lanson hopes to promote and will endeavour to strive for.'

The Academy is currently inviting members of the industry to nominate front-of-house professionals to the Hall of Fame. Nominees need to have at least 10 years' experience and be someone who has given excellent service to the craft and with impeccable service credentials. A nomination form can be downloaded from www.afws.co.uk (http://www.afws.co.uk/events-2/?event_id=12).

The seven finalists in this year's UK Restaurant Manager of the Year competition include restaurant managers from Gidleigh Park, Devon, the Jumeirah Carlton Tower, London, La Becasse, Ludlow, Shropshire, and One Aldwych, London. Following the final on 16 May the winner will be announced at the awards dinner that evening. Tickets to the event can be purchased on the Academy's website or by calling 020 8661 4647 at a cost of £60 (plus VAT) for AFWS members or £120 for non-members.

For further information or comment please contact Linda Pettit at Tilburstow Media Partners on 01737 823721, mobile 07973 789853 or Linda@tilburstowmedia.co.uk. Alternatively call Helen Glen at AFWS on 020 8661 4646 or email helen@afws.co.uk.

Editor's notes

About the Academy

The Academy of Food and Wine Service (AFWS) established in 1988, is the professional body for front-of-house service. It is dedicated to improving the status and awareness of food and beverage service as a viable career choice, raising standards across the industry, and by encouraging teamwork to foster good relations with other industry sectors. The Academy can offer advice and training to anyone following, or considering, a career as a sommelier, wine waiter, waiter, bar manager or restaurant manager. www.afws.co.uk.

About the competition

The seven finalists for the 2011 UK Restaurant Manager of the Year are:

Damien Bastiat, restaurant manager, Gidleigh Park, Devon

Michele Caggianese, restaurant & bar manager, Jumeirah Carlton Tower, London (last year's runner-up)

Nicolas Chesneau, restaurant manager, La Becasse, Ludlow, Shropshire

Shaun Corrigan, restaurants manager, The Grand Jersey

Markus Ludewig, restaurant manager, One Aldwych, London

Peter McAlister, brasserie manager, Malmaison Hotel, Belfast

Paul Shanahan, assistant food & beverage director, London Syon Park, Waldorf Astoria

The final of the event is being held on 16 May 2011 at the Corinthia Hotel, London. The finalists will present the judging panel with a business plan for a restaurant concept of their own and complete a food and wine matching exercise and a service-style scenario.

About Lanson International

Lanson International UK is the 'House of Brands', offering champagne solutions to fit all requirements within the category. Houses represented by Lanson International include Champagne Lanson and Lanson Noble Cuvée, Besserat de Bellefon Cuvée des Moines and Tsarine. Lanson International believes strongly in viewing champagne as a wine rather than purely a label. It is with this in mind that L'Académie de Lanson is being launched in 2011 - a concept designed to engage with and enlighten all champagne drinkers - from the consumer wishing to explore the varying styles of champagne, to members of the food, drink and hospitality trade, looking to understand, stock and serve a balanced champagne offering.

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