

## The Admiral Group 15 @ Fifteen

**The Admiral Group took 15 of its clients to lunch at Jamie Oliver's restaurant Fifteen at the end of April. This was to offer them the chance to see the future culinary stars at work.**

The lunch also served as an excellent opportunity for Admiral's clients to learn more about Cheeky Chops, the charity behind Fifteen. Cheeky Chops' Training and Project Manager, Tony Elvin, joined in the lunch and gave an account of how catering companies can get involved with the charity and lend further opportunities to the young chefs. Having been impressed with imaginative, perfectly cooked and extremely well presented food, many of Admiral's clients subsequently offered to provide the students with challenging and skill enhancing placements.

The ultimate goal of the Cheeky Chops is to provide the youngsters with the training and real world practical experience they need to become independent and successful chefs. This is initially achieved through a combination of day release studies and work experience at Fifteen and later through work opportunities provided through the charity's network of contacts at some of London's top restaurants and catering units.

Admiral's lunch at Fifteen was conceptualised at the beginning of the year when Admiral's Managing Director, Paula Rogers, inspired by the concept of Cheeky Chops and recognising that Admiral and its clients could provide the trainees with further opportunities in the catering industry, wrote to Oliver and suggested a meeting. The end result of this initial contact was April's fantastically successful



lunch. Mike Smith, Managing Director of BaxterSmith is a huge supporter of the Fifteen/Cheeky Chops project. "Fantastic idea, for Admiral to get a selection of their clients together at Fifteen. What a fantastic, fun and lively venue!" Admiral is now planning its next event so watch this space...

## Catey Award Judging 2003

One of Admiral's clients, Eaton Fine Dining, recently hosted the Catey Award Judging for Independent Restaurant of the Year 2003. The event, which was held at the Bank of Santander, boasted a high profile judging panel, including Nick Vadis of British Airways, Gordon Campbell-Gray of One Aldwych and Andrew Guy of City Centre Restaurants. The distinguished judging panel enjoyed a menu of terrine of guinea fowl, pan fried fillet of halibut and treacle tart. Admiral was called upon to provide staff for the esteemed event. "This was a very prestigious occasion," says Alan Walker, Executive Director of Eaton's and one of the event's judges. "I have personally experienced the brilliant serving style of Admiral's staff and knew that this would make an impact on such an impressive list of industry heads. This was the reason why I invited Admiral to provide us with staff and I was not disappointed. Positive comments were made not only about the food but also about the service."

# Meet the Chef



Early last year Elisa Roche was wondering what to do with her life. Job applications were getting nowhere and her future looked pretty bleak. Then along came Jamie Oliver with his plans to form a charity and turn unemployed youngsters into trained chefs at his new restaurant, Fifteen, near Old Street in London.

"Last year I was unemployed and applying for jobs but getting disheartened," Elisa says. "Then I saw an ad in the Elephant & Castle job centre that said, 'Do you love cooking?' I did, so I followed it up and made it through the interviews. It was a big surprise."

Elisa now looks every inch the confident chef as she relaxes briefly in Fifteen's bar area. Her training at the restaurant, which has been booked out since the day it opened, ends this summer. She will then complete two more work placements - in London and California.

Elisa's transformation included four months' training at Hammersmith and West London Catering College. "Then we had our first work experience. I was sent to The Capital, under French chef Eric Chavot. He was very strict. Surviving that made

me feel stronger." After completing their placements the trainees regrouped to help prepare Fifteen for its opening in November last year. "We were hauling boxes around and painting. The finishing touches were completed just before the launch. There was a real buzz in the first few weeks after opening," says Elisa.

The cooking at Fifteen is Italian influenced with a hint of Japanese. The unofficial signature dish is "scallop crudo" - raw slices of

scallops marinated in Japanese yuzu lime. "The scallops crawl around on the chopping board," laughs Elisa, who likes that style of cooking. "I have always been a fan of fresh pasta too. I make it at home now. It's so easy." Not that Elisa has much time for cooking at home. When working a double shift she could be at Fifteen from 8 am to midnight.

Although Jamie Oliver has clearly been a big influence, Elisa says she



△ Elisa and fellow trainee Kerryann Dunlop

has always liked Keith Floyd and Rick Stein. Coming from a Turkish background, she is also partial to Turkish and Greek food.

As far as future plans go, once she has completed her next London and overseas placements, Elisa will be looking for a permanent job. Having worked in various parts of the kitchen, she has a preference for hot mains, but she's keeping her options open. "One day I wouldn't mind opening a deli specialising in Greek and Eastern food and pasta. I might want to open up a really good café, maybe in Brighton." The bet is it will be a great success.

## FOCUS ON

# IN HOUSE CATERING



**In House Catering was formed in 1995 and now has over 150 staff. Initially focused on the City, half its clients are now based in the West End.**

No client is more than 30 minutes from our office in London Wall," says Tim Hackshaw, Business Development Director. "We believe that's vital for providing a rapid response and a highly personal service to our clients." That personal service stems from all the directors. "We do not rely on middle managers having to pass decisions up the line before things get done. Clients can ring any director. We are very hands on."

In House Catering primarily focuses on hospitality for professional firms such as accountants, solicitors and banks, as well as conference catering. "We operate five conference centres, including Savoy Place and the Royal Aeronautical Society," says Tim

Cooking creativity stems from culinary director Ian McAndrew, a Michelin starred chef formerly of Eastwell Manor country house hotel in Kent and author of books such as *A Feast of Fish*. "Ian actively supports our chefs and our clients in their kitchens," says Tim. One satisfied diner recently wrote that his dinner at the Royal Aeronautical Society had "set a new standard that will be difficult to match".

Quality of service clearly has a big impact on diners' experiences. Andrea Davis, In House Catering's Catering Manager at the Institution of Electrical Engineers, has been using Admiral's services for several

years - mainly for hospitality and waiting staff but also occasionally for chefs. The Institution has three large lecture theatres, each with hospitality needs. "We also hold silver service dinners for up to 260 people, so we need very good staff," she says. "We need them to come on time, we need smartness and we need people who really can do silver service. We get a good standard of staff from Admiral."

Andrea's long term contact at Admiral is David Harrington. "David knows what I want very well and he passes that knowledge on to his team," she says. "Even when new people come on board, they are fully briefed about what I want." Long may that positive relationship continue, for everyone's benefit.



△ Andrea Davis of In House Catering

# CLIENT PROFILE

## SELFRIDGES & CO

OXFORD STREET

**Selfridges is one of London's most upmarket department stores. Alongside the quality goods, its restaurants and cafés form an important part of customers' shopping experience.**

Rachel Belam, Catering Business Manager, has her hands full managing 14 catering outlets in the store. These include self service restaurants such as the 330 seater Food Garden Café, and table service restaurants such as the Gallery, which seats 130 people. There are also cafés and bars - small, quick pit stop areas. Together these generate an annual turnover of £11.5m.



The biggest challenge Rachel faces is keeping the outlets fully staffed. "This industry has a highly transient workforce, so recruitment is an on going activity for us," she says. Admiral supplies both permanent staff and temporary cover, finding people equipped for the particular demands of the retail environment. "It's challenging for an agency waiter to come to Selfridges, which has 4,000 people working in it," says Rachel. "They have to be able to answer customers' queries about where the Burberry bags are and where to find ladies' jackets."

Rachel also uses Admiral to supply staff for private functions, concessions' product launches and special promotions. Each May Selfridges holds its largest annual special promotion. This year's promotion was called Body Craze. "We brought in concepts from around the world," says Rachel. "There was a particularly challenging one from California, which was all about herbal teas and tonics. We served them in a 36 seat café with a prime location in the store. We used six Admiral staff, giving them an induction and a week's training on the product. We were very happy with the impact it had on our business."

Rachel has been using Admiral in Selfridges since January 2001. "Admiral is the only agency I've found that can deliver the quality of personnel who represent the Selfridges brand value on the shop floor," she says. "We have a good working relationship and Admiral really understand the nature of our business. As a retailer, we are very different from a restaurateur, and Admiral have taken to the project with relish."

## TOP 10 TIPS FOR GETTING BACK INTO WORK AFTER REDUNDANCY

- 1 Remember that the average job search cycle takes twelve weeks so get your CV up to date well before your last day.
- 2 Start the job search as soon as you know of your pending redundancy.
- 4 Ask if you can job hunt in work time - using their resources with permission will save you money and get your job search started faster.
- 4 Use any outplacement or counseling services that are offered as part of the redundancy package.
- 5 Use all your contacts, recent and past, both within and outside of the company. Let people know you are available and stay positive about the situation.
- 6 Nearly 40% of people have experienced redundancy or have been on the wrong end of downsizing projects - remember

there is no stigma attached to redundancy anymore.

- 7 Nearly 80% of vacancies need filling as soon as possible - so your immediate availability actually makes you an attractive candidate.
- 8 Keep a structure to your day. After a few days or a week of leisure, get back into the routine of being at a desk/table/job club at 9 am and working through to 5 or 6 pm.
- 9 Do some freelance/interim/consultancy work to show your potential new employer that you don't take things lying down.
- 10 Don't burn your bridges, venting your anger might make you feel better at the time but it's best to leave with a smile and remember this is a very small world.

## Roast Scallops with Wild Mushroom Ravioli

### Serves 4

- 12 cleaned scallops with roe removed • 4 wild mushroom ravioli
- 1 quantity of cappuccino of celeriac • 1 quantity of celeriac puree
- 8 asparagus spears • chervil sprigs

### TO ASSEMBLE THE DISH:

1. Roast the scallops, seasoning with salt and pepper.
2. Reheat ravioli for two minutes in salted boiling water.
3. Pipe puree to one side of the plate.
4. Place three roasted scallops on top of the puree, and the ravioli to the other side of the plate.
5. Spoon over the cappuccino sauce, and garnish with asparagus and chervil.

### WILD MUSHROOM RAVIOLI

- 100 g mixed wild mushrooms • 20 g chopped shallots
- 30 g scallop mousse • 5 g crushed garlic
- 5 g picked blanched thyme • olive oil • salt and pepper
- 1 quantity of ravioli paste

1. Heat oil in pan, sweat shallots and garlic.
2. Increase heat and sauté mushrooms. Season with salt, milled pepper and thyme. Leave to cool.
3. Once cooled, fold in scallop mousse.
4. Roll out ravioli paste, cut to required size.
5. Fill the ravioli with the mushroom mixture and seal by pinching edges.
6. Blanch for two minutes in boiling salted water, then refresh ravioli in ice cold water.

### RAVIOLI PASTE

- 1 kg strong white flour • 11 egg yolks • 1 whole egg • Pinch of salt
- 1 tbsp olive oil

1. Place all the ingredients into a food processor, and blend until a light crumbly paste forms.
2. Remove from blender and knead to form a large ball.
3. Roll through a pasta machine two or three times until a neat smooth paste is formed.
4. Cling film the paste, and refrigerate until required.

### SCALLOP MOUSSE

- 300 g white scallop meat • 2 egg yolks • 400 ml whipping cream
- 1 tsp salt • 2 pinches of cayenne pepper

1. Blend the scallop meat in a food processor until it forms a paste.
2. Add the egg yolks and blend, slowly add half the cream.
3. Remove the mix and pass through a fine metal sieve, then return to the food processor.
4. Blend and add the remaining cream. Season with salt and cayenne pepper.
5. Place into a metal bowl and refrigerate until needed.

### CELERIAC PUREE

- 1 celeriac • 150 ml double cream • 15 g butter • olive oil
- salt and pepper

1. Peel celeriac and chop into small squares of approximately three cm.
2. Line an oven proof tray with tin foil, place celeriac on the foil, drizzle with olive oil. Place another sheet of foil over and seal.
3. Place in a medium oven (180°C) for ten minutes to cook the celeriac.
4. Remove celeriac from foil, place in a blender and puree.
5. Pass puree mixture through a sieve.
6. Place into a saucepan, adding the cream and butter, and season with salt and freshly ground pepper.
7. Stir over a medium heat until smooth.

### CAPPUCCINO OF CELERIAC

- 100 g raw celeriac • 20 g unsalted butter • 50 g shallots
- 50 ml cold full fat milk • 12 cleaned beards and outer muscle of scallop • 200 ml fish stock • 75 ml white wine
- 75 ml dry vermouth • 100 ml whipped cream • 5 g garlic

1. Place all ingredients (except butter and milk) into a saucepan, and cook until the celeriac is almost a puree.
2. Place into blender and puree as finely as possible.
3. Pass liquid through a fine strainer.
4. To finish sauce, heat a small quantity of the passed liquid, adding a spoonful of whipped cream and a small amount of butter and milk and combine using a hand held blender, until a light, frothy foam forms.

David Cavalier, Food Innovation Director, Charlton House, very kindly shared this recipe with Admiral. Cavalier's career has spanned 20 years and has covered Grosvenor House Hotel, The Dorchester, The Berkeley Hotel, L'escargot, Mosimann's and his own restaurants - Pebbles and Cavalier's. He has received countless accolades, including Egon Ronay Stars, AA Guide Rosettes, Gault Millau and no less than four Michelin Stars.



# A message from Paula

It's been a hectic but exciting time since our last newsletter. April saw the arrival of our first child Alannah (pictured right). Needless to say I have been very busy with maternal duties ever since! I have attended several events over the past few weeks, one being Dewberry Boyes Contract Catering Conference where some very relevant and

interesting industry topics were discussed. I thoroughly enjoyed the whole day and really benefited from listening to 25 impressive industry gurus, including Robyn Jones (Charlton House), Tim Jones (Charlton House), Bill Baxter (BaxterSmith), Phil Hooper (Sodexho), Frank Whittaker (Compass), Martin Archer (Sodexho), Jim Walker (Initial Catering Services), and Mike Audis (Avenance) to name but a few. Congratulations to Chris Towler (Eaton Group) and Andrew Merritt (Aramark) for their fantastic presentation on the future of food trends. Well done to Alan Dewberry on organising his first conference.

We also saw the Catey Awards held at London's Grosvenor House Hotel. I would like to offer my personal congratulations to Linda Halliday, Director of Wilson Storey Halliday for winning Food Service Caterer of the Year; Andrew Guy, Chief Executive of City Centre Restaurants for taking home the award for Group Restaurateur of the Year and Jamie Oliver for being recognised for his progression with Fifteen.

I am pleased to say that I am back at Admiral on a part time basis and will be getting out to see all our clients in the next few months. Additionally, we are looking forward to our charity event in September which, if it's anything like our last fundraiser, should be a great evening.

Finally, I would like to take this opportunity to say a huge thank you to everyone that contacted Nick and I after the birth of Alannah. I would especially like to thank my staff at Admiral for all their support, cards and gifts. A big thank you also to our clients for the numerous flowers and cards we received. Your gifts and good wishes are very much appreciated.



## PROFILE: **ANNA JOHNSON**

**Anna joined the Admiral Group in March 2002, having worked in the Hotel and Conference Industry for two years. Prior to this she**

**graduated from Bournemouth University with a degree in Hospitality Management.**

Anna has recently moved from Admiral's West End office to the Head Office in Liverpool Street where she works in the temporary division, placing waiting staff of all levels. Through her experience in previous positions, supervising large and busy conference and events departments, Anna has first hand knowledge of the importance of recruiting and retaining casual staff who are skilled, well presented and enthusiastic.

A real people person, Anna especially enjoys building long lasting relationships with clients and temps. Admiral has given her the opportunity to do just that. "I like the fact that I get the opportunity to meet individuals from all walks of life. You really get to know people on a personal level."

Anna actively contributed to one of Admiral's chefs, Debbie Eaton, being named a finalist in the One in a Million Awards for temporary workers last year. "It was great to be involved in such a wonderful event. Debbie really deserved the recognition," says Anna.

Away from the office Anna enjoys escaping from London, visiting friends and family around the country. She also spends time cooking and eating out and keeps fit by regularly going to the gym.

## Admiral attends corporate Golf Day at the Wentworth Club

Admiral entered a team in the English National Ballet's Corporate Golf Challenge, hosted by Terry Wogan, at the Wentworth Club's West Course this April. The team consisted of Malcolm Susans of Purchasing Partnerships and Admiral's Nick Dixon, David Harrington and Paul Harrod. The English National Ballet's Corporate Golf Challenge is a fundraising event for UK registered charity, the English National Ballet. The Challenge was an enormous success, raising vital funds to support tours and productions for the Ballet Company's forthcoming season. Admiral's team did very well too, coming in runners up for the event.



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