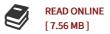




Restaurant Babylon

By Imogen Edwards-Jones

Transworld Publishers Ltd. Paperback. Book Condition: new. BRAND NEW, Restaurant Babylon, Imogen Edwards-Jones, What makes a restaurant hot? Whose name do you need to drop to get a table? Why is one place booked solid for the next nine months while somewhere equally delicious is as empty and inhospitable as the Gobi desert? Welcome to the restaurant business, where the hours are punishing, the conditions are brutal and the Chef's Special has been languishing at the back of the fridge for the past three days. This is an industry plagued with obsessives. Why else do some chefs drive themselves crazy in pursuit of elusive Michelin stars, when in reality all they're doing is 'making someone else's tea'? Nothing is left to chance: the lighting, the temperature or even the cut of the salmon fillet. There's even a spot of psychology behind the menu. What do they want you to order? What makes them the most money? And why should you really hold back on those side dishes? In Restaurant Babylon, Imogen Edwards-Jones and her anonymous industry insider lift the lid on all the tricks of the food trade and what really makes this GBP90 billion a year industry tick. So...



Reviews

Very useful for all group of people. It is amongst the most incredible pdf i actually have read through. Its been written in an extremely straightforward way and it is just right after i finished reading through this pdf by which basically modified me, change the way i think. -- Felicia Nikolaus

These sorts of ebook is the ideal book offered. It can be writter in simple terms rather than confusing. I discovered this pdf from my dad and i advised this publication to understand. --- Mr. Alejandrin Murphy PhD