

2 October 2012

MASTERCHEF CHAMPION PROMOTES BASQUE PRODUCE IN LONDON



cooking style

Ash Mair, the BBC Professional Masterchef champion, will host a unique celebration of Basque food and wine being staged by Partridges at their Duke of York Square store in London.

The Partridges Celebration of Basque produce runs from October 2nd to 14th and for 12 days the store becomes a hub for Basque Artisan foods and wine producers with a host of programmes of culinary tastings and samplings including a masterclass with Ash Mair – a passionate fan of Basque produce – on Saturday 6th October.

Chef Ash Mair, acclaimed as ‘a supreme talent’ by 2 Michelin Star culinary legend Michel Roux Jr, leapt to prominence when he won MasterChef: The Professionals, with his modern interpretation of the food of the Basque Country, a cuisine that continually inspires and informs his

John Shepherd, Managing Director, Partridges said *“Ash Mair is a hugely inspirational chef and it was wonderful to watch him apply his creativity to the Basque tastes and traditions which have a big influence on his fabulous cooking. We feel very privileged that he is opening The Partridges Basque produce promotion and excited that he will have some great cooking ideas to share with our customers”*

The range of Basque food and wines available at Partridges includes Idiazabal cheese, Piperade, Axoa, cured meats and fish, Basque turrón, Marques de Vitoria wine and Pagos de Leza wine.

For those who want to try some of the ingredients Ash Mair will be cooking tapas to taste at the Partridges outdoor market on Saturday 6th October 11am and 3pm. Ash will also be happy to take questions about the samples and his cooking from shoppers.

The Partridges Celebration of Basque produce will take place between the 2nd and 14th October at Partridges, 2-5 Duke of York Square, London, SW3 4LY. Tastings and samples will be available every day between 11am and 2.30pm and 4pm and 7pm.

Ends

Notes to Editors:

Partridges

Partridges is one of the few family run food shops in Central London and still is supplied by some of the original suppliers since 1972. It was opened by Richard Shepherd in May 1972 at 132 Sloane Street. In May 1979 he was elected to Parliament and in May 1981 his brother John entered the business. In 1984 Partridges expanded into the adjoining premises at 132-134 Sloane Street and in 2004 it relocated to 2-5 Duke of York Square on the King's Road.

In 1998 Partridges opened a second shop at 17-21 Gloucester Road – a sort of Partridges local. Although smaller than the mother ship Gloucester Road has most of the product range with a particular emphasis on American

In January 1994 Partridges was granted the Royal Warrant as Grocers to Her Majesty the Queen and in 2008 John Shepherd, Managing Director became the President of the Royal Warrant Holders Association.

Ash Mair

A Tasmanian living in London, Ash's career in the culinary world began almost by accident when he filled in time working in front of house serving food before deciding he would rather be preparing food behind the scenes. So began a career in which he worked his way through the ranks, honing his skill and soaking up knowledge until he became head chef at The-Recipe, an award-winning event catering company.

Ash has just finished his first cook book "My Basque Cuisine" and is now working with Spanish restaurant group Grupo Bilbao Berria, who will launch their first London restaurant early 2013.