

**SUPPER**  
GLOBAL HOTEL F&B

1991-9



**Jason Atherton** The top chef in the world, and the first to open a new restaurant in London every year for the last 10 years.

**Monica Berg** The most powerful woman in the hotel industry.

**Robert Angell** The most powerful man in the hotel industry.

**A Social Enterprise**

Chef Jason Atherton discusses modern dining, hotels getting it wrong and why you can't take a margin to the bank.

*Words: Harry McQuibben*

Figurehead of a restaurant empire that stretches from Amsterdam to Los Angeles to Abu Dhabi, the Middle East and the nation's finest. Jason Atherton is the man who has redefined the concept of a restaurant, not just in terms of the food it serves, but in terms of the way it operates. He is the man who has brought the concept of a restaurant to the attention of the general public, and he is the man who has made it clear that a restaurant can be a business, but it can also be a social enterprise. He is the man who has shown us that a restaurant can be a place where people can come together to share a meal, but also to share ideas, to share experiences, and to share their lives. He is the man who has shown us that a restaurant can be a place where people can come together to share a meal, but also to share ideas, to share experiences, and to share their lives. He is the man who has shown us that a restaurant can be a place where people can come together to share a meal, but also to share ideas, to share experiences, and to share their lives.

typical parents like working elsewhere. Instead, he was conceptualized as a business, starting with the concept of a restaurant. It was a restaurant that was not just a place where people could come together to share a meal, but a place where people could come together to share ideas, to share experiences, and to share their lives. It was a restaurant that was not just a place where people could come together to share a meal, but a place where people could come together to share ideas, to share experiences, and to share their lives. It was a restaurant that was not just a place where people could come together to share a meal, but a place where people could come together to share ideas, to share experiences, and to share their lives. It was a restaurant that was not just a place where people could come together to share a meal, but a place where people could come together to share ideas, to share experiences, and to share their lives.

was, pointing at the plainly dressed restaurant staff, pointing at the people who were in the kitchen, pointing at the people who were in the service, pointing at the people who were in the management, pointing at the people who were in the ownership, pointing at the people who were in the industry, pointing at the people who were in the world. He was pointing at the people who were in the industry, pointing at the people who were in the world. He was pointing at the people who were in the industry, pointing at the people who were in the world. He was pointing at the people who were in the industry, pointing at the people who were in the world. He was pointing at the people who were in the industry, pointing at the people who were in the world. He was pointing at the people who were in the industry, pointing at the people who were in the world.

many chefs who tell you they don't have an ego, they're not that kind of person, but sometimes I do want to show off. I want to show off my work, I want to show off my ideas, I want to show off my experiences, I want to show off my life. I want to show off my work, I want to show off my ideas, I want to show off my experiences, I want to show off my life. I want to show off my work, I want to show off my ideas, I want to show off my experiences, I want to show off my life. I want to show off my work, I want to show off my ideas, I want to show off my experiences, I want to show off my life. I want to show off my work, I want to show off my ideas, I want to show off my experiences, I want to show off my life.

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Photo: [unreadable]