

Restaurant Associates announces new partnership with the Design Museum

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Premium hospitality brand Restaurant Associates has announced an exciting new catering partnership with the Design Museum in London. This collaboration marks a new journey for both organisations, combining the culinary excellence of Restaurant Associates with the innovative spirit of the Design Museum.

Located in Kensington, London, the Design Museum is a globally recognised institution dedicated to contemporary design in every form, from architecture and fashion to graphics and industrial design. The museum's status as a cultural landmark makes it a perfect venue for Restaurant Associates to showcase its culinary artistry and commitment to exceptional service.

Dirk Talsma, Managing Director of Restaurant Associates Venues, expressed his enthusiasm about the new partnership: "We are incredibly excited to work with the Design Museum, a true icon in the world of design. This partnership represents a unique opportunity for us to bring our extensive culinary, service, and events expertise to such a prestigious and recognisable destination. We look forward to creating unforgettable experiences that reflect the creative spirit of the museum."

Under this new partnership, Restaurant Associates will provide bespoke catering services for the museum restaurant and café spaces, as well as for a variety of events, from corporate functions to private parties. In keeping with the core ethos of Restaurant Associates, sustainability will be at the heart of the offer, aligning with their three-star Food Made Good accreditation and Net Zero commitment by 2030.

Kirsty West, Head of Commercial at the Design Museum, shared her thoughts about the collaboration: "We are delighted to partner with Restaurant Associates, whose reputation for excellence is well-known. This partnership will not only enhance the visitor experience but also elevate the quality of our events with

exquisite food that complements the creativity and innovation we celebrate at the Design Museum. We are committed to working together to provide exceptional dining for our guests.

The contract has just launched with plans to enhance the food and service offering via new menus, technological solutions, and the implementation of their award- winning customer service training programme, SHINE.

Former MasterChef Professionals and National Chef of the Year winner Steve Groves will be overseeing the menu design and culinary brigade to ensure the highest standards. The finest provenance and ethical procurement will be at the heart of the offer, with menus promoting a plant-forward ethos.