

THE PIE ROOM
HOLBORN
DINING ROOM

NEWS RELEASE

December 2017

(Updated March 2018)

CALUM FRANKLIN LAUNCHES ‘THE PIE ROOM’ AT HOLBORN DINING ROOM

- *Rosewood London’s Pastry Master Sets Up Shop*
- *Launch Of The New Pie Room Menu In March 2018*
- *Private Dining Room Opportunity Available From April 2018*
 - *Takeaway Pies Available From April 2018*
 - *Pie Masterclasses To Launch In Summer 2018*

This March, ‘The Pie Room’ at Holborn Dining Room will officially open; a one-stop destination dedicated to one of Britain’s most iconic dishes. Spearheaded by Executive Head Chef and pastry expert, Calum Franklin, ‘The Pie Room’ at Holborn Dining Room will be a treasure trove of savoury delicacies, and somewhere for every food-lover to swing by and take away one of the beautifully intricate pastry creations.

With more than 200 pies made daily in Holborn Dining Room, The Pie Room will serve as a hub for the dish Calum is now so famed for. An extension to the kitchen, customers will be able to watch the restaurant’s chefs at work - including Chef Franklin - as they craft offerings such as pork pies, impressive beef wellingtons, pâté en croûtes and complex pithiviers by hand every day. The Pie Room will offer a selection of sweet and savoury pies, either to be enjoyed individually (prices from £5.50) or with others (£30 to serve 4-6 people). Seasonal pies can be ordered from The Pie Room and enjoyed in Holborn Dining Room’s grand brasserie, both as part of a special Pie Room launch menu (which will offer four creative pie flavours), and as part of the a la carte menu throughout the year.

From April 2018, The Pie Room will be available every evening as a private dining room, where guests will be able to enjoy a 3-course set menu, specifically tailored by Executive Head Chef Calum Franklin. This unique location will be able to seat up to 10 guests for a truly unforgettable evening.

- more -

THE PIE ROOM
HOLBORN
DINING ROOM

Holborn Dining Room Champions The Great British Pie

Page 2

From April, The Pie Room will also sell fresh pies, Monday – Friday between 11am and 4pm, where passers-by will be able to pop into The Pie Room from High Holborn, and grab a ‘pie to-go’ via the handy street-side hatch.

Visitors who are keen to try their hand at the craft will also have the chance to participate in weekly pie making masterclasses from summer 2018.

Calum Franklin comments:

“I am obsessive about pastry - and seeing The Pie Room finally come to fruition is so exciting for me and the team. People may not realise the details and techniques that go into making our pies, and at The Pie Room guests will be able to see every step first hand. For me, I find it so rewarding sneaking a peak at the delight on diners faces when a pie arrives at their table. With the new Pie Room, we’ll be able to produce hundreds of pies a day, so we will be able to see those happy faces all day long!”

Calum is renowned for taking old-school pastry classics, and updating them with quality British ingredients and complex techniques - resulting in constructions that are elegant, refined, and considered unparalleled by many. The result is a feast for the eyes and palate with each and every pie cooked from raw, locally sourced ingredients and entirely handmade, from the pastry and lining to the filling and decoration.

Calum Franklin began his career at Michelin-star restaurant Chapter One in Kent, where he initially developed his culinary knowledge and skills before later moving onto roles at The Ivy, Aurora at the Andaz Hotel, Indigo at One Aldwych Hotel and Roast in Borough Market. He joined Holborn Dining Room as Head Chef in 2014 and sources the best local and seasonal produce to bring to life the quintessential British flavours at the restaurant. He is passionate about craftsmanship and is known for his intricate and elaborate pastry work at the restaurant.

Situated moments away from Covent Garden, Holborn Dining Room is a vibrant bustling brasserie showcasing elegant design characteristics of reclaimed oak, antique mirroring and red leather banquettes with tweed detailing. Attracting Londoners and visitors to the city, the venue offers a relaxed atmosphere, coupled with sophistication and glamour.

- more -

THE PIE ROOM
HOLBORN
DINING ROOM

Holborn Dining Room Champions The Great British Pie

Page 3

The prices for our Pie Room private dining experience are as follows:

- 3-course set menu £80.00 per head
- Private hire minimum spend £1000

About Holborn Dining Room

Previously the East Banking Hall of Pearl Assurance, Holborn Dining Room and Delicatessen have been designed by Martin Brudnizki Design Studio and reflect the cuisine's traditional British style, whilst complimenting the historic features of the building. With impressive chandeliers, reclaimed oak furnishings, antique mirrors and opulent red leather upholstery with tweed fabric detailing, the 160 cover restaurant offers a relaxed atmosphere, coupled with sophistication and glamour.

About Rosewood London

Rosewood London, centrally located in the heart of London on High Holborn and housed in the original headquarters of the Pearl Assurance Company, showcases a sensitive renovation of the 1914 Edwardian, Grade II-listed building. Combining English heritage with contemporary sophistication, the retained Belle Époque architectural features include the original carriageway entrance to the grand courtyard and a spectacular Pavonazzo marble staircase which rises over seven storeys. The hotel has the feel of a stylish London residence and houses 262 guestrooms and 44 suites including the Grand Manor House Wing, an exclusive six-bedroom suite with its very own postcode. Tony Chi and Associates created the interiors of the public areas including 11 event spaces and the Mirror Room, serving elegant, innovative cuisine and afternoon tea. The Martin Brudnizki-designed Holborn Dining Room, with outdoor terrace, offers British classics with a twist whilst Scarfes Bar serves creative cocktails alongside live jazz and cabaret.

For more information: holborndiningroom.com

Twitter: [@HolbornDining](https://twitter.com/HolbornDining)

Instagram: [@HolbornDiningRoom](https://www.instagram.com/HolbornDiningRoom)

Facebook: [facebook.com/HolbornDiningRoom](https://www.facebook.com/HolbornDiningRoom)

###

Media Contact:

Laura Urquhart, Bacchus PR

Telephone: 020 8968 0202

Email: laurau@bacchus-pr.com

- more -

THE PIE ROOM
HOLBORN
DINING ROOM

Holborn Dining Room Champions The Great British Pie

Page 4

Marie Le Vasseur

Director of Communications, Rosewood London

Telephone: 0203 747 8702

Email: marie.levasseur@rosewoodhotels.com