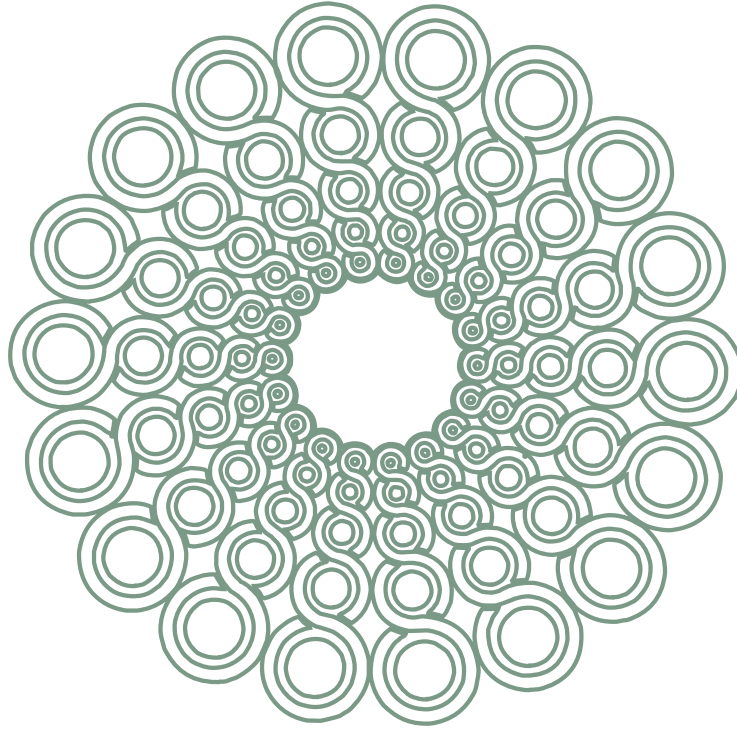


The East Room

◆ SHOREDITCH ◆



The East Room opened in Shoreditch on Friday 01 February 2008 and is the latest addition to the international group of bars and members' clubs comprising Milk & Honey (*in London and New York*), The Player (*in Soho*) and The Clubhouse (*in Chamonix in the French Alps*).

This is Jonathan Downey's first London opening in over four years and the first of four new bars, restaurants and members' clubs he is scheduled to open in the UK and Australia this year.*

For the first couple of months we will be open to anyone who can find the place, ring the buzzer and not act like an idiot once inside. The increased capacity we now have in central London has enabled us to re-open our membership fully for the first time in 5 years.

NEW WORLD WINE ROOM

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New World Wine Room

The East Room is a 'new world wine room' - a re-invention and rejection of the tired English wine bar - catering to the 21st century tastes of 20 and 30 something women (86% of our members were born after 1970) rather than the 19th century aesthetic of 50 and 60 something men.

We have an attitude to food and wine you're more likely to find in Melbourne or San Francisco than in London. So... no dark basement, no cracked flagstones, no damp sawdust, no carrots and no crackers. And, most importantly, the wine doesn't taste like there are 2p coins in the bottom of the glass.

All of the wines at The East Room are from the southern hemisphere.

DIY Wine - The East Room has more than 50 of the greatest wines of the southern hemisphere available by the glass. More than 30 of these are help-yourself from four of our Enomatic* wine samplers. Simply charge up a wine card and try DIY sampling of some rare, unusual, expensive and interesting wines normally only available to buy by the bottle.

Our samplers allow you to taste, compare, contrast, discuss and decide on your favourite style, variety, region and/or country. What's the most delicious New Zealand pinot noir of the moment? Does South Africa make cabernet sauvignon to rival Australia? Decide yourself by trying and without some patronising sommelier standing over you.

The East Room will host various regional, national and transcontinental 'battles' and challenges from the southern hemisphere... and we may even rack up some French favourites for an old world v new world smackdown!

The Wine Thing - Our wine list looks like no other. It is designed to make ordering wine easier, ensure the results are more reliable and it's a bit like 'Battleships' - just pick your favourite grape and the price you'd like to pay and the grid will give you our choice. No daft names to consider, no clever descriptions to confuse.

Trust us we've got good people on it...

Our wine selection Editor-in-Chief is Matt Skinner*. Matt hails from Melbourne and is well known for his best selling books (Thirsty Work and The Juice series), his newspaper and magazine writing and his TV work. His refreshing approach to wine has won him many readers and admirers and he's now working with us in London as our 'Director of Wine' ensuring we maintain a cut-the-crap approach to enjoying good wine with great food and friends.

New World Dining Room

New World Dining Room - At The East Room our food is designed to work well with the wine list but also to work hard for your wellbeing. It's all about easy DIY dining and guilt-free eating.

'DIY Dining' - Every weekday lunch (from noon until 3pm) and evening (from 7pm to 10pm) we lay out a whole heap of help-yourself salads, seafood and rare meat for our guests to get their 'five-a-day-on-one-plate'. Grab a small plate for £5-7 or a large plate for £9-11. This is quick and easy DIY dining that means you can be back at your desk within the hour. No sandwiches and no sushi.

Guilt-free eating - Our à la carte lunch and dinner menus include lots of light, healthy, hot food that feels good to eat. So expect low-calorie, low-fat, low-GI and low or no-carb choices using some of the best and healthiest seasonal ingredients we can possibly find, sourced as locally as we can get them. Sorry chaps, no bangers and no mash.



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Membership and Music

Membership – The increased capacity we now have in central London has enabled us to re-open our membership fully for the first time in five years. To enjoy private all-day and late-night drinking and dining in Soho and Shoreditch, applicants can join online at thstrm.com or in person at Milk & Honey or The East Room.

Our membership scheme is not a traditional one - there are no formal vetting and approval procedures, no referees or contacts required. In short, nothing wanky. Just apply. Act like a grown up and you can enjoy easy all-day and late-night drinking and dining in London, New York and the French Alps. There are no free memberships. It doesn't matter who you are or who you think you know.

Local Membership - This is a new type of membership for us that is available to women only. We were reluctant to offer it at first but our existing membership is 38% female (why not 50%?) and we'd like to balance things out a little. Plus, a good mix makes for a better club. Pay a one-off joining fee of £25 and an annual fee of just £100 for the first year to become a Local Member.

Non-members - Once our membership has closed again non-members will be welcome to eat at The East Room during the week from 11am to 5pm.

Music – As well as being one of the most widely-travelled and admired DJs in the world, an independent record label owner and the undisputed champion of new music and undiscovered artists from around the world, Gilles Peterson* also finds time to provide play lists for Milk & Honey, The Player and The Clubhouse and as our 'Director of Music' has 'curated' the music we play at The East Room. Expect a meandering mix of loved and lost tunes from the last 75 years from old jazz to new folk and everything else either side and in between.

Design – The East Room was designed by Jonathan Mangham of Mango Plus Architecture working with the owner Jonathan Downey. These two have previously collaborated on the design of Milk & Honey in London and The Clubhouse in Chamonix.

Cocktails and Armagnac

You'd expect a few decent drinks from the people behind Milk & Honey, and while it's all about the wine at The East Room we've also gone overboard with our spirits list and cocktails.

'Boat Drinks' - Bring out the boat drinks: tropical, celebratory cocktails perfect for that just-released-from-prison evening. Try the Anejo Highball (golden rum, orange curacao, fresh lime, Angostura bitters and ginger beer) or the Nicola Six (vodka, fresh strawberries, cucumber, berry cordial, fresh lemon juice and champagne). Some of our boat drinks also come in atomic-era punch bowls that are £40 and great for sharing with 4-6 people.

The East Room 'Fondue' - This is booze not food. We use our retro fondue sets not for cheese or chocolate but to ensure this delicious and warming winter elixir stays hot and bubbling at your table.

Throw out your ginseng, Echinacea and St John's wort! If it's energy, health and happiness you're after we've got just the drink - Golden rum or vodka, pomegranate, cranberry, lemon, bitters and seasonal winter fruits are served hot at your table. These ingredients are so good we might as well call it a health drink.

Birth year Armagnac - We have a superb range of vintage and rare Armagnacs including Art Deco-era magnums from the 1920s and the complete 'set' of the birth year vintages from 1955-1985.



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Matt Skinner portrait, Copyright Chris Terry Photography



NOTES FOR EDITORS

Opening Times - The East Room has a 24 hour licence and will initially be open from 11am (weekdays) and from 7pm (on Saturday) until 1am (Mon-Wed) and until 3am (Thu-Sat). Please check our website at thstrm.com for more details on what we do and when.

If you would like to see The East Room please pop by anytime from 11am until late during the week and from 7pm until late on Saturdays. You can make a booking by calling 07000 847876 or emailing eat@thstrm.com.

Enomatic Wine Samplers – The East Room has six eight-bottle Enomatic wine samplers. Two are behind the bar and four are accessible by guests. A simple push button action allows guests to dispense various sample sizes into their own glass. These state-of-the-art wine serving systems are designed and manufactured in Italy to store, preserve and serve wine at its best. An automatic argon gas preservation system ensures that a wine remains ‘fresh’ after opening for more than three weeks and this enables rare and more expensive bottles to be served by the glass rather than sold only by the bottle. They are used at Italy’s reference wine library, the Enoteca Italiana Nazionale in Siena, as well as the reference Enotecas in Barolo and Montalcino.

Jonathan Downey – Jonathan is the owner of The East Room, Milk & Honey, The Clubhouse, The Player and The Match Bar Group. Prior to opening The East Room he has been busy with various international projects (The Clubhouse in Chamonix and Match Bars in Ibiza and Melbourne).

Matt Skinner - Matt is a wine writer, consultant, and educator well-known for his refreshing take on wine. Matt has twice been short-listed for the IWSC International Communicator of the Year Award, is author of the international bestseller *Thirsty Work* and continues to put together his annual guide, *The Juice*.

He recently became ‘Director of Wine’ for The Match Bar Group (*London, Ibiza and Melbourne*) and the group of members’ bars and clubs comprising Milk & Honey (*London and New York*), The Player (*Soho*), The East Room (*Shoreditch*) and The Clubhouse (*Chamonix*). Matt trains, complains, sources, selects, rejects, expects, inspires and guides us on all things wine.

Gilles Peterson - Gilles had a busy year in 2007 and 2008 is shaping up much the same way. On top of his crazy schedule as an international club DJ and his weekly Worldwide radio show he also runs a new record label, Brownswood Recordings, the natural successor to his previous labels, Acid Jazz and Talkin Loud.

In November Gilles also took on the role of ‘Director of Music’ for The Match Bar Group (*London, Ibiza and Melbourne*) and the group of members’ bars and clubs comprising Milk & Honey (*London and New York*), The Player (*Soho*), The East Room (*Shoreditch*) and The Clubhouse (*Chamonix*). His role is one of music curator and taste arbitrator for a diverse range of venues and music styles – from the early jazz of Milk & Honey, through the Soho lounge sound of The Player to the 24 hour dance demands of Sosh. We know of no other DJ alive with the passion, knowledge and commitment to deliver such a diverse range of music styles.

For all things GP go to: gillespetersonworldwide.com.