

# Telecom MasterClass with Fernando Peire

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**SORRY, THIS EVENT'S BEEN AND GONE**

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**When:** Tue 24 Aug '10, 3:30pm–5:30pm

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**Where:** **The Paramount Theatre,**  
25 Courtenay Place, Te Aro, Wellington

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**Restrictions:** All Ages

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**Ticket Information:** General admission: **\$80.00**  
Booking fees may apply

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**Website:** **[www.restaurantnz.co ... p?itemid=67](http://www.restaurantnz.co.nz/p?itemid=67)**

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**Favourites:**



The NZ Restaurant Association has scored a culinary coup, with Fernando Peire, director of London's famous The Ivy Restaurant, headlining this year's three Telecom MasterClasses.

Renowned for reviving London's most-loved and enduring theatre restaurant not once, but twice, Peire will share his experience of creating world-renowned restaurant businesses with New Zealand's hospitality industry.

And for the first time, restaurateurs in the lower North Island will have a chance to learn from some of the world's hospitality greats, as the Restaurant Association takes its Telecom MasterClasses to Wellington.

"Fernando Peire has an unrivalled understanding of the restaurant business, and an instinctive feel for how to create a broad and loyal customer base – crucial to any successful restaurant," says Steve McKenzie, chief executive of the Restaurant Association.

"Not only has he built the legendary The Ivy up twice, he has also rescued and relaunched many other renowned restaurants and hotels. Any restaurateur would relish the chance to learn from his knowledge and understanding."

Peire began in the restaurant trade while putting himself through a degree in law and French at Manchester University. After graduating, he moved into the industry fulltime, first managing, and becoming a shareholder in, Manchester's S&K Restaurant, and then operating The Left Bank restaurant with a business partner in London's Chelsea.

In 1990 he joined the newly re-opened The Ivy restaurant as senior Maitre d', eventually becoming a shareholder and board member. When The Ivy's parent company was bought by the

Belgo chain, he left to become a consultant, turning around some of the world's once grand, but now struggling, restaurants and hotels, and launching others.

Soho's Quo Vadis, Holland Park's The Halcyon, Morton's Berkeley Square, Villa Nova in Barbados and Paddington's The Frontline Club and Restaurant all benefited from Peire's attention.

When Belgo sold Caprice Holdings, The Ivy's parent company, to a new owner in 2007, Peire was invited back as director.

Peire explained his approach to creating a successful restaurant to Bentley Magazine: "If I am eating in Rome, Geneva or Paris, I love to go to a regulars' restaurant, even if I don't know anyone there. The prices are fair and you feel as if you are being looked after properly. That is what The Ivy is about."

This year's Restaurant Association Telecom MasterClasses will be held at Taste, in Mt Eden, Auckland, on August 22 and 23 and at Paramount Picture Theatre Courtenay Place in Wellington on August 24. Limited places are available to the public at both venues. Tickets are \$80.

24 August 3.30pm-5.30pm Paramount Picture Theatre, Wellington

For topic themes and booking information please call the Restaurant Association (09) 638 8403 or email [info@restaurantnz.co.nz](mailto:info@restaurantnz.co.nz).

The NZ Restaurant Association represents 1,600 members throughout New Zealand who employ around 13,000 full and part-time employees.



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## COMMENTS

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[EventfinderHQ](#) 45 mins ago

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