

PRESS RELEASE

AUTHENTIC TAPAS RESTAURANT PINCHITOtapas LAUNCH WC1 SITE

London, February 2010: **PINCHITOtapas**, the award winning tapas group which adheres to a mantra inspired by Spanish culture and cuisine, is launching its second site on Bayley Street, WC1 in February 2010. Following the suc-cess of the original EC1 restaurant, **PINCHITOtapas** aims to introduce its expansive range of tapas and *'cheeky and individual'* interior to the West End.

Winner of many prestigious awards, including the Imbibe Service Awards as *'Best Neighbourhood Restaurant'* in October 2009, and Restaurant Magazine's *'Best Dish in the UK'* for 2 years running for their cheese plate, **PINCHITOtapas** upholds neighbourhood values, promoting congenial, communal eating – the small dishes and platters are designed to inspire sharing and conversation.



A seasonal 40 strong menu of tapas includes typical Spanish favourites Tortilla de patatas (Spanish Tortilla), Rabas de calamar (deep fried squid) and the mixed meat platter with chorizo, lomo, salchichon (Tabla de embutidos). **PINCHITOtapas** also prides itself on their authentic breakfast offering of Churros, which is served with chocolate. Alongside the full tapas menu, **PINCHITOtapas** offers 10 -12 Tapas del Dia (Tapas of the Day) that change daily. Every Wednesday is Paella day in both the EC1 and WC1 sites, and Thursday is Cochinoillo Asado Day – roasted suckling pig day (EC1 only).

PINCHITotapas- MASTERCLASSES

PINCHITotapas are renowned for their master classes and run both paella and cocktail classes on request. Ideal for team building exercises or a birthday party that's slightly different the classes are designed for a minimum of 10 people and cost £40 per person.

The cocktail training allows first time bartenders to become familiar with the bar in an informal environment, or as a more in-depth tutorial covering the history and techniques used by bartenders across the world. Sessions start with a basic introduction to bar skills followed by a cocktail demonstration and cocktail making competition and ends with a selection of tapas.

For its paella masterclasses, **PINCHITotapas'** chefs share their secrets on how to stir up the renowned Spanish dish. *'Students'* learn how to hunt out the best ingredients and the best method for preparation and cooking. The classes finish with a paella lunch, accompanied by jugs of sangria.

PINCHITotapas- HISTORY

PINCHITotapas was founded by trained mixologist **Jason Fendick** in 2007 who also founded renowned hospitality consultancy group The Gorgeous Group and various London bars including Zeta, Steam and Rockwell. **Jason** co-founded (and remains Director of) 8 Track Music Solutions which continues to supply music for London's high profile restaurants.

PINCHITotapas- EVENTS

Both the EC1 & WC1 sites are available for hire and can be used for meetings, events, private parties, wedding receptions and product launches.

PINCHITotapas

PINCHITotapas WC1:

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PINCHITotapas EC1:

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