La Belle Assiette Conquers London And Welcomes Its 100th Chef

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- Unprecedented growth in the first 6 months
- 300+ menus from cuisines around the world
- Featuring Masterchef contestants

When La Belle Assiette entered the UK market 6 months ago it introduced a new food concept: **eating-out-at-home.** In this short period it has seen accelerated and exciting growth. Today, the UK team at La Belle Assiette is excited to announce that it has reached a huge milestone: **100 chefs are now serving London.**

Choose a menu or create one with a chef, invite your guests and enjoy their company, stress-free. The chef hand picks fresh produce, cooks in your kitchen, serves each dish to you and cleans-up before leaving. La Belle Assiette validates all its chefs to ensure that its customers have a perfect eating-out-at-home experience.

The British appetite for cookery programmes is bigger than ever with shows like Masterchef and the Great British Bake Off drawing audiences of over 4 million (10 Masterchef contestants are working with La Belle Assiette in the UK). The chef's table at restaurants being the most popular and the desire for people to know where/when/what/why and how a dish has been created - La Belle Assiette is set to be a huge success story.

London holds the keys to success; to the rest of the UK and other major cities in the world. Currently the leader in Europe, La Belle Assiette is on track to become the world's largest private chef service with ambitious plans for the next two years. Setting out to double the chefs it works with every 6 months, by 2017 La Belle Assiette hopes that most Londoners will have tried and enjoyed this new eating-out-at-home experience.

What it means to have 100 chefs in London:

- The opportunity for interesting and diverse dining experiences, from masterclasses to seven-course tasting menus.
- With over 300 menus to choose from there really is something for every culinary appetite.
- A supportive and supported network of entrepreneurial chefs. With 3 levels of service (Temptation, Prestige and Signature) there is a menu for every budget.
- A community of chefs carefully selected and then validated by our jury to provide the perfect at home dining experience.
- La Belle Assiette can organise 100 dinner parties on one night!

"This is an important milestone in La Belle Assiette's growth in the UK. It took us 2 years to get to 100 chefs in Paris and just 6 months in London! The chef talent and cuisine variety in London is amazing, we now have a great offering throughout the city and Greater London. We're incredibly proud to have gained the trust of the local chef community so fast. I expect London to be one of the top cities for La Belle Assiette." reveals Stephen Leguillon, co-founder and CEO.

About La Belle Assiette

La Belle Assiette's vision is to make entertaining guests at home easy and enjoyable. It offers a new food concept: chefs purchase ingredients, cook in your kitchen, serve each dish to you and clean up before leaving. Hosting meals has never been so simple. You just need to sit back, relax and enjoy the company of your guests at home.

La Belle Assiette is a startup offering an easy and secure private chef booking service online. It is based on a community of 560 independent chefs, already 100 in London, who offer a bespoke home dining experience.

https://labelleassiette.co.uk

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