

Michel-INN Pop-Up Restaurant Sells Out In 4 Hours!

Monday 28 October, 2013

A Special Pop-Up Restaurant event that was promoted by new Gourmet-Venture partners BITE Food Festivals and Gourmet-Life – Lifestyle Dining Club, sold out this week just 4 hours after being announced.

Prestigious BITE Food Festivals, the main Festival will be taking place from 1st to 9th February celebrating the fabulous food and passionate producers from the Cotswolds with feature events including the likes of Antony Worrall Thompson, Eric Lanlard, Sophie Grigson, Arabella Weir and Claire Clarke. Have this year teamed up with The Heart of England's Lifestyle Dining Club – Gourmet-Life to bring together the Heart of England's finest venues, chefs and gourmet-experiences and offer an unrivalled calendar of events, across a network of hand picked venues, and sold out their first joint event in 4 hours.

Director of BITE Julian Ebbutt Comments "The BITE 2013 Festival was a great success, this year we have broadened the range, and increased the caliber of hosts, and alongside this will be drawing on the reputation of the Gourmet-Life ethos of selecting the finest venues and Chefs, to further raise the caliber of events – open to their extensive aspirational members from across the region."

James Day, founder of Gourmet-Life Dining Club added "We supported BITE last year, and attended some of their events, and were very impressed with the organisation, focus and ethos of the organisation – to us its the perfect partnership bringing together the regions fines Chefs venues, and gourmet-experiences to our extensive membership of aspirational diners and those seeking a unique gourmet experience, and perhaps an overnight break, for less"

BITE and Gourmet-Life have started in earnest announcing some early joint events and partnerships including the Mini-BITE food Festival (October 11th-13th) held in the picturesque village of Chipping Campden in the heart of the Cotswolds, where Gourmet-Life will be offered exclusive membership packages to attendees of this foodies delight – They also announced a Pop-Up Michelin experience in Warwickshire's Bell at Tanworth in Arden, with a Birmingham's Michelin Chef Richard Turner hosting a special tasting menu on November 14th - This event sold out in 4 hours.

NEXT EVENT: 'Great Indian Food Feast' on November 7th at the Wood Norton Country Hotel near Evesham. This promises to be a fun event for everyone and takes diners on a journey around the Indian sub Continent through its wonderful food and drink – hosted by the eclectic Urban Rajah and multi award winning Indunil Sanchi (Head Chef at the Noel Arms, Chipping Campden) who together create a real fun and accessible vibe at the events – both events promise to be great fun for any avid foodie.

Ashely Bent, owner of the Bell at Tanworth in Arden commented "We were amazed that once the support of Gourmet-Life & BITE was announced, the phones literally rang off the hook and we could hardly keep up with demand. We could have sold this event twice over." Richard Turner Added "An incredible result – we now just need to ensure we deliver and wow the lucky guests o the night"

With more collaborations to follow the team promise to raise the standards in terms of gourmet-experiences for the regions gourmands "We pride ourselves in only selecting the best Chefs and venues" adds James "The 4 hours sell out of the Turners Pop-up at the Bell was great news, and we aim to continue to offer increased added value for our members and an ever growing calendar of exciting events for them to enjoy across the region, for what promises to be unique, memorable and accessible events for all, whilst increasing the selection of venues where our members can utilise their membership through day to day savings on dining, food shopping and overnight gourmet-experiences"

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