

TASTE

LONDON

AUGUST 2024 GLOBAL EDITION WWW.TASTE OF LONDON

*A Summer Guide
to the Best Bars
and Restaurants*

**LONDON'S
COCKTAIL
CULTURE**

**DINING
DESTINATIONS**

CHONGQING
THE MADERA FABER
QUILON
THE MUNICH
CRICKET CLUB
MACELLAIO RC
ROYAL CHINA
CAFE PACIFICO
BABUR
LAZEEZ

**MEDIA, YOU AND
YOUR BUSINESS**

OUTSIDE LONDON
SHOZNA

PIZZA

GORDOS
LISSOME

CHINESE

THE OLD ST
CHINESE
YEYE LONDON

CAFE

ARCHES
DORSET

MEDIA KIT

Mission statement, readership profile, distribution,
rate card, production specs

Savour the flavours of London

2024



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OUR MISSION

Taste London magazine is dedicated to exploring and showcasing the best of London's food scene. We aim to provide our readers with insightful reviews, expert recommendations, and engaging stories that enhance their culinary experiences and foster a vibrant community of food enthusiasts.

OUR VISION

To be the leading culinary guide that inspires and connects food lovers in London, celebrating the city's diverse gastronomic landscape.



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EDITOR'S LETTER

Dear Readers,

We are thrilled to present the seventh issue of Taste London, making our return after a brief hiatus. As you know, London is a global city, and we are committed to bringing you the most comprehensive reviews of London's best and most exciting restaurants and bars. This summer, we are showcasing our efforts to explore and share the hidden gems and unexpected establishments that make London a gastronomic paradise.

There's London magazine is available in both print and digital formats, accessible on desktop and through social media. We also provide a free version of our best recipes available in our online magazine.

We would also like to thank a few business owners you may not know for their kind support. However, that's not really me. Our magazine covers a wide range of topics, from food to business, and we are proud to feature the best of London's food and drink scene. The featured restaurants in this issue include:

- Chongqing
- The Madera
- Faber
- Quilon
- The Munich Cricket Club
- Macellario RC
- Royal China
- Cafe Pacifico
- Babur
- Laazeez
- Yeye
- The Old Street Chinese
- Arches
- Dorset
- Shozna
- Lissome
- Gordos

Our food critics experts have tasted and reviewed some of London's best and most exciting, sharing their thoughts on the food and drink scene. The featured restaurants in this issue include:

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- Laazeez
- Yeye
- The Old Street Chinese
- Arches
- Dorset
- Shozna
- Lissome
- Gordos

As always, we have included a new read article for our readers to enjoy. "Media, You and Your Business: London's Most Inspiring Startups" by Hannah B. Adams, T. Chang, and Shadi M. Choudhry. Read it to learn how to leverage social media to help you bring in new business.

If you have any questions or feedback, please contact us at info@tastelondon.com or on Twitter at [@tastelondon](https://twitter.com/tastelondon). We're looking forward to bringing you a part of our vibrant city.

George Mason
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TASTE LONDON 17

Worldwide Distribution & Sales

6 CONTINENTS

190 COUNTRIES

40.000+ STORES, RETAILERS, PLATFORMS

Global market
We cover 90% of the Globe

From Santiago to Tokyo and Stockholm to Johannesburg, we reach 90% of the earth...
Taste London is available in print over 190 countries and 40.000 retailers and platforms including Amazon, Barnes & Noble, Walmart, Blackwell's, Waterstones...

The USA market

The magazine is available in print in local stores across every town and state throughout the United States.

From Alaska to Florida and California to New York, the magazine is everywhere.



PHOTO: A Festive Celebration of German Culture: Traditional Atrio, Delicious Food, and Smiles at the Bar

The Munich Cricket Club Where Germany Meets London in Spectacular Style!

The Munich Cricket Club in Victoria offers an immersive Bavarian experience in London, with authentic décor and a warm welcome. The menu blends German and British cuisines, complemented by a variety of drinks. While desserts could improve, the lively atmosphere and themed events make it a must-visit destination for a taste of Oktoberfest year-round.

2018 TASTE LONDON

The Munich Cricket Club in London offers an authentic Bavarian experience with delicious food, lively atmosphere, and warm hospitality. Prost!

BY
LESLIE
MCHARG

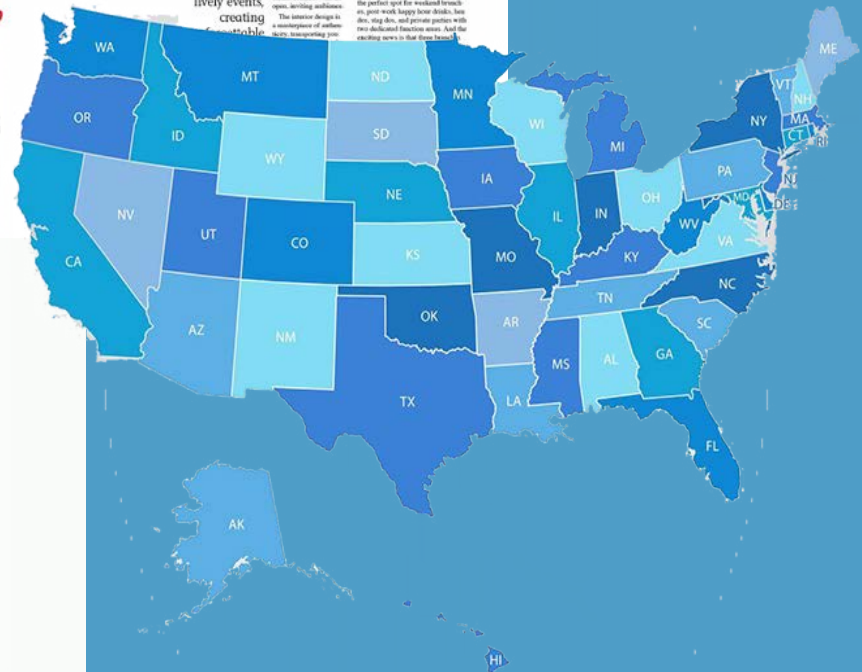
When you step into The Munich Cricket Club, you're not just entering a restaurant; you're embarking on a lively, unforgettable journey into the heart of Bavaria. With three vibrant brunch spots across London - Tower Hill, Victoria, and Canary Wharf - our recent visit to the Victoria location left us buzzing with excitement. From the moment you round the corner to the entrance, where an impressive display of German menu papers your curiosity, you know you're in for something special. Descending into the restaurant itself, the first thing that strikes you is the incredible sense of light and space, an unexpected surprise for a basement venue. With its high ceilings and unique lighting, The Munich Cricket Club successfully blends vintage with an open, vibrant atmosphere. The interior design is a masterpiece of authentic, transporting you

Oktoberfest year-round while infusing it with the best of British hospitality. And then, The Munich Cricket Club begins.

The menu is a tantalizing fusion of German and British delights. There's a wide selection of dishes, including Bavarian schnitzel and a beer lover's feast for the best enthusiasts among us. The cocktails, with their contemporary German twist, are a must-try. We couldn't get enough of the Apple Strudel Marmite and the gloriously named German Pretzel. The food is a hearty affair with generous portions, featuring hearty like goulash, sauerkraut, schnitzel, carpaccio, and more. It's a culinary journey that transports your taste buds straight to Germany, right in the heart of bustling London.

While most dishes delighted our palates, we couldn't help but feel that the desserts, especially the apple strudel and German chocolate, had room for improvement.

The Munich Cricket Club is not just a restaurant; it's an experience. It's the perfect spot for weekend brunch or post-work happy hour drinks, late dinners, stag dos, and private parties with the dedicated function room. And the parking area is that little bonus!





Taste London magazine presents
the "Award for Culinary Excellence" to
MACELLAIO
39-45 SHAFTESBURY AVE, LONDON W1D 6LA

In recognition of exceptional dedication to the culinary arts,
innovative cuisine, and outstanding contribution to
the London's gastronomic community.

Presented on July 26, 2024
in the vibrant city of London.




Editor's Choice
Award for Culinary Excellence
is a chance for you to reap the
reward your hard work deserves.
Whether you have been in
business for years or months, this
is the chance to be rewarded for
your excellence and passion, from
a trusted source.

MACELLAIO RC
A Theatrical Dining Experience

FOOD: Perfectly grilled meats that melt in your mouth, with a focus on quality and flavor. A true carnivore's delight.

AMBIENCE: Theatrical and elegant interior design with a warm, welcoming atmosphere that you'll want to return to again and again.

SERVICE: Friendly and attentive staff, with a focus on personalized service and a genuine passion for their craft.

PRICE: Reasonable prices for the quality of food and experience, making it a great choice for both casual dining and special occasions.



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MACELLAIO RC
A Carnivore's Delight in the Heart of Soho

BY STORM GREENWOOD FOR GENEEVIVE CHART

Macellaio RC is Italian for **FABER**

FOOD: Exceptional seafood dishes showcasing fresh, high-quality ingredients, such as the lobster, scallops, and sea bream. The menu is a true carnivore's delight, with a focus on quality and flavor.

AMBIENCE: Elegant and sophisticated interior design, featuring a warm, welcoming atmosphere that you'll want to return to again and again.

SERVICE: Friendly and attentive staff, with a focus on personalized service and a genuine passion for their craft.

PRICE: Reasonable prices for the quality of food and experience, making it a great choice for both casual dining and special occasions.



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A Journey Through Faber Wine & Seafood Restaurant

BY GENEEVIVE CHART

Indulge in the culinary brilliance of Faber Wine & Seafood Restaurant, a hidden gem near Hammersmith station. Led by Chef Ollie Bass, the menu dazzles with inventive seafood dishes, each bursting with freshness and flavor. An exceptional dining experience awaits, promising culinary bliss with every bite.

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Over 40.000 retailers and splatforms



“Marketing Sherpa revealed 82% of participants trusted magazines.”

Facts about TASTE LONDON

- ✔ Available across print, electronic, flip, web, and social media platforms
- ✔ Distributed in over **190 countries**, accessible through 40,000+ networks, libraries, and platforms including Amazon, Barnes&Noble, Walmart, Chapters&Indigo, Waterstone's, Blacwell's..
- ✔ Enhances your titles' **SEO** and marketing performance with strategic **KEYWORDS** and backlinks
- ✔ Maintains credibility, longevity, and quality with everlasting availability
- ✔ It lasts **FOREVER*** both online and print. Availavle for lifetime.
- ✔ Powers your **BRAND**. Establishes instant credibility
- ✔ High quality images and pages. **No FAKE NEWS** and **CYBERCRIME**
- ✔ **GET FEATURED** on other publications more easily. It is a subsidiary of NewYox Media, publishes 10 different magazines.
- ✔ **TARGETED AUDIENCE**. Just share with us where to target. We make sure you reach targeted number of people. Please **CONTACT & ASK US** for this service.
- ✔ **INSPIRED READERS**: provides a wealth of information, inspiration and creative ideas for readers.
- ✔ **STATE-OF-THE-ART PAGE DESIGN LAYOUTS**. Share it, Frame it, or keep the magazine forever.
- ✔ Offers the opportunity to receive the prestigious “**Editor's Choice, Award**”
- ✔ Receiving awards and accolades in newspapers and magazines is a testament to an person's dedication to **HIGHER STANDARDS**.



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AD RATES

DPS (Double-Page Speed): £2.000
Two-page advertorial spread within the issue designed in-house with the client with co-ordinating online advertorial.
Full Page Advert: £1200
210 x 280 mm (+3mm bleed)
1/2 Page Advert: £750
140 x 210 mm (+3mm bleed)
1/4 Page Advert: £400
105 x 140 mm (+3mm bleed)

CREDIBILITY

If you are featured on Taste London YOUR NAME AND BRAND will be shown over 40.000 networks, platforms, libraries and stores like Amazon, Barnes & Noble, Rakuten, Blackwells, Waterstone's and so on in over 190 COUNTRIES. YOU'RE EVERYWHERE!

BARNES & NOBLE
BOOKSELLERS

!ndigo

amazon
W
WATERSTONE'S

DISTRIBUTION

Taste London is available in Print over 190 countries and more than 40,000 retailers and platforms includes all Amazon stores, Barnes & Noble, Walmart, Waterstones and Blackwells.

MEDIA REPRINTS

Our issues have been garnering significant attention, with placements on major platforms such as AP News and Benzinga, reaching a combined potential audience of 40 million unique monthly visitors.

Our issues are also highlighted across leading news aggregators and research tools, including Google News, Bloomberg Terminals, Fox News, abc, NBC, CBS and MuckRack, ensuring widespread visibility. Additionally, the feature is exclusively placed in over 3,900 affinity group publications, tailored for maximum relevance and impact.

FACTS ABOUT MEDIA REPRINTS

- Placement on AP News (Associated Press) with a Potential Reach of 35 Million Unique Monthly Visitors
- Placement on Benzinga with a Potential Reach of 5 million Unique Monthly Visitors.
- Placement on Leading News Aggregators and Research Tools (Google News, Bloomberg Terminals, MuckRack, Moody's NewsEdge, Naviga and MenaFN)
- Exclusive Placement on 3,900+ Affinity Group Publications Based on Relevance
- Distributed to U.S. TV/Radio including ABC, CNN, CBS, FOX, NBC
- Distributed through the World Media Directory
- Distributed by Email to Registered Readers
- Distributed to NewYox Media magazines



FAQ

Our Location

We're located in London. Taste London magazine is a subsidiary of NewYox Media Group, a registered company that has been operating since 2021. NewYox Media is a publisher of 10 different magazines and operates two platforms.

Circulation

Unlike many UK magazines that have experienced an average annual decline in print sales of 6.3 percent since 2014 (Source: Press Gazette), we prioritise ensuring that your interview will reach thousands of people. Please contact us for more information about this service.

Why should I interview?

Receiving an award and being featured in a magazine and newspaper demonstrates your commitment to excellence. Only the finest are selected to be featured on our magazines. Additionally, you can anticipate praise for both you and your work, which will serve as an excellent marketing tool. And many more benefits.

Will I pay for my feature?

No, we publish online at no cost. For the print edition, we select a limited number of interviews. This also involves no cost, but we prioritize individuals who want to reach a global audience and are willing to be featured in other NewYox Media magazines.

If you get an invitation to be featured on our other magazines, please read "**The Timeless Appeal of Print**" article before you make a decision.

Why your magazine is so expensive?

Taste London is a rare British magazine available in print over 190 countries. Being global unfortunately forces us to keep prices higher. Yet if you order printed magazines through us you can get up to 70% discount from the retailers price.

What are the differences between an online and print feature?

Being featured online on magazine is similar to being featured on your own website. However, print offers distinct advantages:

- It's ideal for archiving, displaying on coffee tables, sharing on social media, and framing.
- Your name appears on the magazine cover and editorial letter, reaching over 190 countries and more than 40,000 platforms, which is an excellent tool for global branding.
- It opens the door to being featured in our other group magazines, such as Reader's Taste and Taste Asia.
- Only the best are featured in magazines and newspapers. Being featured in a magazine could be a once-in-a-lifetime opportunity for you. Don't miss out.

More questions?

Please contact editor@mosaicdigest.com



Let's Work Together

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