

NEWS RELEASE - 3 MAY 2012

---

## Lussmanns joins 'Food is GREAT' best of British celebration at Downing Street

Local restaurateur, Andrei Lussmann, owner of Lussmanns Fish & Grill in St Albans and Hertford, joined the best of British culinary talent at 10 Downing Street on Monday 30 April at a reception hosted by the Prime Minister to launch 'Food is GREAT', part of the campaign to promote Britain to overseas business and holiday visitors.



Guests, including 150 of the most influential figures in the British restaurant and food industry, gathered on behalf of the Sustainable Restaurant Association, VisitBritain and the Department for Culture, Media and Sport to celebrate the success of the industry and the key role it plays in attracting tourists and businesses to Britain.

The hospitality industry is worth around £46bn to the UK each year and the attendee list for the event included Prue Leith, Gordon Ramsay, Michel Roux Jr, Ferran Adrià, Rick Stein and Sam Harrison (pictured with Andrei Lussmann) among many others. Guests enjoyed canapés prepared by Brett Graham of The Ledbury, which has two Michelin Stars.

Mark Linehan, managing director of the Sustainable Restaurant Association, said: *"Food is GREAT and the Sustainable Restaurant Association share a common goal: to promote the excellence of British restaurants and British food. What better way of championing the very best in the industry than bringing them together at Number Ten."*

**MORE**

*“The SRA’s mission is to help restaurants match diners’ values by serving high quality, high welfare, locally sourced food, making UK restaurants global leaders in sustainability.”*

Andrei Lussmann said: *“Sustainability making headline news came a step closer with the Sustainable Restaurant Association bagging the best reception room in town. Thank you Number 10 and of course our host, the Prime Minister.”*

## **ENDS**

### **For further information see**

- The official DCMS news release: [http://www.culture.gov.uk/news/media\\_releases/9016.aspx](http://www.culture.gov.uk/news/media_releases/9016.aspx)
- The Sustainable Restaurant Association’s news release: [http://www.thesra.org/sra\\_events/food-is-great-launch-at-10-downing-street](http://www.thesra.org/sra_events/food-is-great-launch-at-10-downing-street)
- A video of the event: <http://www.youtube.com/watch?v=4rlsHYipPMU>
- Six of the most celebrated chefs in Britain (Raymond Blanc, Brett Graham, Angela Hartnett, Fergus Henderson, Atul Kochhar and Ruth Rogers) extolling the virtues of British food in this film made for VisitBritain’s GREAT Britain campaign in association with the Sustainable Restaurant Association (SRA): [http://www.thesra.org/sra\\_news/food-is-great](http://www.thesra.org/sra_news/food-is-great)

### **About Lussmanns Fish & Grill**

- Lussmanns is the locals' fish & grill restaurant, championing the best welfare-driven British producers, and dedicated to looking after all the family.
- We are recommended by *The Good Food Guide 2010, 2011 and 2012*, rated as one of the UK’s top restaurants by [Fish2Fork](#), members of the Sustainable Restaurant Association (SRA) and SRA Two Star Sustainability Champions.
- In 2011, we won the Independent Restaurant category of the RSPCA Good Business Awards.
- We have restaurants in St Albans and Hertford.
- For more information, including supplier details, please visit [www.lussmanns.com](http://www.lussmanns.com)

### **For further information on this news release please contact:**

Lis Coulthard, marketing consultant to Lussmanns Fish & Grill - [lis@lussmanns.com](mailto:lis@lussmanns.com) or 07583 420 402

---

Lussmanns St Albans: Waxhouse Gate, St Albans, Herts, AL3 4EW Tel: 01727 851941 Manager: Chris Evans