

# CLASS OF 2020



# 30

# UNDER

# 30



*Sponsored by*

## SEVENROOMS

*CODE's annual 30 under 30 celebrates rising stars and young people making waves in the hospitality industry, from familiar names to newer faces. This year it's been easy to focus on the bad news, so at CODE – now more than ever – we want to celebrate what is great about our industry.*

*From chefs to operators to sommeliers, we know there are many wonderful people who we haven't been able to recognise, but we hope that you'll join us in congratulating 2020's class of 30 under 30. Our celebration also includes some newcomers who are most definitely 'ones to watch' in the months and years to come.*

*CODE founder Adam Hyman comments, "Our annual 30 under 30 celebrates all aspects of the hospitality industry. In what has been one of – if the not the most – challenging year for hospitality, it's now more important than ever to shine a spotlight on the future of our industry, as well support the next generation of hospitality."*

*Lisa Markwell, CODE's editor, adds "I'm in awe of the creativity and ingenuity of hospitality's rising stars and whatever the challenges ahead, I know the entrepreneurial spirit will continue."*

*This year's list is sponsored by guest experience platform SevenRooms. Commenting upon this year's list, Danilo Mangano, General Manager, Europe says, "As we reflect on a challenging year for our industry, fostering the next generation of hospitality leaders is more important than ever as we look with an eye towards the future. We are thrilled to support CODE Hospitality's 30 Under 30 this year, helping to lift up those within our industry at a time when it's needed most."*



# THIS YEAR'S JUDGES



**Adam Hyman**

*Founder,  
CODE Hospitality*

After a career in commercial property, Adam Hyman followed his passion for hospitality, which saw him create CODE in 2013. As someone who spends the majority of his waking hours in restaurants, he's an advocate for championing hospitality as a career and always enjoys judging the 30 under 30.



**Lisa Markwell**

*Editor,  
CODE Hospitality*

Unusually, Lisa Markwell has combined a career in journalism and food – after years as a restaurant critic and newspaper editor, she trained as a chef and now works as editor for CODE, creating the weekly Bulletin and Quarterly magazine. She is passionate about supporting hospitality's vibrant community both at CODE and as food editor at The Sunday Times.



**Danilo Mangano**

*General Manager, Europe  
SevenRooms*

Danilo Mangano leads the international growth across key markets in addition to scaling the company's teams across other offices. Prior to joining SevenRooms, he was the Global Director of Premium Products & Benefits at American Express and previously the Head of Retail Partnerships at Visa. He has a MA in Law and in Marketing & Business Communications.

*About Sevenrooms*

**SEVENROOMS**

*SevenRooms is a fully-integrated, data-driven guest experience platform that helps hospitality operators connect data across the guest journey. From neighborhood restaurants and bars to international, multi-concept hospitality groups, the end-to-end platform enables operators to automatically drive revenue and profitability by leveraging data to build direct relationships, deliver exceptional experiences, and increase repeat visits & orders. SevenRooms has dining, hotel F&B, nightlife and entertainment clients globally, including: Bloomin' Brands, MGM Resorts International, Mandarin Oriental Hotel Group, Jumeirah Group, Wolfgang Puck, Michael Mina, LDV Hospitality, Zuma, Altamarea Group, AELTC, Chase Hospitality Group, D&D London, Corbin & King, Live Nation and Topgolf.*

**CODE  
HOSPITALITY**  
REWARD . INSPIRE . CONNECT . EDUCATE

## operators & leaders



### Will Murray, 27 & Jack Croft, 28

*Co-founders, Fallow*

The pair of chefs bonded over their passion for creative and sustainable cooking when they met working at Dinner by Heston. Fast forward to 2020, Murray and Croft have made a name for themselves by launching Fallow at the 10 Heddon Street residency, following a series of successful pop-ups. Despite a turbulent first year due to COVID-19 and lockdown, Fallow has been a hit with critics and customers alike. Described by Fay Maschler as “a land of conviviality and creativity”, we look forward to seeing what 2021 brings for them.



### Lucy Vincent, 28

*Founder, Food Behind Bars*

Vincent set up Food Behind Bars four years ago to change the way we feed our prison population. Becoming a registered charity this year, she is achieving just that. Vincent recently ran a recipe competition at HMP Brixton, judged by Asma Khan, Chris Galvin and Tim Anderson, with the winner getting a dish on the menu at Nanban Brixton. Following its success, the competition is now being rolled out to other prisons, offering prisoners the chance to have a creative outlet.



### Conor George, 25

*CEO, Soho Restaurant Group*

After an initial career at Matter of Form creative design agency working closely with hospitality clients, including Aman and Belmond, George joined Soho Restaurant Group as its creative director before working his way up to become CEO at the age of 24. As well as managing the day-to-day operations of the business, he oversees the financials and growth of the restaurant group, including the recently opened JOAN in Shoreditch.



### Joseph Otway, 30

*Chef & co-owner, Higher Ground*

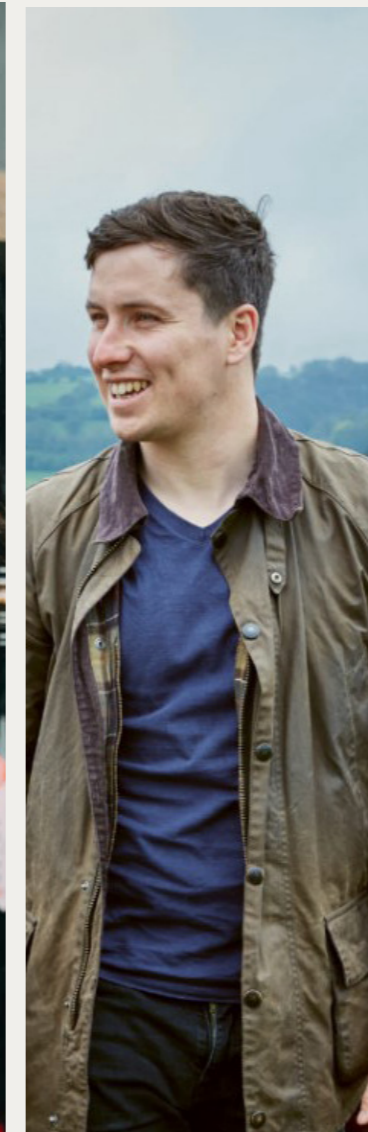
Having left his role as head chef of Where The Light Gets In last October, Otway decided this year to launch pop-up Higher Ground with Richard Cossins. The restaurant has already been widely commended as an excellent addition to the Manchester dining scene. Meanwhile, the chef also played an active role within the local community during lockdown, donating meals to the NHS via Eat Well MCR and orchestrating The Hogget Project to help feed those in need.



### Erika Haigh, 29

*Co-owner, Moto*

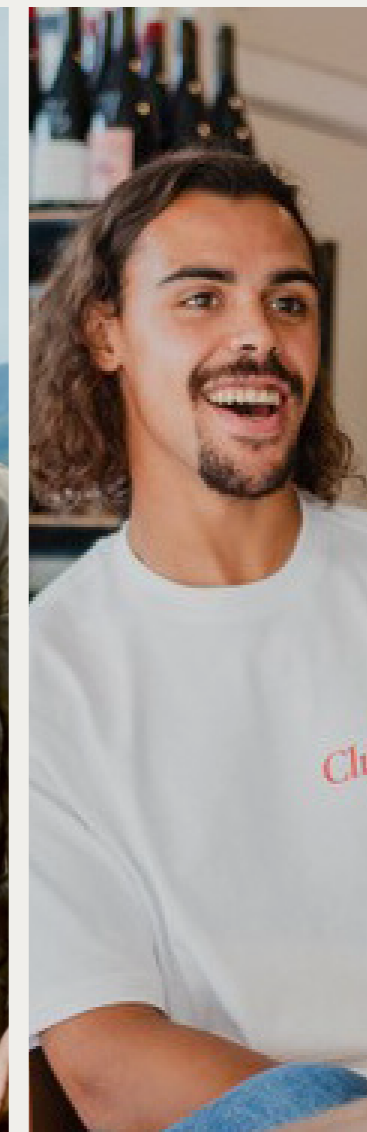
The UK's first independent Japanese sake bar, shop and restaurant, Haigh founded Moto to shine a light on the lesser-known artisanal sake producers from Japan, along with some products that have never been exported outside of Japan before. Alongside paying homage to the Japanese drinking culture from her Covent Garden shop and shipping nationwide, Haigh also hosts tasting sessions, private events and strives to educate people on sake's qualities.



### Grant Harrington, 28

*Founder, Ampersand Dairy*

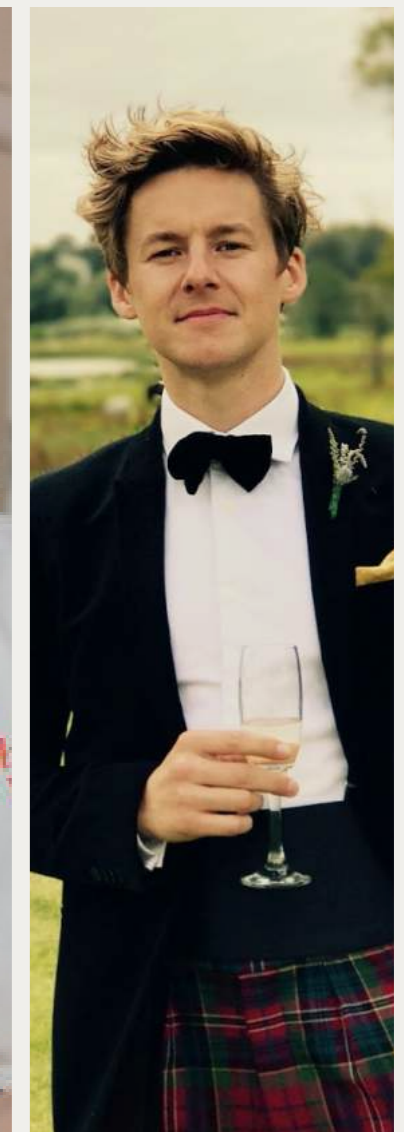
Honorary YBF award winner, Harrington previously worked for Gordon Ramsay and Magnus Nilsson before going on to found Ampersand Dairy at 22 years old. Setting out with a mission of making and supplying the best butter to the leading restaurants in the UK, Harrington has achieved his goal. His business now supplies restaurants with more than 40 Michelin stars combined and is working to create a fully zero-waste production business by launching products including buttermilk fudge and lollies.



### Luke West-Whyllie, 27

*Co-owner, Peckham Cellars*

Brought up by a mother who managed food and beverage for Hilton hotels, hospitality runs in West-Whyllie's blood. He quickly developed a strong work ethic himself, starting in hospitality aged 20 and working his way up to becoming restaurant manager of a 150-cover restaurant. Last year, he opened Peckham Cellars with two friends, and his enthusiasm and passion for wine and food has made the restaurant and bar a popular Peckham spot.



### Ross Hastings, 30

*Founder, Campbells & Co*

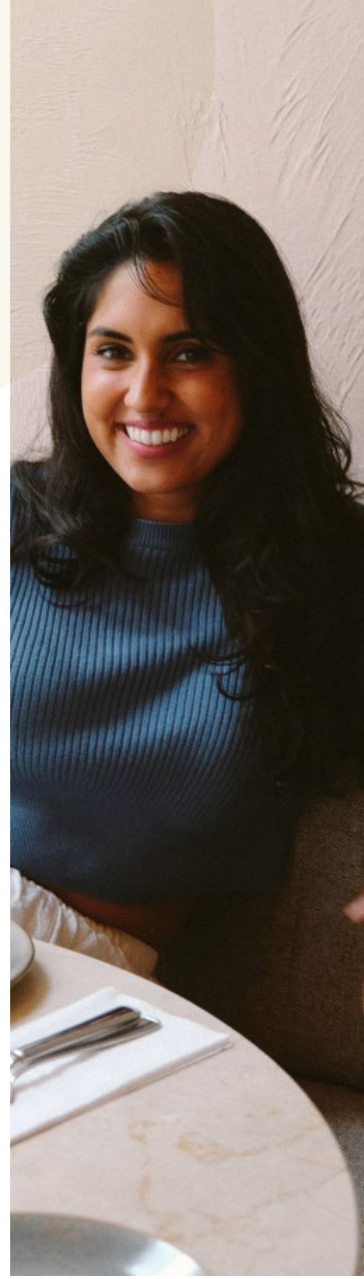
Starting out at Campbells Prime Meat in 2012, Hastings soon spotted a gap in the market for a modern Scottish smokehouse. In 2017 he co-founded Campbells & Co with the aim to redefine smoked salmon. He has since sold into the Scottish, English, German and Italian markets – and works with a variety of hospitality businesses. In a difficult year, he has started a popular direct-to-consumer offering, while a new Scottish smoked sea trout is also about to launch.

## chefs



### Charlie Foster, 29

*Director, Turnips*  
A true family business, Fred and Caroline Foster set up vegetable shop Turnips in Borough Market more than 30 years ago. The business withstood the 2017 terror attack, which saw the business lose almost £100,000. The Fosters have now handed the reins on to their son Charlie, who together with chef Tomas Lidakevicius, has diversified the business by creating a vegetable-focused restaurant. Foster has shown determination in keeping the business going throughout this year and spearheaded the Borough Market project delivering fruit and vegetable boxes to the NHS.



### Ravneet Gill, 28

*Pastry chef, author and TV presenter*  
She featured on our 100 most influential women in hospitality list this year, but Gill's achievements in 2020 make her a deserving part of this list, too. Alongside continuing her work to make the industry a better place with Countertalk and writing her first book 'The Pastry Chef's Guide', Gill also created Puff School alongside Nicola Lamb, a digital pastry course to help students perfect their pastry skills. She's also been announced as the new judge on Junior Bake Off.



### Ixta Belfrage, 29

*Development chef and author, Ottolenghi*  
What a year it's been for Belfrage. A valued member of the Ottolenghi test kitchen family, this year she can add author to her CV too, as she was trusted with the task of working alongside Yotam to write his latest book, "Flavour". One of the most exciting voices on the UK food scene right now, her taste-focused cooking and distinctive culinary style, inspired by her upbringing, permeates the cookbook, and she's also an important voice for representation and diversity in the industry.



### Angelo Sato, 28

*Founder, Humble Chicken*  
At just 17, Sato arrived in London from Tokyo with £300 in his pocket after watching Gordon Ramsay tell young chefs to "get out of their comfort zone." He waited outside Ramsay's Royal Hospital Road to convince then head chef Clare Smyth to give him a trial. As well as working at Eleven Madison Park, he then became head chef at 'Tom Sellers' Restaurant Story. At 24, he set up his own business including Mission Sato and Omoide Yatai. He will open yakitori bar Humble Chicken in January in Soho.

## teams



### Mateo Zielonka, 30

*Head chef, 180 Pasta*  
His pasta-making videos have amassed him more than 100,000 followers on Instagram but Zielonka (who is from Poland) had never worked in a kitchen until he moved to London seven years ago. Originally starting out as a kitchen porter at Russell Norman's Mishkin's, Zielonka then worked at Polpetto and Padella before becoming head chef at Jose Pizarro's restaurant in Broadgate Circle. Three years ago he joined the team at The Store at 180 Strand. Next year he will open 180 Pasta – a 40-cover public restaurant – on the ground floor at the large space that is home to a new Soho House, Soho Works and their offices.



### Megan Holyoake, 25

*Head baker, Lily Vanilli*  
Originally from Kent, Holyoake joined Lily Vanilli bakery having worked alongside Dominique Ansel and a stint at Oblix in the Shard – and is now head baker at the bakery aged just 25. If that doesn't keep her busy enough, she also creates bespoke cakes and bakes through her own brand Holyoake Patisserie.



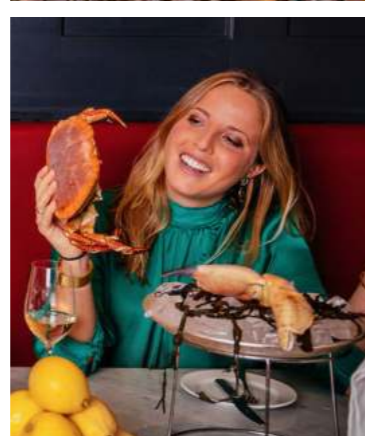
### Matthew Ryle, 26

*Executive chef, Maison François*  
Born and raised in Reading, Ryle was inspired to start cooking aged 14 when his mother took him to a Michelin-starred restaurant, where he went on to land his first weekend job aged 14. He pursued his dream after school and headed to catering school, going on to work at The Dorchester. Forward ten years and following his success on Masterchef: The Professionals in 2018, he recently took on the challenge to run the kitchens at new St James's brasserie Maison François.



### Entire team

*Frenchie Covent Garden*  
It's hard to believe that the entire team at Frenchie's London outpost are under 30, but Gregory and Marie Marchand's Covent Garden restaurant is most definitely championing young talent. Special mention goes to Victor Avonds, who was recently promoted to head chef, and Anaïs Bertin, also recently promoted to head bartender. Joris Coradello was part of the opening team, starting as a bartender and working his way up to assistant restaurant manager, whilst Maurene El Mokkeddem leads the team as restaurant manager.



## Management team

*Bermondsey Larder*  
Another restaurant nurturing young talent is Bermondsey Larder. The management team at Robin Gill's reincarnation of The Dairy are all under 30. After a tough year, closing the original site in Clapham, the team have all adapted and pushed on. Starting from junior positions and working their way up, special mention here goes to head chef Will Faris and senior sous chef Amber Francis, assistant general manager Daniele Larea and general manager Alessandra Tasca.

## Hugh Stanley, 27 & Olivia Burt, 25

*Owner and head chef, Stanley's*  
Young and dynamic duo Stanley and Burt are running the show at Stanley's in Chelsea. Signing off on his first restaurant just before lockdown, Stanley oversaw the refurbishment of the courtyard bar and restaurant entirely over Zoom and has already started to make up for lost time. In the kitchen, Olivia Burt focuses on original flavours using quality, seasonal British produce and is a champion of getting more women in professional kitchens.

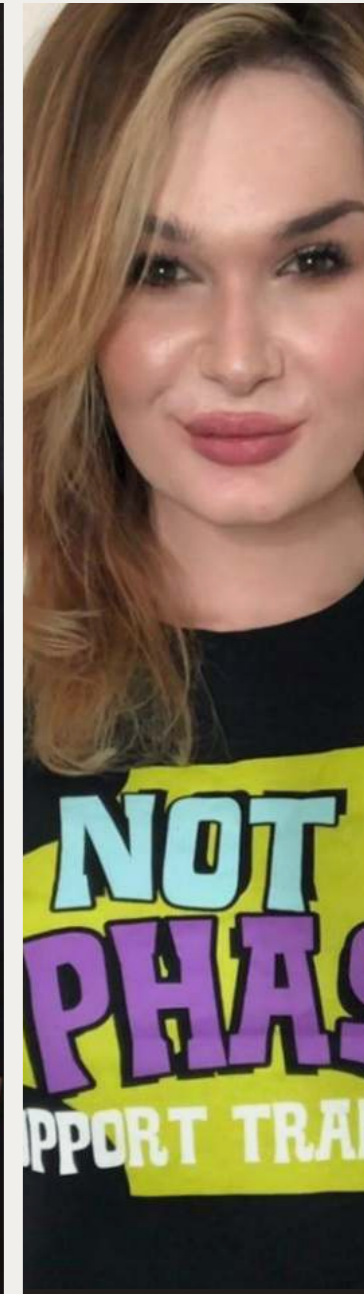
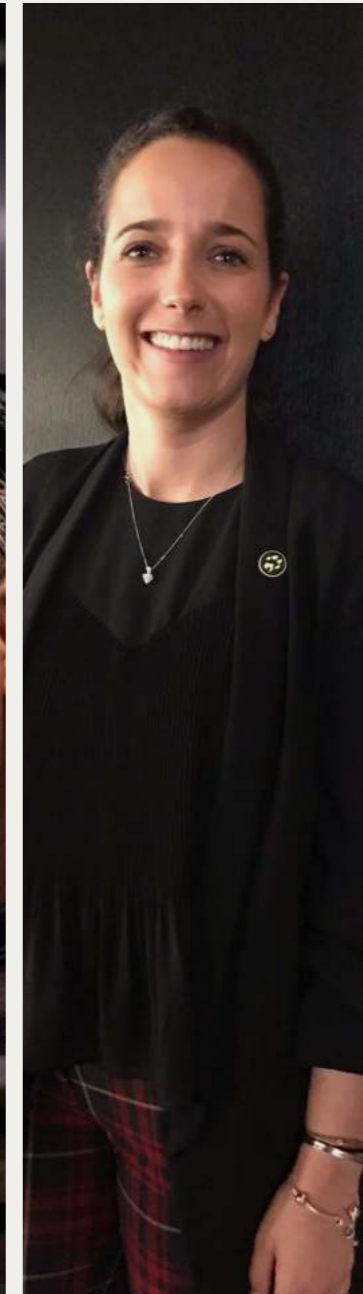
## Tom Rogers, 30, Jess Corrigan, 25 & Tess Berry, 30

*Co-founders, CRAB Communications*  
Take three people who live and breathe hospitality and you get one of the most exciting new hospitality PR firms to have launched in recent times. Co-founded by Rogers, Corrigan and Berry, CRAB Communications has amassed clients including Fallow, Homeslice and Allegra in the short time since it launched. Rogers (whose aunt is Ruth Rogers) and Corrigan (whose father is Richard Corrigan) both worked at Network London, whilst Berry worked for Sauce Communications before they became a trio.

## Ollie Jones, 25 & Gus Haughton, 26

*Managing partners, Pizza East*  
Soho House founder Nick Jones first launched Pizza East in the Tea Building, Shoreditch in 2009. A decade later, the pizzeria is now in the safe hands of his son Ollie and Gus Haughton (alongside former Soho House executive chef Kady Yon). Jones and Haughton met when they both worked at The River Café, before Jones joined JKS and Haughton was at Soho House. The duo, with Yon, have relaunched the menu at Pizza East Shoreditch and will be going on to reopen the Pizza East site in Notting Hill in December.

## front of house



## George Hersey, 28 & Nicola Gartenberg, 28

*Group general manager and operations director, Adam Handling Restaurant Group*  
Both deserving of a place on this list, George Hersey was promoted to group general manager just two years after joining Adam Handling's group of restaurants. Hersey has successfully steered the business through a difficult year. Similarly, operations director Nicola Gartenberg has made a huge impact since joining the group in 2017. Helping to open Frog E1, Gartenberg quickly advanced to managing operations for the entire business, overseeing everything from legal negotiations and marketing plans to financial forecasts.

## Celine Raeburn, 25

*General manager, Bleecker*  
Commended as a truly great leader, inspiring her teams to deliver the very best, Celine Raeburn started as a team member at Bleecker over two years ago. She quickly caught the eye of founder Zan Kaufman and progressed rapidly through the ranks from team member to general manager. Alongside managing Bleecker's flagship Spitalfields site, Raeburn trains and teaches each new supervisor and manager to join the team – and she also led the team to victory at the National Burger Awards.

## Djema Sanderson, 28

*Food & beverage manager, Stock Exchange Hotel*  
Sanderson joined Tom Kerridge's London restaurant Kerridge's Bar and Grill at launch, along with former 30 under 30 star Tomas Kubart. She quickly became an integral part of the front of house team, impressing the chef-patron. She moved to Manchester for the launch of Bull & Bear at Stock Exchange Hotel and is a total star, says Kerridge. "When we had to close, she used her own time to email guests wishing them well for a celebration if they'd been unable to come in – all her little touches make her indispensable."

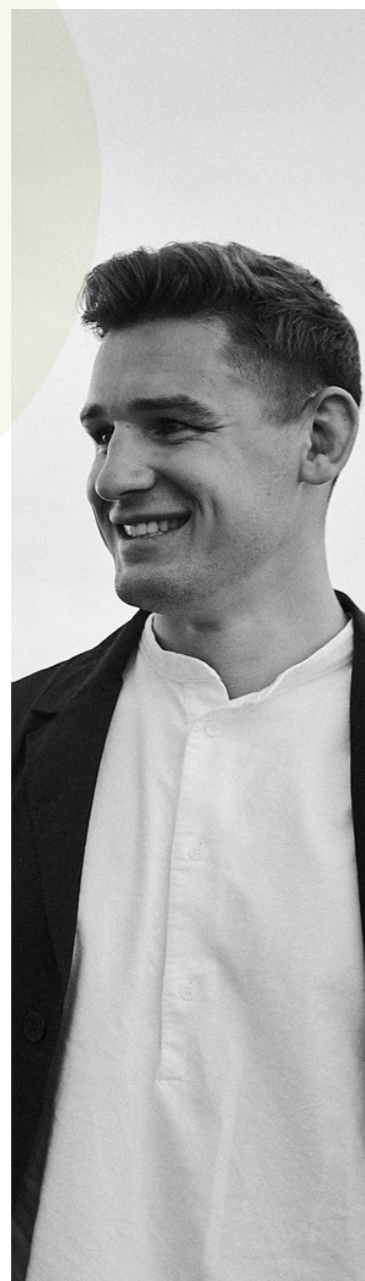
## Jacqueline Devon, 28

*General manager, Ku Bar and Founder, Not A Phase*  
As general manager, Devon is a pivotal part of the team at Ku Bar, a group of independent LGBTQ+ bars based in central London. However, it's perhaps what she does outside of hospitality in her capacity as co-founder of Not A Phase, which impresses most. Working to support transgender lives, grow transgender owned businesses and educate future allies, Devon is leading a community committed to make the world safer and more inclusive for transgender people.



## Joshua Castle, 26

*Head sommelier, Noble Rot*  
Australia-born Castle joined the team at much-loved Noble Rot after working in Oxford. With the opening of Noble Rot Soho this year, Castle stepped up to become the head sommelier at the Lambs Conduit Street site. During lockdown, he demonstrated his knowledge and enthusiasm for all things oenological by holding a series of online wine lectures for the 'Rotters' team.



## Sam Jones, 27

*Restaurant manager, Paradise*  
As a professional rugby player (who had to quit following an injury), Jones joined the opening team at Paradise with little hospitality experience. However, that hasn't stopped him becoming an integral member of the Sri Lankan restaurant's team. He's mastered his knowledge of Sri Lankan food, wines and spirits over the past 18 months by saying yes to everything that is thrown his way, from flying to Sri Lanka with three days notice to managing the construction of the site.



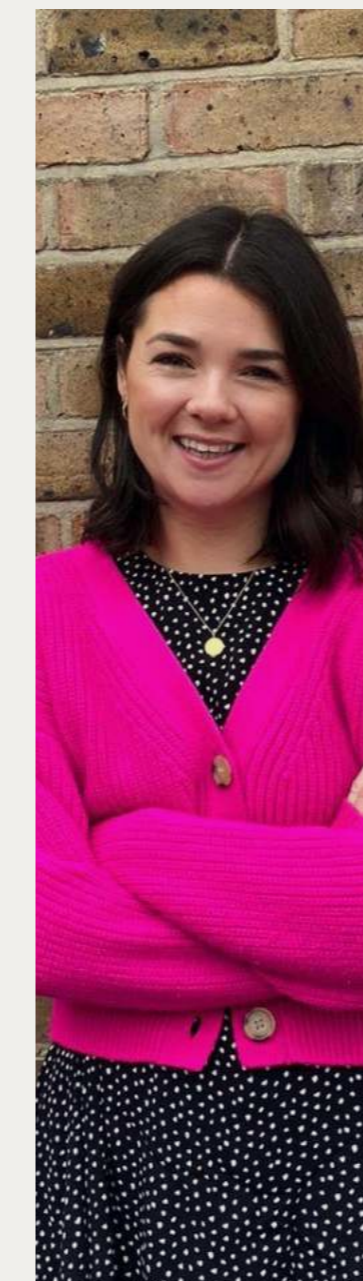
## Rowena Carey, 26

*Head of retail & partnerships, Crosstown Doughnuts*  
Flashback to 2014 when Crosstown Doughnuts was a market stall, Carey was one of the team's first employees. Starting out as retail manager, she plays a pivotal part of the business in her role as head of retail & partnerships as it operates more than 10 sites across London. Carey also manages broader partnerships across the business, most notably the company's charity partner Centrepoin.



## Hilary Brett, 27

*Operations manager, BAO*  
BAO has been making major moves during the pandemic, creating the delivery brand Rice Error, re-launching its online shop, producing DIY kits and getting ready to open the latest restaurant Café BAO – and operations manager Brett has been at the forefront of it all. She joined the team three years ago as general manager of the flagship restaurant in Soho and, with a drive to succeed and incredible attention to detail, continues to be pivotal to the success of BAO as it grows.



## Georgina Hayward, 29

*Marketing manager, Yard Sale Pizza*  
In a crowded market, it can be difficult for pizza restaurants to make themselves stand out – but marketing manager at Yard Sale Pizza Hayward manages to do just that. This year she led the charge to raise more than £15,000 in donations to feed 8,000 NHS staff, personally delivering pizzas to hospitals across London, as well as creating the 'legends of lockdown' campaign that sought out pizza-loving customers to nominate their friends and loved ones to win free pizza for a year.



## Darryl Chan, 28

*Learning & development manager, Hakkasan*  
As learning & development manager at Hakkasan, the past year has forced Chan to think outside of the box. He has risen to the challenge, devising and implementing a plan for reopening, managing the internship recruitment campaign and most recently setting up an innovation committee which he co-chairs. The committee works to discuss and implement new ideas to improve operational efficiencies, revenue streams and employee wellbeing.

Ones to watch in 2021...

**Matt St John, 23**  
*Market garden grower, Daylesford*  
St John is key to the harvesting part of the Daylesford empire and ensures that the shops, and the Wild Rabbit restaurant in the Cotswolds, get the best organic produce.

**Daniel Mahon, 24**  
*Events operations floor supervisor, Rosewood London*  
Initially studying tailoring at the London College of Fashion, Mahon's real passion lies in hospitality. He's worked in events at the Rosewood London for the last three years.

**James Greatorex, 23**  
*Head chef, L'Ortolan*  
James Greatorex has just taken over from head chef Tom Clarke at Michelin-starred L'Ortolan in Reading. He joined in 2018 as a junior sous chef, having worked at the Fat Duck.

**Samantha Haigh, 26**  
*Restaurant manager, The Black Swan Oldstead*  
Sam started working with the Banks family at 21 and has worked her way up to restaurant manager, responsible for high standards of service as well as the front of house team's welfare. During lockdown, Sam helped launch Made in Oldstead.

**Edwin Kuk, 22**  
*Junior sous chef, The Art School Restaurant*  
Kuk won the Young National Chef of The Year 2021, the first chef from a Liverpool restaurant to take the top award. He cites his influences as Nathan Outlaw, Gordon Ramsay, the Roux Brothers and his mentor, Art School owner Paul Askew.

**Aashifa Hussain, 25**  
*Barista trainer, Well Grounded*  
Hussain has always worked in the coffee industry and now trains and supports others, as well as launching the Kore Directive events platform to help young women gain additional coffee skills. She also volunteers for the Hey Girl network.

**Toshi Akama, 26**  
*Senior sous chef, Ikoyi*  
Ikoyi co-founder Jeremy Chan says he can guarantee that Akama is the best sous chef in London and if you've eaten at Ikoyi, you might just believe him.

**Melania Battiston, 24**  
*Head sommelier, Medlar*  
Head sommelier and wine buyer, Battiston is responsible for compiling the wine list and advising guests at Medlar.

**Ruby Smith, 26**  
*Acting restaurant manager, Barrafinna Mariscos*  
Smith has quickly become an integral part of the Harts Group team, going from events at Quo Vadis to helping across the teams during lockdown with training to supporting managements teams. She's been recently promoted

**Freyja Morum, 23**  
*Social media & events manager, Callooh Callay*  
Starting on reservations for the Shoreditch restaurant, Smith is growing vital connections and awareness all the time - impressing her employers, who have her pegged as a future GM.