

AdNews

NEW JOB? PAGE 40.

www.adnews.com.au Founded in 1928. Australia's top-selling marketing, media and advertising magazine \$2.95 (NZ \$4.00 incl GST) 8 October 1999

What tickles my fancy

Terry Comer's mate Mike Everett nominates his top ten restaurants London has to offer.

My old school friend Terry Comer has asked me to nominate my ten favourite London restaurants, and write a little about each.

The great irony of this is that my all-time favourite eating place isn't to be found in London at all, but in dear old Port Douglas in Queensland. I refer, of course, to the sublime, the fantastic, the beautiful Nautilus. It is, without doubt, the best place I've ever eaten in my life. But what of the dull, damp, miserable town I normally inhabit? Here's my top ten.

1 THE IVY The place to find celebrity diners and the finest hangover fodder in London: their corned beef hash with a fried egg on top.

The food here ranges from what Brits call Nursery Food (the sort of tucker that nannies dish up to infant members of the upper class), all the way to the Pacific Rim, by way of Italy and France. Try not to dribble your food when Claudia Schiffer waltzes in.

2 NOBU The ultra-trendy restaurant that is part of the ultra-trendy Metropole Hotel.

The food is a cross between Japanese and South American, but the view (overlooking London's Hyde Park) is quintessentially English. The prime table to book is number four, which occupies a corner site. Noodle-based dishes seem to work best here. Make sure you wear your Armani, otherwise the staff will be better dressed than you.

3 LE PONT DE LA TOUR As its name suggests, this restaurant resides in the shadow of Tower Bridge and is one of a number in London owned by Terence Conran.

On fine days, you can sit outside eating their divine lobster salad. On cold days, the interior is large but cosy. The menu embraces most modern influences, despite the restaurant's French name. And the food always looks good. As does the view of the bridge and the City of London, so book one of the window tables.

4 LITTLE ITALY That great TV producer, the delectable Tania Salter who has only recently returned to your shores, introduced me to this restaurant in Fifth Street in London's Soho.

It reminds me of the sort of trattorias you stumble across in Italy. The ones where the local priest always eats. Their pasta is always spot-on, or al dente, as they say on the boot-shaped peninsula. The sauces use all the usual Mediterranean ingredients, but combine them in a hearty, homemade style. Their frizzo misto (Prawns, calamari and deep-fried courgette) will prepare your stomach magnificently for a night out in Soho's bars.

5 SIGNOR ZILLI Another Soho eatery, this time in Dean Street. Owner Aldo Zilli has recently joined the UK's band of TV chefs. The nosh is always reliable, well prepared and presented with great élan. One highlight of the menu for those with a larger appetite is the roast suckling pig. Make sure you sit upstairs, at street level. You have to be very drunk to enjoy the beverage.

6 CANTINA ITALIA A small place furnished with bare tables, up a back street in Islington. But don't let that put you off. The pizzas are the size of serving dishes, the spaghetti pescatore the best this side of Positano and the risotto to die for. Their wine list also features what some consider to be the best red wine ever to come out of Europe, Sassaccia, from Tuscany, a snip at only £95 a bottle. Like Zilli's, sit upstairs.

7 GRANITA Also in Islington, but in Upper Street. Another restaurant that's bare-tabled with

minimalist decor. This is supposed to be the place where Tony Blair and Gordon Brown carved up the future UK government between them. I don't know if that's true, but I do know I've never had a bad meal here. An eclectic menu that owes much to Morocco and the far-east.

8 BANK An ex-banking hall put to better use. It's vast, noisy and reminiscent of many large restaurants in the US. There's even a mural that suggests Atlantic City.

The food is cooked in full view of the diners and, like the restaurant, the portions are big. Currently, my favourite dish is their crab linguine, cooked with a hint of chilli. On the rare occasions they have it in stock, I wish it down with a bottle of Cloudy Bay Sauvignon Blanc. Fast and friendly service from the overwhelmingly French waiting staff.

9 DAKOTA Situated in trendy Notting Hill, this is apparently Madonna's favourite London restaurant. Needless to say, I've never seen her here, but I have seen enough of the food to know that it's good.

Obviously, the name belongs alongside the Canadian border, the theme of the cooking, however, is rooted firmly in California, drifting down Mexico way. The menu changes too often for me to nominate a favourite dish. Except, of course, Madonna.

10 NEAL STREET RESTAURANT Owner Antonio Carluccio, is another chef who is often to be found on UK TV. His speciality is mushrooms. So, if you come here, make sure you order at least one course that includes fungi.

Mixed sautéed fungi and tagliatelli with fungi spring to mind. Otherwise well-cooked Italian fare, but at a price. So, whatever you do, come here on expenses.

Mike Everett is creative director of Grey Advertising London.



"WRITE A TRIP!" the IAA Essay Travelling Scholarship 2000 is open now to under 30-year-olds working or studying in marketing, advertising or media.

Prize for the winner is an expenses paid trip to London to attend the world's premier marketing communications event "Beyond the Cutting Edge - A Communication Blueprint for the New Millennium" IAA World Congress, 6-9 June, 2000 - four sensational days of stimulation, motivation and exchange of ideas with world industry leaders.

All you have to do is write no more than 1500 words on one of the following topics:

1. What is the role for mass media in the era of new technology?
2. What does the future hold for global advertisers?
3. Is advertising still a component of free speech?

So start writing your trip!
For application forms contact:
Heather Leenbruggen
Telephone: (02) 9949 4801
Facsimile: (02) 9907 9273

to stop smoking.

Clearly, the medium got the X-Smoker message across - and significantly affected a notoriously hard-to-budge target audience. Compare this low-key strategy with Florida Anti-Tobacco, which used a mix of high and low production value TV, seven outdoor boards, eight print ads, four posters, postcards and a web page. Further paraphernalia bearing the brand insignia was distributed at other relevant occasions.

It's all undoubtedly impressive, but Convenience Advertis-

ing communicated successfully through a single medium with a much more cost-effective budget.

The reason?
Establishing messages in public toilets guarantees the undivided attention of the target audience. No distractions, no fuss, no embarrassment. Just your message and your target alone together for an average of 2.57 minutes. There's no better way to talk to people about the hard stuff.

Brad Sellers
Convenience Advertising
via email