

Ex-Noma chef opens first permanent restaurant in London



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Story from young star Tom Sellers will be open from mid-April 2013

March 25, 2013, 12:22 pm -- /[EPR NETWORK](#)/ -- The restaurant industry shows little signs of diminishing its ferocious appetite despite the recession biting hard into the food budgets of your average Briton. For those who can wine and dine, there are plenty of ever-more inventive and extravagant dining options in the capital of the UK.

The health of [London restaurants](#) seems to be largely withstanding the economic grilling that most of the nation's businesses have been given by the recession. Gourmet trends for locally-sourced, simple foods and home-style meals with tradition and sustainability are becoming more and more fashionable.

The success of British chefs like Tom Aikens and Jason Atherton, whose Michelin-starred Pollen Street Social has continued to feed the suited and booted of London's exclusive dining scene since its opening in 2011, is not a one-off.

The capital seems to be extremely welcoming to haute cuisine chefs who have trained extensively elsewhere but are all returning to open new ventures in the city.

And the case is no different for Tom Sellers, a 25 year old chef with experience beyond his tender years – he's worked for aforementioned Aikens, as well as under René Redzepi at Noma, formerly the best

restaurant in the world. The promotion of locally-sourced, foraged food and simple flavours from Redzepi has clearly influenced Sellers' style.

Following the success of his Foreword pop-up, which took place as part of the Rebel Dining Society's November series in both 2011 and 2013, chef Tom Sellers is now set to open his first restaurant on Bermondsey's Tooley Street on April 16th.

Aptly named 'Story' – the choice of 'Foreword' as the moniker for his pop-up was a deliberate little appetizer – it looks set to continue his reputation for crafting robust, yet delicate, meals from unusually earthy, local flavours.

Foreword offered dishes like bread and dripping for starters, beef cheek, pumpkin seed, brown butter and sorrel for main and charred pear, parsnip and buttermilk for dessert. And this is a style we can expect to see more fully realized in the permanent restaurant venture.

Story will offer a six-course (£45) or ten-course (£65) menu of dishes like scallops with cucumber and dill ash or beef cheek with stout and cauliflower yeast.

Located on SE1's Tooley Street, between the busy City hangouts of London Bridge and Tower Bridge, it is sure to be heavily booked far in advance.

Story will open its doors on 16th April, but with only 42 covers, you'll want to get on the booking line – which opened on March 9th – as soon as possible.

-ENDS-

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