

# Top chef Jason Atherton puts 'social' eating on London's menu



Released on: March 25, 2013, 12:12 pm

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Industry: [Travel](#)

## **Mastermind behind the wildly successful Pollen St Social opens new venture in late March 2013**

March 25, 2013, 12:12 pm -- /[EPR NETWORK](#)/ -- The chef and proprietor behind one of the capital's most prosperous new restaurants of the last three years is set to build on his success with an exciting new business in the heart of Soho.

Jason Atherton, the mind behind Pollen Street Social, one of Mayfair's best-loved (and best-attended) new kids on the block, will be opening a new venture in spring 2013.

Continuing his theme of promoting high-quality, deftly-cooked British and European bistro fare with an emphasis on reinstating the restaurant as a place for sharing, eating and meeting, anticipation is high.

With the portentous moniker The Social Eating House, Atherton's latest step in encouraging great conversation over startling food is one of the year's most anticipated new [restaurants in London](#).

There might be a thousand and one spots to eat in Soho, but this Poland Street locale is already putting itself on the map, thanks to Atherton's sterling reputation, and his faith in his excellent team.

For new beginnings in his Soho eatery, Atherton is working with old friends. For The Social Eating House he goes into partnership with his

long standing head chef Paul Hood who he has worked with for over six years.

And, in keeping with its name, the building will be home to several different dining and socialising options. The 58-59 Poland Street complex comprises of a ground-floor restaurant offering mid-priced bistro fare, a basement area with a chef's table and a 15-seat bar, and a top-floor cocktail bar.

The cocktail bar is headed by another friendly face from the Pollen Street Social team: executive barman Gareth Evans, who has been managing the bar at Pollen Street Social since May 2011, takes the helm here in Soho in 2013.

Bookings are already being taken for the establishment, and with a move from luxury Mayfair into more accessible Soho, expect it to be filled to the rafters for the first six months – get in there while you can, and most definitely try for a cocktail.

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