

THE EXPLOSIVE BOOK FROM *FIRST DATES* STAR
FRED SIRIEIX

WHAT THEY'RE SAYING....

'WHAT A GREAT, IN-DEPTH, ENLIGHTENED VIEW OF OUR BRILLIANT INDUSTRY. THIS BOOK GIVES YOU THE MAKE-UP AND DNA OF ONE OF THE UK'S BEST MAITRE D'S...

A MUST READ'

SAT BAINS, CHEF



'EVERY SINGLE TINY DETAIL FRED KNOWS HAS BEEN POURED INTO THIS BOOK. THE ONLY BOOK ON SERVICE THAT ANYBODY WILL HAVE TO READ.'

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JOURNALIST & AUTHOR

'A GREAT RESTAURANT NEEDS GREAT SERVICE AS WELL AS GREAT FOOD TO BE A GREAT RESTAURANT AND FRED IS A MASTER OF HIS CRAFT.'

JAMES MARTIN,
CHEF

**SECRET SERVICE
FRED SIRIEIX
LIFTING THE LID ON THE RESTAURANT WORLD
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'A STUNNING BOOK. THIS IS FRED PUTTING SERVICE ON THE COUCH. I COULDN'T STOP READING IT.'

JOSÉ PIZARRO,
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'FRED IS THE MOST ENIGMATIC, DIVISIVE, CREATIVE AND CHARMING FRONT-OF-HOUSE LEADER THAT YOU COULD MEET. HE IS THE NEW AGE OF THE MAÎTRE D' AND THE LEADING LIGHT IN HOSPITALITY.'

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'A FANTASTIC INSIGHT FROM THE BEST IN THE BUSINESS.'

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CHRIS GALVIN, CHEF &
RESTAURATEUR



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FRED SIRIEIX**

WHAT THEY'RE SAYING....

**'OBSESSION TO IMPROVE AND
ATTENTION TO DETAIL ARE ESSENTIAL
AND THESE ARE ELEMENTS YOU SEE
AND TASTE WHEN YOU ENCOUNTER
A RESTAURANT AND KITCHEN THAT IS
UNDER THE INFLUENCE OF FRED'**

ADAM BOOTH,
BOXING TRAINER, BOXING BOOTH

**'A JOYOUS ENCAPSULATION OF THE
ESSENCE OF SERVICE THAT LIES AT
THE HEART OF TRUE HOSPITALITY.
*CHAPEAU, MONSIEUR SIRIEIX!***

UFI IBRAHIM, CHIEF EXECUTIVE OFFICER,
BRITISH HOSPITALITY ASSOCIATION

**'IF YOU ARE IN BUSINESS THEN I
SUGGEST YOU READ *SECRET SERVICE*.
WHETHER YOUR BUSINESS BE PURELY
IN SERVING, OR SELLING SOMETHING
OR EVEN MAKING CARS, THIS WILL
OFFER POSITIVE INSIGHT TOWARDS
SUCCESS. TRULY FASCINATING.'**

IAN CALLUM, DIRECTOR OF DESIGN,
JAGUAR CARS

**'IF ONE PERSON KNOWS THE
INSIDE SECRET, GOSSIPS AND
RECOMMENDATIONS OF THE
HOSPITALITY INDUSTRY IT IS FRED.
WITHOUT A DOUBT HIS BOOK WILL BE
AN EYE OPENER ON WHAT IS REALLY
GOING ON BEHIND AND ON THE
FLOOR OF YOUR FAVOURITE EATERY
ALL IN PURE SIRIEIX CHARM, *BIEN
SUR!***

ERIC LANLARD, MASTER PÂTISSIER

**'THERE'S NOBODY KNOWS SERVICE
LIKE FRED, AND HE CONVEYS HIS
KNOWLEDGE CLEARLY AND WITH
GREAT HUMOUR. A FANTASTIC READ.'**

CHRIS POPLE,
FOOD BLOGGER AND WRITER

**'FRED SIRIEIX IS A GREAT INSPIRATION
TO ANYONE ASPIRING TO A CAREER
IN HOSPITALITY. I THOROUGHLY
RECOMMEND HIS BOOK BOTH AS AN
INSIGHT AND ENTERTAINMENT.'**

ALASTAIR STOREY OBE, PRESIDENT,
INSTITUTE OF HOSPITALITY

**'THE MANY REFERENCES, STORIES
AND ANECDOTES FOCUS ON PEOPLE,
ON THEIR BEHAVIOUR AND HOW TO
EITHER LEAD THEM OR PUT THEM AT
EASE. BLOODY GREAT READ, BLOODY
GOOD GUY.'**

WILL CARLING OBE,
FORMER ENGLAND RUGBY CAPTAIN

**'A FRESH AND EXCITING READ
WITH SOME SURPRISING
REVELATIONS FROM THE MAN
WE ALL THINK WE KNOW SO
WELL! FRED IS DEFINITELY THE
SPECIAL FORCES ELITE OF THE
RESTAURANT INDUSTRY.'**

ANT MIDDLETON,
PRESENTER,
SAS WHO DARES WINS

