

Press release

***“Spud’s”,
A new gourmet address at the Sofitel Brussels Europe***

Brussels, 7 September 2006 – “Spud’s”, the gourmet restaurant at the Sofitel Brussels Europe, is set to receive its first guests.

Set to become one of Brussels’ unmissable addresses for gourmets, it will be run under the masterly eye of Aurélien Poirot, and sponsored by the great French chef, Alain Senderens.

“Spud’s”, which takes its name from the English, revisits the theme of the potato and will serve Modern French cuisine inspired by the freedom and creativity that abound at the “Senderens”, renowned centre of Parisian gastronomy.

In a cosy setting where design and elegance meet, “Spud’s” can welcome up to 100 guests and can offer a large *table d’hôtes*.

A bar and lounge area invites travellers to spend some time relaxing over a cocktail.

The restaurant is open from Monday to Friday from 12 to 2pm and 7pm to 10.30pm, and on Saturday from 7pm to 10.30pm. It can be reached directly from the lobby of the hotel or via a separate entrance on chaussée d’Etterbeek.

The bar is open seven days a week, from 11am to midnight.

***“Spud’s”, chaussée d’Etterbeek, n°20, 1040 Brussels
Information and reservations: +32 (0)2/235.51.00***

Elegant deco and a convivial ambiance

Dominated by red and black tones, the minimalist deco of “Spud’s” aims to be warm and welcoming, while remaining determinedly contemporary.

At the centre of the restaurant, a large *table d’hôtes* in black wood illuminated by a shaft of light provides an air of conviviality ideal for the single traveller.

Diverse flavours and daring combinations

Alain Senderens and Aurélien Poirot worked as a team to create the menu at “Spud’s”, dreaming up dishes and refining the recipes according to each of their visions. Creativity and originality were the keywords of their work together, and this has resulted in a particularly “nouvelle cuisine”-style menu, which makes use of a variety of rare ingredients and plays on unexpected flavours, not forgetting the humble potato, central theme of the menu and of the restaurant itself.

Here is a selection of the dishes on the menu at Spud’s:

**Agria potatoes cooked as risotto,
served with crayfish in their own juices**

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**Javan-style lamb with roasted mangoes,
served with coconut milk mashed potatoes**

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“Aztec” potatoes and Tahitian vanilla.

A certain number of timeless options, “Spud’s” signature dishes, will remain on the menu permanently, while Alain Senderens will come to the restaurant regularly to work with Aurélien Poirot in creating new dishes, according to the seasons and current trends.

Famous for his good taste in the choice of wines, Alain Senderens has selected the best vintages, ensuring that the aromas of the wines are in perfect harmony with the dishes they accompany.

The bar at “Spud’s” also offers a menu of light meals, inspired by the cuisines of the world – such as sushi and tapas – recalling the international nature of the location.

The head chef: Aurélien Poirot

French chef Aurélien Poirot (age) holds a degree in Hospitality and Catering from the l'Ecole Hôtelière Ferrandi in Paris, where he also obtained a degree as pastry chef, ice cream maker, chocolate maker and confectioner.

Passionate about fine cuisine, from the very start of his career Aurélien Poirot was employed by some of Paris' great Michelin-starred restaurants, including "Au Trou gascon" (1 star) and "Au Carré des feuillants" (2 stars). He served for one year under the chef Alain Ducasse as first *chef de partie* at "Il Cortile" (1 star). Finally, before coming to "Spud's", Aurélien Poirot perfected his skills at "Lasserre" (2 stars) and at the celebrated Parisian hotel Le Meurice (2 stars).

The sponsor: Alain Senderens

At 65, Alain Senderens has been awarded three Michelin stars for 28 years in a row, from "L'Archestrate", where he built his reputation, to the "Lucas Carton", which he took over in 1985.

Last year, Alain Senderens totally reinvented the concept of his restaurant. "Lucas Carton" became "Senderens", serving nouvelle cuisine for the 21st century, "*with a firm grasp of the zeitgeist*", based around a greater variety of produce and experimenting with endless flavour combinations.

Alain Senderens is sponsoring "Spud's" and in so doing, assisting Aurélien Poirot in the creation of a contemporary and original menu for the restaurant of the Sofitel Brussels Europe.

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or go to www.sofitel.com or www.accorhotels.com

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Press contacts

Accor Hotels Belux

Kathlyn Vanhassel
Tel.: 02/718 07 51
Email: Kathlyn.Vanhassel@accor.com

Origami PR Consultant

Laure Simon
Tel.: +32 (0)2/539.07.04
Email: laure@origami.be

Anouck Weiss

Rodolphe Moulin-Chabrot
Direction de la Communication Internationale Sofitel
tél : 01 45 38 19 13
e-mail : rodolphe.moulin-chabrot@accor.com