



THE 100 MOST INFLUENTIAL WOMEN IN HOSPITALITY



Welcome to CODE's inaugural list of the 100 most influential women working in British and Irish hospitality. With industry stalwarts Ewan Venters (CEO of Fortnum and Mason), legendary restaurateur Jeremy King of Corbin & King, highly respected author Diana Henry and Bloomberg food expert Richard Vines, Adam Hyman and Lisa Markwell have selected the women who are trailblazers, highly successful, inspirational, socially conscious ... and just damned good at their jobs.

From the young woman pushing at the staid world of sommeliers to the chief executive of a major drinks company; from the ex-chef transforming Britain's school canteens to the Michelin-starred patron at the height of her powers – the diversity and creativity is astonishing. The list is deliberately not ranked to reflect that influence is shown in many different ways.

As Ewan Venters said, on studying the list, “what’s important here is relevance – it can be someone who’s a long-standing success but are they still fresh, still influential? I’d put Fay Maschler firmly in that category –

she’s mature but she stays relevant by knowing everything that’s going on.”

In the first category, chefs, judge Diana Henry noted that Pam Brunton is really ploughing her own furrow at Inver, and says of Angela Hartnett, “I have huge admiration for her – I think she’s one woman who shows other women that you can be a successful female chef in what is mostly a male world.” She also mentions the supportive kitchen environments run by Skye Gyngell and Asma Khan.

We believe this is a really powerful, positive list at a time when there are stories in the press about both struggles in the hospitality business to recruit and keep staff, and the difficulties women face in reaching its higher echelons (kitchens have long held the reputation for being brutish and inflexible). Talking candidly about mental health, running kitchens and front-of-house where there is zero-tolerance of abuse and either modelling or establishing customised working hours are all highly significant in 2018. There are many women on the list who show

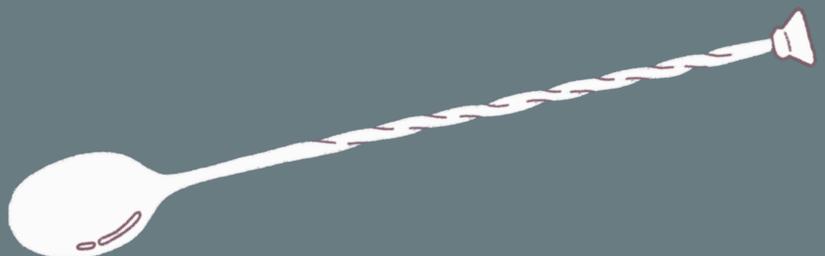
that despite the traditional view of it being a business too punishing for parents, it’s possible to combine motherhood with a successful career.

Jeremy King came to the judging table with a carefully annotated list. His own company is well known for its initiative to keep women in the business, and to help those returning after career breaks. King had studied the candidates in detail. “These women are not only doing their jobs as well, or better, than any man – they are also inspiring others, making waves and are full of the innovation that singles them out as special.”

There are lots of women who do brilliant work to produce and promote food and drink in Britain, but we had to keep the list strictly to hospitality – so authors of the myriad brilliant cookbooks have not been included, for instance.

And, as judge Richard Vines pointed out in his assessment of the list, “there are many more I could mention, but they fall into a ‘rising stars’ category, so they can be on the list next year!”

We look forward to it.



Hotels and interiors



Afroditi Krassa
Founder, Afroditi Krassa

In 2002, Krassa set up her own design studio and worked with Pret a Manger founder Julian Metcalfe to design Itsu's branding. Krassa also designed Heston Blumenthal's The Perfectionist Café and worked on the creation of Dishoom.



Tara Bernerd
Founder, Tara Bernerd & Partners

Connected and energetic after a long time in the design business, Bernerd left school at the age of 16 to follow a career in interiors. Having trained with designers and architects such as Philippe Starck, she went on to open her own architectural practice in London. Her latest project – The Principal London – opens later this year.

Isle Crawford
Founder, Studioisle

Crawford was the launch editor of Elle Decoration, before setting up her own design studio in 2001. Projects include Soho House New York, Babington House and Cecconi's in Mayfair. Crawford also designed Ett Hem hotel in Stockholm and Duddell's Arts Club in Hong Kong. She most recently redesigned St Cuthbert's community centre in London for Refettorio Felix, a community kitchen and non-profit organisation founded by Massimo Bottura.

Irene Forte & Lydia Forte

Group project director, Rocco Forte Hotels; Bar and restaurant development manager, Rocco Forte Hotels

Irene Forte joined her father's hotel business in January 2013. Since joining she has launched Rocco Forte Brand Standards, including a new service philosophy and values. Last year, she was appointed group project director which also has her overseeing the spa and fitness offerings across the group. She created a skincare line for the hotels called Forte Organics. She has also launched Map My Future careers and training app for the industry. Lydia Forte is responsible for the concepts, management and performance of the hotel group's restaurant and bars across the portfolio. In 2015, Lydia opened Irene, a Tuscan bistro at the Hotel Savoy in Florence and in 2016, she re-launched Sophia's Restaurant and Bar at the Charles hotel in Munich. Most recently, she has worked on the five food and beverage offerings at the new Assila hotel in Jeddah.

Judy Hutson
Interior designer, Home Grown Hotels

Home Grown Hotels, operators of the group of Pig hotels in the UK, was founded by Hutson's husband, Robin but has Judy to thank for its idiosyncratic and welcoming feel. Hutson is working on the interiors for three new Pig Hotels in the UK.



Kit Kemp
Co-owner and design director, Firmdale Hotels

Kit Kemp, along with her husband Tim Kemp, has created some of London's best hotels. Firmdale, which they founded in 1981, operates eight hotels in the capital including the Ham Yard hotel in Soho and the Dorset Square hotel in Marylebone. They also operate the Crosby Street hotel and Whitby hotel in New York. Kemp oversees all the interiors of the properties.

Jill Stein OBE
Restaurateur and interior designer

In 1975, Stein started The Seafood Restaurant with her then-husband, Rick. They've grown the business to now include a further nine restaurants and cookery school. After designing the interiors for her restaurants, she established Jill Stein Interior Design in 2009 and last year launched a range of natural toiletries – Porthdune - with Amanda Barlow.

Sue Williams
Hotelier and general manager, Whatley Manor

Williams has worked at Le Manoir aux Quat'Saisons, The Bath Priory, Sydney House, Gidleigh Park and Cliveden. She is now GM at Whatley Manor, One Hotelier of the Year in 2017 and is an ambassador for The Gold Service Scholarship Awards.

