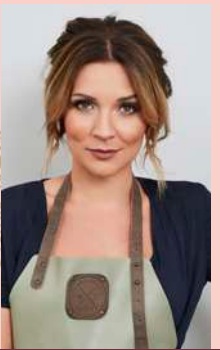




# Inspiring Women in Hospitality



8<sup>TH</sup> MARCH 2023



#IWDATTHEPEM

Tag us: @thepemrestaurant @conradlondonsj

The Pem.

CONRAD  
LONDON ST. JAMES

In partnership with  
**LILLET**  
THE FRENCH SPRITZ

Sponsored by  
CHAMPAGNE  
**AYALA**  
MAISON FONDÉE EN 1775

# Inspiring Women in Hospitality



8<sup>TH</sup> MARCH 2023

---

## Morning Itinerary

---

10:00 Tea & Coffee

The Hedgerow

10:30 Welcome

### Panels

11:00 HOW I GOT HERE

Whitehall 01

The Art of Goal Setting from Leading Chefs

Panel: Sabrina Gidda, Joké Bakare, Roberta Hall-McCarron, Candice Brown

Host: Sally Abé

11:00 NOT IN SERVICE

Whitehall 02

Discover the Wealth of Alternative Hospitality Careers

Panel: Lisa Markwell, Lorraine Copes, Nicola Gartenberg, Anna Sebastian

Host: Shelley Sofier

11:00 BUILDING YOUR OWN BRAND

Whitehall 03

Developing Your Brand Persona and Presence

Panel: Ravneet Gill, Poppy O'Toole, Jules Pearson, Lauren Halliday,

Carmen O'Neal

Host: Emma Banks

11:00 HOW TO BE THE BEST YOU

Whitehall 04

Work-Life Balance: Being the Best Version of Yourself

Host: Merly Kammerling

### Lunch

12:00 Showcase

The Orchard

12:45 Lunch

The Pem

#IWDATTHEPEM

# Inspiring Women in Hospitality



8<sup>TH</sup> MARCH 2023

---

## Afternoon Itinerary

---

### Panels

14:30 HOW I GOT HERE

Whitehall 01

The Art of Goal Setting from Leading Chefs

Panel: Sabrina Gidda, Joké Bakare, Roberta Hall-McCarron, Candice Brown

Host: Sally Abé

14:30 NOT IN SERVICE

Whitehall 02

Discover the Wealth of Alternative Hospitality Careers

Panel: Lisa Markwell, Lorraine Copes, Nicola Gartenberg, Anna Sebastian

Host: Shelley Sofier

14:30 BUILDING YOUR OWN BRAND

Whitehall 03

Developing Your Brand Persona and Presence

Panel: Ravneet Gill, Poppy O'Toole, Jules Pearson, Lauren Halliday,  
Carmen O'Neal

Host: Emma Banks

14:30 HOW TO BE THE BEST YOU

Whitehall 04

Work-Life Balance: Being the Best Version of Yourself

Host: Merly Kammerling

### Networking

15:30 Showcase

The Orchard

16:00 Spritzes, Champagne & Closing remarks

#IWDATTHEPEM



The Pem.



## Our Story

The Pem pays homage to Emily Wilding Davison, a prominent suffragette affectionately nicknamed 'Pem' by her family.



Her incredible impact toward equal rights for women in the UK inspires our dedication, commitment, passion, and care in serving exceptional food. We're committed to the pursuit of depth of flavour and culinary excellence. And in our quest for excellence, we continue to draw inspiration from Emily - who pushed boundaries in pursuit of what she believed in.



#IWDATTHEPEM

 Watch our video

[www.thepemrestaurant.com](http://www.thepemrestaurant.com) | Follow us @thepemrestaurant



# Lunch

---



## Starter Spritz

### *Thyme to Embrace Equity*

Lillet Blanc and Pedro Ximenez Sherry topped with Dry Cider,  
garnished with fresh lemon and a sprig of thyme

~

## Cornish Cod Brandade

British broad beans, courgette, toasted hazelnuts

~

## Roast Saddleback Pork Loin

Pink fir potato, turnip tops, Calvados

~

## Lemon Meringue

Yoghurt sorbet, caramelised white chocolate, hazelnut

Paired with

*Lillet Blanc Aperitif  
on the rocks*

~

Petit fours



---

*In partnership with*  
**LILLET®**  
THE FRENCH SPRITZ

*Event Partner*



**LILLET®**  
THE FRENCH SPRITZ

## Inspiring Women in Hospitality, One spritz at a time

Lillet is a French, wine based aperitif made in the heart of Bordeaux since 1872. Lillet Rosé is a low alcohol, refreshing and delicate aperitif that, when paired with tonic water, creates the quintessential French Spritz. Beyond delicious cocktails, Lillet has a long history of empowering women. In the last 150 years, our advertising campaigns have historically featured

women celebrating life with joie de vivre, and can be seen around the event today. More recently, Lillet has been supporting women in hospitality around the world with its L Pour Elle campaign and League of Extraordinary Women. We look forward to celebrating International Women's day with you all over a Lillet Spritz!

[www.lillet.com](http://www.lillet.com) | Follow us @lillet

# Panellists



#IWDATTHEPEM

Tag us: @thepemrestaurant @conradlondonsj



*Panels*



## *How I Got Here*

**The Art of Goal Setting from Leading Chefs**

**Suite: Whitehall 1**

Chef and Cookbook Author, Sabrina Gidda;

Chef Owner of Chishuru, Adejoké Bakare;

Chef Owner of The Little Chartroom, Roberta Hall-McCarron;

and Cookbook Author, Great British Bake Off Winner,

and Owner of The Green Man, Candice Brown.

**Hosted by:**

Chef Sally Abé



*Sabrina Gidda*

**Chef and Cookbook Author**

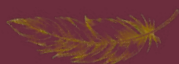
Sabrina Gidda's eclectic journey to the kitchen was driven by a complete dedication to her craft, from competing in the Roux Scholarship, to opening her own restaurant, and making regular TV appearances. Sabrina is regularly asked to combine her love of writing and cooking to contribute recipes to numerous magazines. She continues to champion women in hospitality with her own consultancy and her debut book *Modern South Asian Kitchen* is due for release in March 2023.



## Adejoké 'Joké' Bakare

Chef, Owner of Chishuru

Fulfilling her dream of opening her own restaurant, in 2019 Joké Bakare won a competition to get a three-month popup in Brixton Village and opened Chishuru, inspired by the food of Nigeria and the wider region. After a rave review in the Observer, Chishuru became a permanent restaurant and in 2022, was named the best restaurant in London in Time Out's annual listing. Joké was one of Code's "100 Most Influential Women in Hospitality" in 2022".



## Roberta Hall-McCarron

Chef and Owner of The Little Chartroom

Roberta Hall-McCarron opened her first restaurant, The Little Chartroom in 2018, followed by Eleanore in 2021 and to date, has won many prestigious accolades. These include Best Newcomer at the Edinburgh Restaurant Awards, Breakthrough Chef of the Year at the Food & Travel Awards and recently, Eleanore was named Best Restaurant in Edinburgh by British Vogue. Roberta also competed in BBC's Great British Menu, reaching the national finals in 2020 and 2021.

## Candice Brown

Great British Bake Off Winner, and Owner of The Green Man.

Candice Brown is the winner of The Great British Bake Off 2016. Since her victory, Candice has become a regular columnist for The Sunday Times' writing in the magazine and The Dish. Candice has baked on This Morning and Ainsley's World Cup Flavours and has appeared as a panellist on Loose Women. Following the release of her two cookbooks, Comfort and Happy Cooking, Candice and her brother Ben took on The Greenman Pub in Eversholt in 2018.



## Sally Abé

Consultant Chef at Conrad London St James

Sally Abé, currently runs the fine dining restaurant, The Pem, at the 5-star Conrad London St James. An advocate for women in hospitality, Sally has won several awards, including 2021's 'Female Chef of the Year' in the SquareMeal Ayala Female Chef Awards. Sally is also a familiar face on TV, including Saturday Kitchen Live and James Martin's Saturday Morning, and reached the banquet on Great British Menu 2022.

Panels



## Not In Service

Discover The Wealth of Alternative Hospitality Careers and How to Pivot

Suite: Whitehall 2

Editor at Telegraph Magazine, Lisa Markwell;

Founder of Be Inclusive Hospitality, Lorraine Copes;

Executive Director of the Adam Handling Restaurant Group,

Nicola Gartenberg;

and Hospitality Consultant and Founder of Celebrate Her,

Anna Sebastian.

**Hosted by:**

Director of Red Kite PR, Shelley Sofier.



*Lisa Markwell*

**Editor at Telegraph Magazine**

Lisa Markwell has been a journalist for more than 30 years, currently the editor of the Telegraph Magazine. She was previously Food Editor of both The Telegraph and the Sunday Times and was also restaurant critic for and Editor of The Independent on Sunday. In recent times and following a career change training and working as a chef, she has a particular interest in food.



## Lorraine Copes

Founder of Be Inclusive Hospitality

Lorraine Copes is a social entrepreneur, hospitality consultant and life coach. Having spent two decades as executive director for big brands, Lorraine felt compelled to form Be Inclusive Hospitality CIC in 2020 due to the lack of representation of people of colour in influential positions. She is a judge for many prestigious awards and in 2022 Lorraine was named GQ's Food & Drink Innovator of the year alongside a special award in Code's "100 Most Influential Women in Hospitality".



## Nicola Gartenberg

Executive Director of the Adam Handling Restaurant Group

Nicola Gartenberg oversees all operations of the business having grown/overseen a team of 30 to 180; built an HR programme; and established apprenticeship schemes to extend hospitality opportunities. Nicola was instrumental in helping Frog by Adam Handling gain its first Michelin-star in 2022, and most recently assisted Adam with editing and copywriting his new book collection. In 2020, Nicola was awarded an Acorn Award by The Caterer.

## Anna Sebastian

Hospitality Consultant and Founder of Celebrate Her

Anna Sebastian runs her own hospitality consultancy, looking after top clients such as The Savoy and Adam Handling Restaurant Group. She offers a range of services from strategy, openings, industry positioning, menu development and design, trainings, marketing and brand awareness. Anna founded Celebrate Her in 2019 to support women in hospitality and was listed as one of Code's "100 Most Influential Women in Hospitality" in 2022.



## Shelley Sofier

Managing Director of Red Kite PR

Shelley has worked in the PR industry for over 40 years, the past 20 years of which have been devoted to the hospitality, food and drink industries. She and her team all share a passion for the very best in food and drink. They work with some of the UK's most talented chefs, sommeliers, restaurateurs and food and wine producers, ensuring clients become famous for their expertise.

*Panels*



# *Building Your Own Brand*

Steps to Developing and Growing Your Brand Persona and Presence

**Suite: Whitehall 3**

Chef, Author, Activist and TV Presenter, Ravneet Gill;

Chef, Young MasterChef Judge, Social Media Personality  
and 'Potato Queen', Poppy O'Toole;

Co-Founder of London On The Inside, Jules Pearson;

Founder of Social Sequence, Lauren Halliday;

and Founder of 58 & Co, Carmen O'Neal

**Hosted by:**

Hilton's Vice President F&B Strategy and  
Development, EMEA, Emma Banks.



*Ravneet Gill*

**Chef and Cookbook Author**

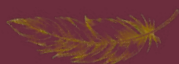
After studying at Le Cordon Bleu and working at some of London's top restaurants, Ravneet Gill set up Countertalk in 2018; a platform designed to help connect chefs, provide education and promote equality and positive, nurturing working environments in the hospitality industry. Having released two cookbooks in 2020 and 2021, Rav is now a judge on Junior Bake Off and has an exciting new show coming to Channel 4 and Netflix this year.



## Poppy O'Toole

Chef, Young MasterChef Judge, Social Media Personality and 'Potato Queen'

Michelin-trained internet sensation Poppy O'Toole amassed a following of over 3.9 million followers online under her profile Poppy Cooks after losing her kitchen job during the pandemic. Known for creating easy-to-follow recipe tutorials and following almost a decade in professional kitchens, Poppy launched her debut cookbook *The Food You Need* in 2021 and was a judge on E4's *Celebrity Cooking School* and the debut series of BBC's *Young MasterChef*.



## Jules Pearson

Co-Founder of London On The Inside

Jules Pearson is Co-Founder of London's biggest independent lifestyle website; London On The Inside, which she has grown from a side hustle into a successful business with half a million visits per month and the same number of social media followers. Recently she launched a new publishing company, Sausage Press, alongside her day job as Global VP of F&B Development at Ennismore where she is responsible for F&B spaces across their portfolio of global hotels.

*Lauren Halliday*

**Founder of Social Sequence**

Join Lauren Halliday to learn the latest Instagram best practice. Lauren started her digital marketing career with FMCG powerhouses like L'Oreal and Coty Inc before launching Social Sequence, working with individuals and businesses to build engagement & community on social media.



*Carmen O'Neal*

**Founder of 58 and Co.**

Carmen founded 58 and Co. in 2016, a world-class spirits brand that received BCorp status in 2021 and won two Great Taste Awards and IWSC's UK Distiller of the Year in 2022. Carmen is passionate about ethically made spirits and cultivating more connectivity in the spirits industry. She was awarded 'Woman of the Year' by the Drinks Business 2021 Awards.





## Emma Banks

Vice President, F&B Strategy and Development  
EMEA at Hilton

Responsible for F&B strategy and development, Emma Banks has brought in exceptional F&B talent whilst being actively involved in Hilton's various diversity initiatives, and has been integral in many sustainability initiatives. Emma ranked #1 in Caterer Middle East's "2020 Women in F&B" Power List and was elected a Member of the Board of Governors and Member of the Board of the Academic Committee of Dubai College of Tourism.

## How to Be The Best You

The Key to Work-Life Balance and Being the Best Version of Yourself

Suite: Whitehall 4

## Merly Kammerling

Founder of Me, Myself in Mind

Merly is an ex-chef, qualified integrative therapist and stress reduction coach. In 2018, Merly founded Me, Myself in Mind; a business which provides one-to-one therapy, group therapy and mental health awareness workshops for hospitality individuals and businesses. Me, Myself in Mind has provided therapeutic sessions and workshops for businesses such as Soho House and William Grant, alongside hospitality individuals, educating others on stress reduction techniques, emotional resilience and self-awareness.





# Showcase



#IWDATTHEPEM

Tag us: @thepemrestaurant @conradlondonsj

# Showcase



## Meet + Connect

### **KC Hossack Pottery**

Founded by London-based potter, Karin Hossak, KC Hossak Pottery creates beautiful table and serveware in a contemporary palette with decorative scalloped edging, made to sit on the table either en masse, stacked or mixed into an eclectic collection of ceramics. All of Karin's work is hand built, allowing for the clay to speak for itself whilst enhancing her concept of elegant, pretty, simplicity of the work.

### **Polka Pants**

Having become frustrated at the unbecoming, unisex trousers she and her fellow female chefs had to wear, PolkaPants founder Maxine Thompson designed her own ideal female chef trouser - one designed for functionality and comfort, but also for style. The design of the PolkaPants trousers is inspired by the Utility Scheme clothing of the 40s - simple, robust and functional with a tailored, slim-fit make, a classic high waist and two leg lengths.

### **Home Hospitality**

Home Hospitality is a hospitality recruitment agency who are genuinely passionate about being part of the necessary change in the industry. Home are proud to only work with those embracing that need, putting people first, turning the industry 'standards' on their head and offering a positive, nurturing, fair and progressive working culture, championing small, independent businesses and working with individuals on their personal and professional development.

# Showcase



## Meet + Connect

### Chai + Spice

Inspired by the traditional Indian welcome of tea and endless snacks, Chai and Spice was founded by Nisha Kudhail, who wanted to create bite-size and moreish treats to enjoy with a cup of hot masala tea, representing her British-Indian upbringing. Nisha creates gorgeous handmade barfi, or as she likes to call it, “Indian fudge”, along with a selection of delicately spiced brownies.

### CODE

CODE Hospitality is a community for the hospitality industry created to reward, inspire, connect and educate hospitality professionals by providing networks, insight, resources and benefits for those in the industry. It publishes a weekly e-newsletter, the CODE Bulletin, and a magazine available in print and digital. It also offers restaurant advisory services including branding, property, social media and financing.

### Paradise Row

Paradise Row is a British contemporary leather goods brand which grew out of London's rich heritage of leather manufacturing and design. Paradise Row's collections draw inspiration from and celebrate different aspects of society, psychology, culture and the arts. The Paradise Row Collection marks the brand's entry into homeware, hospitality, and interiors, collaborating with some of the biggest names in the industry, including Conrad Hotels, Petersham Nurseries and Soho Home.



*Event Sponsor*



Elegant, pure, precise champagne  
from family-owned Aÿ house.

Champagne Ayala, a family-owned house founded by Edmond de Ayala in 1860, is located in Aÿ, in the heart of the Grands Crus. Known for their pioneering creation of low-dosage wines, the house's purity of style is highly regarded. With a highly precise savoir-

faire, each cuvée expresses the elegance of Chardonnay, Ayala's signature grape, and the singularity of the Champagne region's diverse crus. The bespoke work, crafted on-site without artifice, reveals the essential, where blending is an art, and purity is a signature.

[www.champagne-ayala.fr](http://www.champagne-ayala.fr) | Follow us @champagne\_ayala

THANK YOU FOR ATTENDING

# Inspiring Women in Hospitality



A special thanks to  
the amazing panellists and event contributors,  
our event partner Lillet,  
and Ayala our Champagne sponsor.

To the entire team at Conrad London St James,  
thank you for your incredible work on this event,  
General Manager Beverly Payne for hosting,  
and Nespresso for keeping us caffeinated.

#IWDATTHEPEM

---



CONRAD<sup>®</sup>  
LONDON ST. JAMES

In partnership with  
**LILLET**<sup>®</sup>  
THE FRENCH SPRITZ

Sponsored by  
**CHAMPAGNE**  
**AYALA**<sup>®</sup>  
MAISON FONDÉE EN 1775