

Simmi Yesmin

From: Jack Spiegler [REDACTED]
Sent: 26 June 2014 16:15
To: Simmi Yesmin
Cc: [REDACTED]
Subject: RE: Spianata LSC Hearing 8 July 2014
Attachments: Spianata Conditions.docx; Landlords Presentation (June 14).pdf; MENU.pdf; photo 1.JPG; photo 2.JPG; photo.JPG

Dear Simmi

Further to my email below, please see attached:

1. Proposed conditions.
2. Presentation pack.
3. Menu.
4. Photographs.

I would be grateful if you could please distribute copies of the documents (or include in the report if not too late) to Members of the Licensing Sub-Committee. Please let me know if you'd like me to submit hard copies by post.

I have copied in PC Cruickshank for his reference.

Many thanks and kind regards

Jack

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27/06/14

Spianata& Co 41 Brushfield Street London E1 6AA

Application for a Premises Licence

Proposed Conditions

1. Substantial food and suitable beverages other than alcohol, including drinking water, shall be equally available during the whole of the permitted hours in all parts of the premises where alcohol is sold or supplied.
2. The sale of alcohol shall be ancillary to food.
3. The CCTV system shall incorporate a recording facility and any recordings shall be retained and stored in a suitable and secure manner for a minimum of 5 days. A system shall be in place to maintain the quality of the recorded image and a complete audit trail maintained. The system will comply with other essential legislation and all signs as required will be clearly displayed. The system will be maintained and fully operational throughout the hours that the premises are open for any licensable activity. There must also be someone on the premises who can download the images and present them on request by a police officer or other responsible authority [NB. *agreed Police condition*].
4. An incident log shall be kept at the premises, and made available on request to an authorised officer of the Council or the Police.
5. Clear signage is to be displayed prominently and maintained at all exits of the premises requiring patrons to leave and enter the premises and area quietly out of respect for local residents.
6. No deliveries or collections of waste/recycling/bottles during the hours of 20:00 hours to 07:00 hours.
7. No waste or recyclable materials, including bottles, shall be moved, removed from or placed in outside areas at times which will cause a nuisance.
8. A Challenge 21 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.
9. All staff will be trained in respect of the promotion of all four licensing objectives under the Licensing Act 2003.
10. Notices will be displayed warning customers in respect of theft and crime.

//spianata®

**Landlords' Presentation
2014**

www.spianata.com

//spianata

The Offering

Spianata&co® is a **Roman bakery and sandwich bar** with **six stores** in central London. Open for breakfast, lunch and afternoon coffees (in its current locations), its mission is to provide a high quality and authentic Italian alternative to customers with a passion for fresh, healthy and fine foods in a modern retail environment. **(Watch our short film at www.spianata.com)**

Spianata® bread, or to give it its Italian name, *Pizza Bianca Romana*, is the focus of attention. Baked flat, typically about two metres long and 30 cm wide, Spianata® bread is **prepared from scratch** every morning in-house. Low in fat and rich in flavour, **handmade, stone-baked, this Roman bread is light, airy and crisp in texture with a distinctive golden crust**. It is filled with a wide selection of high quality, Mediterranean products (cured meats, speciality cheeses, fresh vegetables, fish, etc.) to create delicious Spianata® sandwiches. Spianata&co® serves fresh (not refrigerated) sandwiches prepared every day just in time for lunch. These are then packaged in elegant, branded individual boxes and available off the shelves.

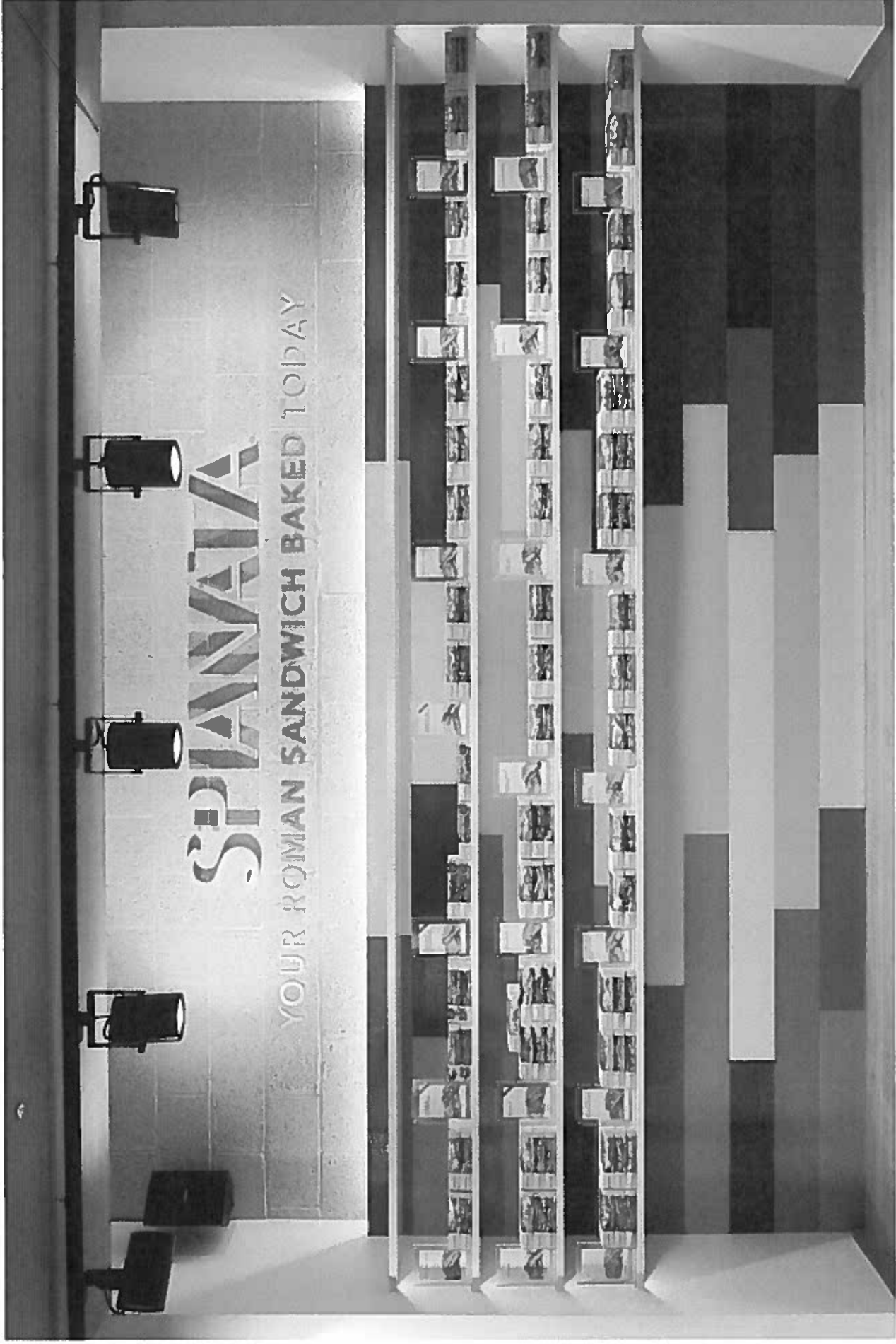
Spianata & Co® also serves freshly made **salads, pasta salads and hot dishes** – aubergine parmigianas, lasagnas and soups. Delicious range of **cakes and desserts**, made in house following family recipes, such as Tiramisu and Ciambellotto al Limone and **authentic Roman coffees**. Great selection of iconic Italian products (Mulino Bianco biscuits and Baci Perugina chocolates) and branded drinks (Santal juices, Chinotto, Tassoni cedrata-lime drink, Gazzosa).

Locations & Awards

- 73a Watling Street, EC4M 9BJ (off Bow Lane)
- 41 Brushfield Street, E1 6AA (new Spitalfields Market)
- 17 Blomfield Street, EC2M 7AJ
- 7 More London Place, SE1 2RT (Tower Bridge)
- 3 Hay Hill, W1J 6AS (Mayfair)
- 20 Holborn Viaduct, EC1A 2AT (Shop & Central Production Unit)

AWARDS:

The only platinum winner of the 2012 *'Best Independent Sandwich Bar of the Year'* from the British Sandwich Association. Gold winner in the Great Taste Awards for its own-baked Spianata® bread. Quoted by Harden's guide as *'panini heaven using awesome own-baked bread'*.



• Our Spianata® Sandwich display

//spianata



• Spianata&co in Mayfair

//spianata



• Spianata&co product display wall

//spianata



MOZZARELLA & TOMATO

€4.35

SPECK & TALEGGIO WITH WALNUTS

€4.55

PARMA HAM & MOZZARELLA

€4.55

MORTADELLA

€3.45

• Our Spianata® Sandwiches

//spianata

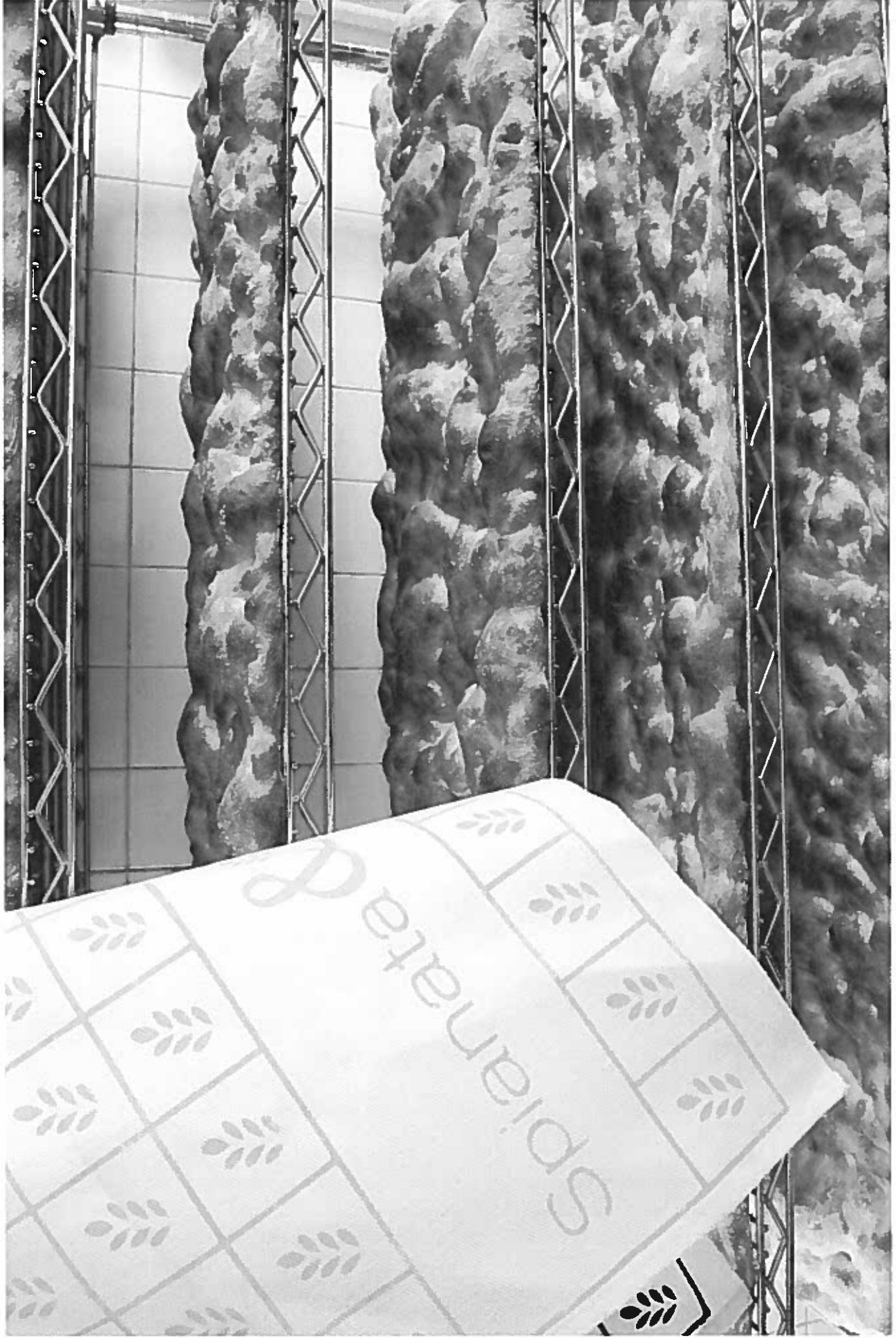


• Detail of the Spianata® Sandwich Label



• Spianata® bread, freshly baked from scratch everyday in our City bakery

//spianata



• Spianata® bread

//spianata



• A Classic Spianata® Sandwich with Bresaola, Rocket & Parmesan Cheese

//spianata



• Spianata® Sandwich & Gazzosa lemonade

//spianata



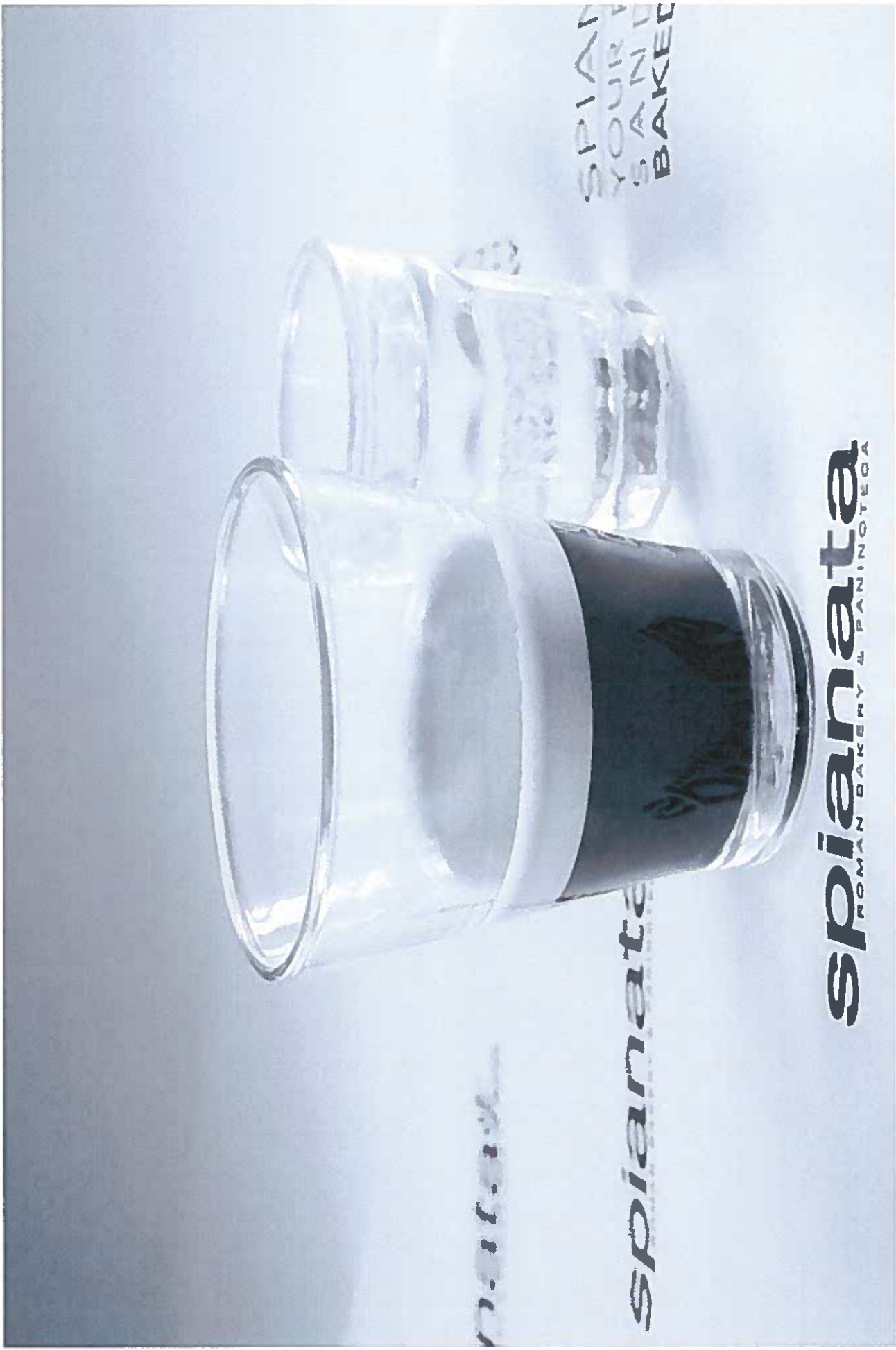
• From our bakery

//spianata



• Spianata Coffee 80/20

//spianata



• Spianata Coffee 80/20

//spianata



• Spianata® team busy at work

//spianata

What they say about us...

<http://www.foodepedia.co.uk/articles/2012/sep/spianata.htm>

<http://www.caterersearch.com/Articles/15/08/2011/339822/Better-Business-Spianata-London.htm>

<http://andyskitchen.co.uk/blogs////blog1.php/the-latest-news-from-our-sites/spianata-co-r-shines-at>

<http://www.thehandbook.com/blog/spianata-co>

<http://www.bighospitality.co.uk/Trends-Reports/Move-over-hotdogs-the-premium-sandwich-is-here>

<http://kandabites.com/spianata-branches-out-into-mayfair/>

<http://www.foodytraveller.com/regualars/simply-the-best/151-spianata-co>

<http://omotg.com/reviews/london/727/spianata-mayfair/>

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Spianata® (or to give it its Italian name, **Pizza Bianca Romana**) is a long, flat and golden Roman bread. Handmade, stone-baked it is light, airy and crisp in texture with a distinctive golden crust, achieved with a few brushstrokes of extra virgin olive oil.

At Spianata & Co, we are careful to follow the time-honoured methods of the **Maestri Fornai** (Master Bakers) of Rome to create the authentic Spianata® bread: the secret behind our sandwiches tasting so good!

3 Hay Hill W1 • 73A Watling St EC4 • 41 Brushfield St E1 • 20 Holborn Viaduct EC1 • 17 Blomfield St EC2 • 7 More London Place SE1

SPIANATA® SANDWICHES

Salami & Gruyere Sliced Salami & Gruyere Cheese	T/A £4.95
Caprese Mozzarella Slice 3 tomatoes, Fresh Basil & Olive Oil	T/A £4.95
Gorgonzola, Speck & Pear Cheddar, Apple, Pear, Cress with Sprouted Mountain Herbs and Pears	T/A £4.95
Bresaola, Rocket & Parmesan Bresaola, Corn, Kale, Extra Virgin Olive Oil, Pine Nuts & Wild Rocket	T/A £4.95
Parma Ham & Mozzarella Lentil Pesto, Ham & Mozzarella	T/A £4.95
Classic Chicken Chicken Breast, Sautéed Tomatoes, Baby Spinach & Pesto	T/A £4.95
Parma Ham & Artichokes Parma Ham, Marinated Artichokes Hearts, Pineapple & Wild Rocket	T/A £4.95
Goat's Cheese & Pesto Goat's Cheese, Homemade Pesto, Bell Peppers, Tomatoes and Roasted Lentils	T/A £4.95
Spianata Club Pancetta, Ham, Chicken Breast, Pineapple, Sautéed Tomatoes, Pesto, Avocado & Salad	T/A £4.95
Mortadella Mortadella, Pineapple, Fragrant and Nutty Breadcrumbs, Cress from Sicily	T/A £3.95
Classic Ham & Cheese Cooked Sliced Ham with Mild Cheddar and a hint of spicy mustard	T/A £4.95
Cacciatore Chicken Chicken, mushrooms in Red Pepper Sauce, Pine Nuts, Olives, Sautéed Tomatoes & Lentils	T/A £4.95
Coppa (Gran Riserva), Provone Piccante & Radicchio Sweet Coppa Salami from Parma, a Glass Spicy Aged Cheese from Southern Italy	T/A £4.95
Spicy Salami Spicy Salami, Salami & Gruyere Cheese	T/A £4.95
BLT Sliced Bacon, Tomato, Salted Larders, Vine Tomatoes & Mayo	T/A £4.00
Tuna & Mayo Tuna Mayo with Pickled Onions and Sweet Pickles	T/A £3.95

SPIANATA® MONTHLY SPECIALS

LA SPIANATA® DEL MESE

We offer a different Spianata® Sandwich every month. Example below:

Porchetta & Provoone Piccante Tuscan Pork, Sliced Roast Pork with herbs & Provoone Piccante Cheese	T/A £4.95
Parma Ham & Figs Parma Ham with Fresh Figs	T/A £4.95
Mixed Grilled Vegetables Mixed Vegetables Roasted with Garlic, Pine Nuts & Olive Oil with Soft Cheese	T/A £4.95
Mozzarella & Avocado Mozzarella Cheese with Avocado, Black Olive Tapenade & Pickled Salad	T/A £4.95

Please check our shop menu board for the Special of the Month



MULTISEED SPIANATA®

Houmous Homemade Red Fingers & Mixed Spices, mixed	T/A £3.95
Caprese with Pesto Mozzarella, Vine Tomatoes, Extra Virgin Olive Oil, Pine Nuts & Fresh Homemade Green Pesto	T/A £4.45
Roast Salmon & Baby Spinach Roast Salmon & Baby Spinach with hint of Cress	T/A £4.55

SPIANATA® ROSSA

PIZZA ROSSA ROMANA

The Classic Roman Sandwich
with Tomato Sauce & Extra Virgin Olive Oil

T/A: £1.50

Freshly baked for lunch

SOUPS

ZUPPE

LARGE £3.90 SMALL £3.10

Handmade using only the finest ingredients. You will taste the difference in our soups! They are all served with a delicious pinch of our freshly baked Spianata® bread.

Examples of soups include:

Leek, Potato & Blue Cheese	V D
Sweet Potato & Carrot	V ND
Pasta & Fagioli	V ND
Courgette, Feta and Dill	V D
Minestrone	V ND
Lentil and Orange	V ND
Roasted Mediterranean Vegetables	V ND
Red Lentil and Tomato	V ND
Roasted Pepper and Fennel	V ND
Roasted Root Vegetables	V ND

• Plus many more - Soup from a 'Pasta' dish.
* £1.50 extra for our soups in a 1.5 litre bowl.

Notes: V = Vegetarian D = Dairy ND = Non Dairy

SALADS

INSALATE

All salads are prepared daily in our kitchen using only the finest and freshest ingredients with a complimentary pinch of Spianata® bread.

Bresaola Salad In Italian Dressing, Thin Slices of Bresaola, Pines Nuts, Cress (Sart) Wild Rocket & Parmesan Shavings with Lemon Wedge & Extra Virgin Olive Oil	T/A £4.90
Chicken Salad Chicken Breast in Red Piquant Sauce, Mixed Lettuce, Sautéed Onions, Pine Nuts, Pesto, Pineapple, Chick Peas, Sautéed Tomatoes	T/A £4.95
Roast Smoked Salmon Salad Wild Lettuce, Roast Smoked Salmon, Artichoke Hearts, Olives, Lemon Wedge & Lemon Dressing	T/A £4.95
Gorgonzola Salad Rocket, Gorgonzola Cheese, Sautéed Peas, Red Onion & Balsamic Dressing	T/A £3.90
Orcevette with Pesto Orcevette Pesto with Pine Nuts, Mild Pesto, Mozzarella Balls, Black Olive, Sautéed Onions, Tomatoes & Basil	T/A £4.95
Side Salad Mixed Lettuce, Sautéed Cherry Tomatoes, Black Olive & Mozzarella	T/A £3.10

Please check our shop menu board for the Special of the Month

DELIVERY

FREE OF CHARGE!

Delivery is only available in Greater London & the South East. To get a free quote for your delivery, please call us on 0203 826888 or visit our website: www.spianata.com

We only deliver to the City of London (for 1500)
We operate 7 days a week, including our delivery on our
public and private delivery Manager on
0203 826888 or visit our website: www.spianata.com



"PRIMI PIATTI"

See the menu and our website: www.spianata.com There's nothing better than a hot and fresh pizza, we are proud to do VAT

Parmigiana di Melanzane Layers of Aubergines, Tomato Sauce, Basil, Parmesan Cheese, Mozzarella Cheese	T/A (each) £8.95
Lasagna Layers of Fresh Pasta, Beef, Ricotta, Sauce & Parmesan	T/A (each) £8.95

OTHERS

ALTRI PRODOTTI

We also have the variety of organic Italian products including:	
Diavoli Mulino Bianco T/A £3.75	Clampellina al Vino T/A £3.90
Baci! T/A £0.55 (or 3 for £1.50)	Snack Wafers (Baloocco) T/A £2.90
Good Organic Chocolate Bar T/A £1.20	

BREAKFAST

COLAZIONE

Our delicious breakfast range includes Breakfast Sandwiches, Breakfast Salads and Breakfast Pastries.

• To accompany our authenticity Italian coffee & pastries

DRINKS

BIBITE

Water (still & sparkling water) T/A £1.10	San Pellegrino Cans (all flavours) T/A £1.15
Ferrarello Water (still & sparkling water) T/A £1.00	Santal Fruit Nectars (all flavours) T/A £1.85
Coke/Diet Coke T/A £0.95	Cedrata Tassoni T/A £2.95
Orange Juice T/A £1.75	Gezzosola T/A £2.20

COFFEE

CAFFE

We only use the best coffee beans.	
Espresso £1.45	Mocho £2.90
Espresso Doppio £1.95	Americano £1.90
Cappuccino £2.95	Ciccolata Calda £2.10 (price £3.00 per 100g)
Caffe Latte £2.15	The! £1.95 (direction of TEARFUND)

DESSERTS

DOCCIA

Lemon Ciambellotto (Lemon Cake)	T/A £1.90
Clampellotto Chocolate (Chocolate Cake)	T/A £2.90
Organic Chocolate Tuffe Brownie	T/A £1.75
Our Tiramisu! (Chocolate Free)	T/A £3.90
Fruit Salad Watermelon, Mango, Pineapple & Apple Slices	T/A £2.95
Strawberries & Yoghurt Strawberries & Yoghurt	T/A £3.95
Chocolate Mousse	T/A £1.90
Bircher Muesli	T/A £1.90
Yogurt & Strawberry Coulis	T/A £1.95
Fruit (Apple, Banana)	T/A £0.70
Breakfast Boost	T/A £2.00

* Price of all items includes VAT & delivery charges of £2.95

“Panni heaven” spianata, Roman style - using “awesome oven baked bread”, with “great quality ingredients and combos” - are the highlight at these “grab-and-go” pit stops!

@Harden's Guide 2012

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SPIANATA YOUR ROMAN SANDWICH BAKED TODAY

MAKING THE PERFECT SPIANATA[®] SANDWICH

uno, due e tre...! 1,2,3...



UNO

SPIANATA[®] BREAD, BAKED FROM SCRATCH EVERY DAY 1

Why settle for factory produced or bake-off frozen bread?

Our bakers arrive in our City bakeries at dawn every day to prepare our Spianata[®] bread, using the same traditional and time-honoured methods and techniques of the Master Bakers of Rome! **Ten times more effort for us...ten times more taste for your lunch!**

Crucially Spianata[®] bread is characteristically low in fat and rich in flavour, which is why, after generations, it still remains the backbone of the Mediterranean diet of the residents of Rome.



DUE

CLASSIC & SIMPLE RECIPES 2

Classic combinations are "classic" for a reason. **Often the right combination and balance of just 2 or 3 carefully sourced ingredients is sufficient to create culinary perfection. This is our approach!**

Ordinary fillings, often accompanied by lots of sauces and mayonnaise, are unfortunately all too common in our industry. **One more reason for us to try and be different!**



E TRE!

FRESH FOR LUNCH 3

You will not find our Spianata[®] sandwiches ready on our shelves at 7am... (our bakers are still busy preparing the Spianata[®] dough then stretching and proofing it)

...a small price to pay for a fresher, more fragrant and healthier lunch!

Spianata & Co



Spianata is an Italian bread called Pizza Bianca. Roma makes one of Rome's favourite lunchtime sandwiches. At Spianata & Co. we use our time-honoured methods and the finest ingredients to create the finest pizza off our extra virgin olive oil. Tipo "OO" flour is a secret recipe, our bread is characteristically low in fat, rich in flavour. Throughout all our breads are handmade and stone-baked in our ovens in the shadow of St. Catherine's. They are the result of our passion and care with carefully sourced ingredients to create our fresh sandwiches. Buon Appetito.

Spianata & Co



