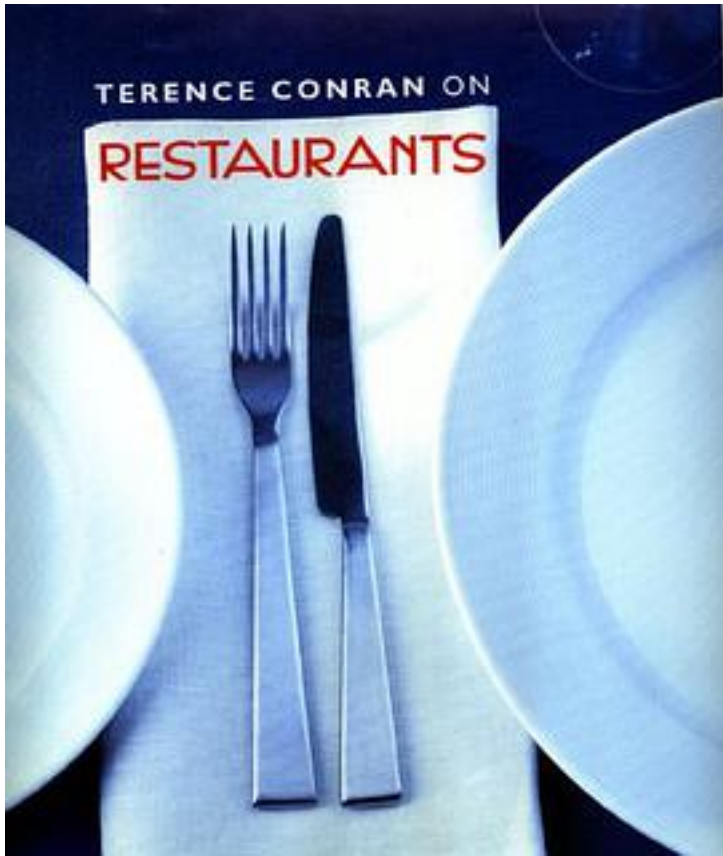


Terence Conran on Restaurants



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A complete guide to creating the successful restaurant--from conception to design to menu--from world-renowned restaurateur/designer Terence Conran.

For many people the idea of opening a restaurant is the stuff of dreams. Terence Conran has been making that dream a reality for over forty years, remaining at the

cutting edge of those influencing culinary tastes here and abroad. He is the mastermind behind hotspots like Quaglinos, Mezzo, Paris's Alcazar, and, most recently, Manhattan's Gustavino's, his first American restaurant venture, which opened to rave reviews. Now, with his new book, Conran helps readers follow their own dreams, drawing on his rich experience as a restaurateur to reveal the secrets behind his successes.

Filled with anecdotes and practical advice, Terence Conran on Restaurants covers every aspect of starting your own restaurant: from the idea to finding a location, planning the budget, designing the space, choosing the menu, and even training the staff. Using his own restaurants as models, he demonstrates the hard work, planning, and attention to detail needed to open and run a successful establishment. Complete with interviews with top people in the restaurant business and 250 color photographs (many specially commissioned for this book), Terence Conran on Restaurants is the most lavish and comprehensive book of its kind.

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