

Discover the world on small plates

Eat Me, the new restaurant & cocktail lounge, is shaking up Lausanne's center

Lausanne, Feb 22, 2013: The restaurant & cocktail lounge, **Eat Me**, will host its Grand Opening on the 6th of March and festivities will continue all weekend in its location on Rue Pépinet in the heart of Lausanne, just steps from St. François. **Eat Me** invites its guests on a unique journey of "food souvenirs" by serving some of the best of world cuisine in an atmosphere designed for sampling and sharing.

Serena Shamash, the founder of **Eat Me**, wants to create a restaurant for discovery and storytelling. "As an avid traveler, my most vivid recollections of my journeys are often the food that I sampled -- the exciting flavors that represent the spirit of a city or a culture" says Serena. "This was the inspiration behind the concept -- the idea of being able to capture and share food souvenirs from around the world, and offering people a venue to sample and explore the best of international cuisine in their own backyard."

With sections from four regions of the world, the delicious menu tempts patrons with food souvenirs such as exotic Lamb Tagine slow-cooked in Moroccan spices and delicate Peruvian Ceviche that comes with a unique blend of citrus and herbs. The menu also has reinterpretations of classics like Tartare de Boeuf prepared with the Chef's secret recipe.

"For every menu item, we have gone back to the origins of the dish, studying the ingredients, flavors and preparations" stated **Eat Me**'s Head Chef, Romain Maurel. "We have had fun exploring the dishes and making them our own. Some are contemporary versions of the original and others bring a new mix of textures and flavors. Each has a story to tell."

Like the food, the artistic cocktail program draws inspiration from international bar menus, combining world flavors and spirits with fresh ingredients. Drinks like the "Saiko Sour" and the "Desert Rose" bring a refreshing taste to Lausanne's cocktail scene.

All of this is set in the newly remade Rue Pépinet 3. **Eat Me** has collaborated with veteran designer Cornelius de Fries to create the inspiring location, one that matched the owner's passion. "I absolutely designed the restaurant with Serena in mind. She is friendly, open and energetic; and she is also beautiful, exotic and sophisticated. The restaurant is a reflection of her."

Eat Me will celebrate its opening throughout the weekend with a program of events:

- Thursday, March 7 – Live Jazz music from the Frédéric Babey Quartet
- Friday, March 8 – Live Music from the duet Sugar & Sax
- Saturday, March 9 – Live World Jazz from Los Cañitos

ADDITIONAL BACKGROUND

About the Entrepreneur: Serena Shamash

The **Eat Me** concept was developed by Serena Shamash and her partner, Mark Brownell. The two are travel enthusiasts, experienced business professionals and fans of great food and drink. After many years of working for large companies Serena, the managing partner, decided to quit her job at the Boston Consulting Group and pursue her dream: the creation of **Eat Me!**

Serena is Kenyan of Indian ethnicity and has been lucky enough to have lived and traveled in many parts of the world. The idea of sampling and sharing “food souvenirs” came from the Serena's experiences meeting great people from all over the globe and learning about their foods and their cultures. Then, while attending the MBA program at IMD, Serena got to know the Swiss market. Her passion for food and her business savvy lead her to see the opportunities specifically in Lausanne, and the idea for **Eat Me** was born.

Partners

Serena has worked with hospitality industry experts as well as both IMD and EHL to develop the concept and business model. First, Serena partnered with EHL's INTEHL program as a Student Business Project, where a group from students and faculty helped her to polish the concept and create the foundations of the business model. Then, she collaborated with her alma mater, IMD, to create the detailed financial model and business plan to support the new concept. Once it was time to launch the first restaurant, she sought advice from many industry experts such as Wolf Wagschal, the man behind the Rive Gauche in Zurich and the Post-Haus in St. Moritz, and Burkhard Zerlauth, successful restaurateur and former Chief Operating Officer of Kramer Gastronomy.

Food Menu

The recipes were crafted by some of Lausanne's hottest up-and-coming chefs. The head chef of **Eat Me**, Romain Maurel, has trained in many kitchens including Alain Ducasse's Le Louis XV in Monaco. Chef Maurel paired up with Gabriel Serero and Julien Lerouxel of Lausanne's ultra-creative Conte-Goûts to design the eclectically delicious menu. The team was assisted by the food souvenirs of many. One inspiration, specifically for the Asia & Indian influences, was Rohini Kumar, a passion-chef who has been experimenting with blending culinary techniques and creating original recipes since the age of 12.

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Eat Me – Restaurant & Cocktail Bar

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