

For the professional and the passionate

# restaurant

## READERS' LETTERS

### Well seasoned

Just wanted to say 'thank you' for your highly useful article on seasonal produce. As marketing consultants specialising in restaurants, we have been working with various clients to ensure they provide the best ingredients at the right time of the year, and to make sure their customers know this! One of our clients, Yum Yum Thai restaurant in London, is taking our advice and is currently developing a seven-course, monthly changing, gourmet Thai tasting menu, using the very best ingredients and products for that time of the year. Your article has provided a brilliant template for them and made the job of working out what to use when much easier!

*Paul West, MD, Ignite Marketing.*

**And you've turned it into a cunning little piece of PR. Good work.**