



## INTRODUCING DUCK & WAFFLE LOCAL!

**The team that brought you Duck & Waffle hatches a fast casual offspring in St James's Market**

LONDON – 22 February, 2017 - Duck & Waffle has flown the nest – or in our case, waddled from it...introducing **Duck & Waffle Local**, opening this May in the re-developed St James's Market.

### **The Concept: Duck & Waffle hits the street**

Duck & Waffle Local is a new fast casual, chef-curated restaurant from the team behind the award-winning Duck & Waffle restaurant. This casual offshoot of the iconic 24-hour, sky-high eatery taps the energy of the original, taking its playful approach to gastronomy to the street, while placing the mighty duck at its culinary core. Duck & Waffle Local, like its parent brand, will still emphasize local, rustic, seasonal and sustainable ingredients, but with a more accessible, speedier and cost friendly format where guests can order at the counter before being shown to a table—or opt for a new takeaway service by collection for time-pressed customers on the go. Duck & Waffle Local welcomes guests from early morning to late night with breakfast and all day menus.

*“Duck & Waffle has been a hit from the start. We’ve served over one million guests and almost half a million Duck & Waffle dishes since opening in July 2012,”* says Shimon Bokovza, founder and managing partner, Duck & Waffle. *“We are now harnessing the energy of the brand and bringing it to the street in a more casual atmosphere that works for those who want the same high quality food and drink they are used to from Duck & Waffle - but want it to be quick and accessible.”*

### **The Food: Duck is ready for its close-up**

Under the direction of Duck & Waffle’s award-winning **Chef Director Dan Doherty**, this new eatery is the first fast casual restaurant centered around the unsung hero of poultry: the duck. New items include **The Duck Burger** with crispy duck leg, and a **Duck Jam Doughnut**, which reimagines sweet-meets-savory cravings. The original and much-loved **Duck & Waffle** will also be on the menu. Accompanying the ‘duck centric’ menu will be fresh and seasonal vegetables such as **Grilled Sprouting Broccoli** with chilli, garlic, lemon and almonds or **Baby Spinach** with peas, avocado, grains and seeds.

Chef Director Dan Doherty explains, *“Duck is something we have always loved and we wanted to focus on even more. It’s a wonderful ingredient, and we intend to showcase all the great cuts and offal as best we can, whilst being as accessible as possible. Whereas duck is a core part of our offering, I feel vegetables are just as important so we will have the other half of our menu based around the best the seasons have to offer us.”*

Fans will be happy see several signature Duck & Waffle dishes on **Duck & Waffle Local**'s menu, including the **BBQ Spiced & Seasoned Crackling Pigs Ears**, and the **Full Elvis**, a peanut butter & jelly 'buttered' waffle with vanilla cream, peanut brittle, fresh berries and caramelised banana.

### **The Drink: Introducing 'Taps & Tails'...cocktails, wine and beer on the fly**

Combining nostalgia and inventiveness with a sense of exploration and spirit, Duck & Waffle's cocktails have always transcended definition.

Duck & Waffle Local takes that same experiential approach to its bar philosophy as award-winning Head of Spirit & Cocktail Development **Rich Woods** continues to push beverage boundaries. Rich's carefully curated 'Taps & Tails' menu delivers a creative range of unique on-tap cocktails ready to go at the pull of a tap. Local brews include the Holy Duck IPA and Local Lager, in addition to a select list of wines.

*"Similar to the bar at Duck and Waffle which has always attempted to push boundaries not only with its drinks but also its design, concept and delivery approach, this new 'Local' concept will see the same core structure adapted in the style of ingredient-led, iconoclastic serves, engineered in a faster yet still casual environment, sometimes through a tap, other times through a pre-prepared ready to serve cocktail bottle," states Rich. "We will be delivering not only innovation but consistency of drinks - from breakfast through late night."*

### **The location and décor: Contemporary urban farmhouse style set in London's St. James's Market**

Situated on the corner of Haymarket and Piccadilly, in the recently redeveloped St. James' Market, the décor of the 120-cover restaurant reflects the playfulness of the menu and authenticity of the ingredients. Designed by O1 Creative, the interior takes inspiration from farm-to-table dining – with a twist - merging polished concrete flooring and timber fittings with contemporary sculpture and handmade bespoke glazed tiling. The curved corrugated metal ceiling and red open kitchen offer a subtle nod to Duck & Waffle while sculptural farm machinery hanging overhead reinforce the playful and high energy environment of Duck & Waffle Local. St James's Market is a new landmark destination in Central London set within over half an acre of revitalised public space complete with a new Pavilion and home to providing world-class dining and retail.

**Our head has always been in the clouds, but now our feet are firmly on the ground...**

Opening Hours: 8am – 1am daily

Address: 52 Haymarket, St. James's Market, London SW1Y 4RP

Website: [www.duckandwafflelocal.com](http://www.duckandwafflelocal.com)

IG @duckandwafflelocal | T: @duckwafflelocal

Follow a duck's journey across London from Duck & Waffle on the 40<sup>th</sup> floor of 110 Bishopsgate across London to St. James's Market - #waddlethisway