

ADDENDUM A

Pop-Up Restaurants – One Night Only!

While pop-up restaurants have been popular overseas since 2000, it's taken almost a decade for the concept to capture the imagination of South Africa's foodies. Predictably, the pop-up hotspots are the Mother City and Johannesburg, in places like **secret gardens usually closed to the public or dilapidated warehouses where nobody would dare to venture, let alone eat!** Pop-up restaurants only have two things in common: they're usually a once-off affair and the menu is the star of the show. Word-of-mouth is the currency that finances a pop-up restaurant's success. With no fixed address, you won't find them listed in the Yellow Pages or a city guide. Not surprisingly, **it's social media that's driving the hype.**

Arnold Tanzer, Dutch-born businessman and chef extraordinaire began his culinary career in the Netherlands in 1989. Having initially studied Medical Technology at WITS Technikon in Johannesburg, Tanzer honed and developed his food and beverage skills whilst working at a choice of hotels and restaurants in Holland, as well as on board various Dutch/American cruise liners. Among his sizzling career achievements are representing South Africa at the 2005 Bocuse D'Or, being voted Sunday Times' Chef of the Year 2008, and up until recently, holding the position as Vice President of the South African Chefs Association (SACA).

Chef Arnold Tanzer and his Eat360 concept 'pop up' all over the inner city of Johannesburg. "Some venues are bakeries or coffee shops or places with historical significance. We pop up for a night or two. We alert our fan club of the date via an email newsletter. They're only texted the location that morning," says Tanzer. Although the price per head varies, there is a minimum of five taster courses. Tanzer's team usually does the cooking, but guest chefs sometimes feature. Eat events vary from accommodating 30 to 100 people. "Rent kills a lot of Joburg restaurateurs, so for me this is about saying I'll pop up where I can. Diners are looking for comfort and recognisable food," says Tanzer.



One such occasion was held at Braamfontein's swish Randlords Club, with a 360-degree view of the city from the 22nd floor as backdrop. A seven-course menu of global treats (macaroni cheese with beetroot and truffle, duck springroll with a lentil relish, chocolate bonbons with salted caramel) was brought about on trays as diners draped themselves Roman-style on couches before huge fires.

[Extracts taken from: Times Newspaper and <tasteofjoburg.com>]