

AUGUST 2015

OOH

OUT OF HOME MAGAZINE

CHOCS AWAY!

Make a sweet
profit with
chocolate!

**HOT
OFFER!**
Bag a bargain
Maestrowave
MEMT18021!

Inside:

CORNERING THE MARKET

We speak to Four Corners –
the UK's best coffee shop!

THE AMERICAN WAY

US sandwich chain Potbelly
is launching in London

THE LARGEST CIRCULATED MAGAZINE TO THE BAKERY, COFFEE AND SANDWICH INDUSTRY

Desert island dishes

In this series, we ask the great and the good of the out of home world: if you were to be cast away alone on a desert island, which favourite eight dishes would you choose to have with you – assuming of course that you had a kitchen and an inexhaustible supply of ingredients?

**DEREK MACHALE, SALES
MANAGER, LUNCH!**

Paella

Being Irish with Spanish blood, I'm a huge fan of this dish, so much so that I once failed to defrost a portion properly late one night, I was that hungry, and suffered the most horrendous food poisoning as a result. It hasn't put me off though – true story!

Pasta

I will have pasta with ANYTHING. Literally anything. I think I might have a problem with pasta actually!

Pork burrito

We are blessed in Brighton that it has so many fantastic burrito places – so choosing between them is not easy. We have a few on our office doorstep that are really good, however La Choza in The Laines [as profiled in a recent OOH magazine!] is very hard to beat and I am very lucky that my local pub, The Hare & Hounds, has recently unveiled a La Choza pop-up. Thankfully my gym is equally close! My choice? A pork burrito with tomato rice, refried beans, guacamole, cheese, sour cream, salad, chillies, and the hottest sauce available!

Steak

I love my steak medium rare. My colleague Simon Watkins from the new Commercial Kitchen trade show will argue that his is the best, but I would find it hard to look past chef Stephen Lenahan's from Belleek Castle in my home town, Ballina, Ireland. His Drunken Bullock offering of prime mayo fillet beef flambéed on a 15th century Spanish Armada conquistador sword, served

with a mild peppercorn jus and vegetable roti, is magnificent!

Haggis

Having lived in Glasgow for seven years, I've had the opportunity to savour this dish on a number of occasions, and I love it. No one does it better than the fantastic Number 7 restaurant at Celtic Park, though I have to say, the offering from both Waitrose and M&S is a great alternative. Must be served with neeps and tatties, of course.

Hot buffalo wings

I lived in New York city for while – the food to go capital of the world. A big treat was the hot buffalo wings that perhaps only a New York bar can do right. The hotter the better!

'Our favourite' burger

If you ever visit Brighton, then go to Burger Brothers. That is all. You can thank me later!

Turkey Hill ice-cream

I think a dessert is warranted. I'm

usually savoury over sweet, but this American product is out of this world.

You're also allowed one luxury item, what would it be?

As I'm being asked about a book in the next question, I will not cheat and say my Kindle; rather I'll say my iPod with some Pink Floyd, Fleetwood Mac, The Police and Clash on the playlist.

And what book would you take with you, knowing you already had a religious text of your choice and the complete works of Shakespeare?

Really, really tough as I am a voracious reader! There are hundreds I could choose from, but I'll say Roy Keane's autobiography. Anyone who is manically dedicated and focused just might inspire me to get off this imaginary island I'm on!

Finally, if you were only allowed one dish, which would you choose?

I will cheat here, though, and sneak in a ninth dish! It would have to be my mammy's Christmas dinner.



"I will have pasta with ANYTHING!"



lunch! will be held in Islington on 24th and 25th September