



RICHARD HUGHES

Chef/Proprietor

The Lavender House Restaurant & Cookery School, Brundall

Chef Richard Hughes is well-known throughout Norfolk, thanks to his regular recipe pages in the Eastern Daily Press and EDP Norfolk magazine.

Richard is the Chef/Proprietor of The Lavender House Restaurant & Cookery School in Brundall near Norwich which has received a number of accolades, is listed in The Good Food Guide, and will celebrate its 10th anniversary later this year.

Besides owning the 16th century thatched Lavender House, Richard also co-owns The Pigs pub in Edgefield, North Norfolk, and is a Director of The Assembly House in Norwich.

A skilled chef and former Norwich City College tutor, he is often asked to demonstrate at cookery events and is a frequent contributor to BBC Radio Norfolk programmes. Richard has published a number of cookery books, the most recent being 'Step by Step with Richard Hughes; Clever Cooking in Simple Stages.'

QUOTES:

Richard Hughes on the EDP Adnams Norfolk Food & Drink Festival: "The Norfolk Food & Drink Festival is a fantastic event and great to be associated with. It has got stronger and stronger every year and now I think people are coming to the Norfolk area specifically for the food - and not just for the restaurants but for the ingredients, too, which stand up to what is available anywhere else in the country. Other locations have been good at telling people about what they do and their food but now we are doing the same about our excellent produce and food here in Norfolk. We have always had great food and top quality ingredients here in Norfolk, but more and more people are now getting to know about what we can offer and the Norfolk Food & Drink Festival highlights that."

Richard Hughes' Festival highlights: "There are a number of highlights, but for me the Moveable Feast is always a big day. But I think one of the great highlights of the Festival is that all restaurants try to put something special on their menu, it focuses the mind and the accent is always on the great ingredients which are right here on our doorstep. At The Assembly House in Norwich, we are very excited about being the Festival's launch venue and it is a real honour for us."

Richard Hughes on the 2012 event: "There is no doubt that 2012 is a big year all round for so many people and that goes for the Norfolk Food & Drink Festival as well. There has been a lot of forward planning and co-ordination which has helped take the Festival right across the county of Norfolk. In the past, the event may have been centred more around Norwich, but what is so good this year is that it touches every part of the county, with events such as the Brecks Food Festival and the North Norfolk Food & Drink Festival being a big part of it. And, of course, there will be our own events such as the Great Food and Drink Festival Quiz Night at The Assembly House on September 20th where I will be the Quiz Master."

Richard Hughes on producers and suppliers: "We have a wide range of producers in Norfolk and a number of them are quite small, but the Festival gives them a lot of extra support and brings them together to promote the area and its food and drink. What is so good about the producers, suppliers and restaurants in Norfolk is that people support each other. Of course, there is an element of competition but that often gets put to one

side, particularly during the Norfolk Food & Drink Festival, where everybody wants to see everybody else do well. The festival really puts Norfolk on the national map for food and drink.”

Richard Hughes on being a Festival Patron: “I am really pleased to be involved as a patron of the Norfolk Food & Drink Festival. This is my 35th year cooking; I started at the Imperial Hotel in Great Yarmouth in 1977 and, although I have worked out of the county at times, my career has predominantly been here in Norfolk and I have been a supporter of food and drink in the county throughout that time. I am really honoured to be a patron, we are planning to put on a lot of events and as a patron I want to be actively involved and do as much as I can.”

In addition to providing the above quotes, Richard Hughes is happy to conduct further interviews and can be contacted in the first instance via email at lavenderhouse39@aol.com. The Lavender House, 39 The Street, Brundall, Norwich, NR13 5AA. Tel: 01603 712215.

Website: www.lavenderhouse.co.uk

For information about the Richard Hughes Cookery School, see:
www.richardhughescookeryschool.co.uk.

Alternatively, please contact:

Mark Nicholls on 07771 508062 or at: mark.nicholls@mnmedia.co.uk or

Carolyn Bowden on 07733 443142 or at: carolynbowden@btinternet.com.

Further information about the EDP Adnams Norfolk Food & Drink Festival can also be found at:
www.norfolkfoodanddrinkfestival.co.uk