



Former Editor of the Michelin Guide holds his first ever party for the industry at Brown's Hotel in Mayfair

MyJam Party in Mayfair

What: Arguably most influential man in food industry, Derek Bulmer's announces retirement from Michelin and joins MyJam Communications as consultant.

Who: Heston Blumenthal, Michel Roux Snr, Pierre Koffman, Gary Rhodes, Marcus Wareing

Drink: Jacquesson Champagne free flowing all evening

Nibbles: Glen Fyne beef and Yorkshire pudding with wood sorrel & horseradish,

Crispy pork with Orkney scallops, spring onion & coriander

Where: Rocco Forte's Brown's Hotel, Albemarle Street, Mayfair

Derek Bulmer, former editor of the Michelin guides for the UK and Ireland hosted a glamorous, star studded affair at Brown's Hotel, Mayfair this evening (October 5th 2010) to announce his retirement from Michelin. Derek is making a bold move to join a young and dynamic media agency, MyJam Communications, as an exclusive consultant. Derek joined MyJam Communications on 1 October 2010 and will act as a consultant **exclusively** for the PR and Marketing agency, providing invaluable guidance and a strategic planning service for the group's clients.

Special guests included the UK's leading Michelin starred chefs such as **Heston Blumenthal, Tom Aikens, Marcus Wareing, Alain Roux**, along with legendary chefs **Gary Rhodes, Michel Roux Snr and Pierre Koffman**, restaurateurs **Marlon Abela, Russell Norman, Sam and Eddie Hart**, and additional TV personalities, food writers, critics and journalists were also in attendance.

Derek has worked for the Michelin Guide for over **30 years** and is a well known and respected figure in the food and hospitality industry with knowledge of the British restaurant scene that is second to none.

Of MyJam Communications Derek Bulmer says:

"MyJam Communications are a passionate and dynamic PR and Marketing agency and I am very excited about sharing my knowledge of the industry with the team there. In my new role I hope to continue to develop my relationship with many of the chefs, restaurateurs and hoteliers I have visited regularly over the years."

Of Derek Bulmer joining, Maziar Yazdanian, Commercial Director of MyJam Communications says:

"MyJam Communications has developed over the last 5 years into a competitive and energetic force on the PR and Marketing scene. Currently we service over 15 restaurants and represent many individuals within the industry. We are looking forward to this appointment as Derek's credentials are sure to attract a host of new and exciting opportunities."

Special thanks go to Brown's Hotel and Champagne Jacquesson for providing the venue, canapés and Champagne. Thanks also to Gavin Bond for the photography.

Photography: [Click here](#) for pictures from the event. Provided courtesy by Gavin Bond of www.tngfoodphotography.com one of the industry's freelance photographers specializing in Food and Celebrity Chef profiles.

Date:

Tuesday 5th October 2010

Time:

6.30 - 8.30pm

Location:

Brown's Hotel
33 Albemarle Street, Mayfair, London, W1S 4BP
020 7493 6020

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