



COOKERY FOR THE TIME-STRAPPED

Eleni Tzirki, Head Chef at the Cookery School (above), is hoping the schedule of short courses will appeal to the people looking to learn new skills. "The main difference between the classes at our Finchley Road and King's Cross schools is time: at Finchley you can enjoy a course that spans a whole day, while at King's Cross we're running shorter courses designed to be completed during a lunch break, for example," she says.

Before taking up her new role at King's Cross – where she heads up a team of sous chefs and kitchen assistants – Eleni worked at the Finchley Road Cookery School which opened in 2010, while she also has experience at The Zetter Hotel Selfridges Pop-up, The Ritz Hotel and at Bistro Bruno Loubet. So what's her favourite course on the schedule? 'Feast from the Middle East', she says, which takes her 'right back to my roots'. "It's food that I adore and the course includes my classic twist on the Greek baklava, which really is delicious," she says.

past, but this shop embodies the Modern Waitrose strategy. It includes all the latest hospitality concepts: a juice bar serving smoothies and soups, a bakery grazing area, an outdoor seating area, and the wine bar, which has beer on tap and is the first one with this feature. And the beer? It's Camden Brewery pale ale, brewed just 10 minutes' walk from the branch, says Ed: "It's all about being local. A big part of the Modern Waitrose strategy, as well as the Partnership ethos, is to be an important contributor to the local community. That's absolutely what we're trying to achieve here."

67 ACRES MAKE UP THE NEW VIBRANT KING'S CROSS CITY QUARTER

The new shop is home to Waitrose's third Cookery School – the second in London – where tutored sessions focus on the latest food trends, reflecting London's street-food scene. The school's first course last Saturday



Shama Saud
Supermarket Assistant, Ambient

"IT'S MY FIRST TIME WORKING FOR WAITROSE AND IT'S BEEN A FANTASTIC EXPERIENCE FROM THE START. WE'VE GOT A GREAT TEAM AND OUR BRANCH MANAGER MAKES US ALL SMILE AND REALLY FIRES US UP"



WATCH OUR VIDEO ON GAZETTE ONLINE



Jake Sherwood
Central St Martin's architecture student & WR Canary Wharf Partner

"IT'S A REALLY NICE STORE AND IT LOOKS LIKE IT'S AN EYE TO THE FUTURE DESIGN OF WAITROSE BRANCHES. AND WITH BEER ON TAP IN THE WINE BAR, WELL... POOR OLD STUDENT UNION!"



Nicola Ryder
Team Leader, Wine Bar, Checkouts & Welcome Desk

"I JOINED KING'S CROSS AFTER 12 YEARS AT WAITROSE BARNET AND TO COME TO A NEW SHOP THAT'S SO HOSPITALITY BASED IS A COMPLETELY DIFFERENT EXPERIENCE. THE SHOP EPITOMISES MODERN WAITROSE"

global food trends by learning new skills," adds Karen. "We want to challenge the view that learning is a serious, stuffy business – it's not!"

All-round gastro experience

King's Cross's 160-strong team has many new Partners, including Samantha Cochrane, Supermarket Assistant, Customer Services, who says the team spirit is friendly and bubbly: "It's absolutely amazing to be part of this new concept. Our shop is not only a Waitrose – it's a dining experience for customers and I'm really proud to be a part of that."

160 PARTNERS WORKING AT WAITROSE KING'S CROSS

The branch may have plenty of space for customers to sit back and relax, but Ed's keen to ensure that those who want to get in and out quickly are able to do so with ease. "Yes, we've got some really comfortable seating areas where customers might want to sit and read a

OPPOSITE PAGE: Cookery School's Eleni Tzirki; Victorian heritage made modern; plenty of places to eat and drink; the Cookery School; the herb garden; the shop's clock nods to its past; locally brewed beer

THIS PAGE: outdoor seating; Daisy Velasco at the bar; Charlotte Preko at the Juice Bar; Cookery Schools Manager Karen Himsworth



newspaper, but equally, if they're in a hurry, they can serve themselves on our new slim self-service tills. Our job is to give customers an outstanding shopping experience – whatever that means for them." Located in

the heart of King's Cross's new city quarter, the shop is a short walk from London's King's Cross and St Pancras stations – which means it's convenient for tourists, as well as for the student population and the swelling number of local residents. But beyond getting people into the shop and driving sales, what would success look like to Ed? "If we can keep the feeling and the buzz we have at the moment going every day, long after the excitement of opening the branch is over, that would be a real sign of success. I want our Partners to feel that every day at work is the best day in the world." ☺

IT ALL CLICKS

INSTAGRAM
@rfox65



Retail is detail, bashed up Victorian warehouse meets shiny new local waitrose #retail #waitrosekingscross #waitrosegeek #kingscross

TWITTER
@waitrosecookskx



Here's a sneak peek at our new #KingsCross Cookery School! Find us just off Granary Square. @huatyeswee OMG! Look at the wine bar and growler refill at Waitrose King's Cross.

FACEBOOK
King's Cross We're delighted to announce the opening of the new @waitrose King's Cross. Open from today, so come down and join us.

GOOGLE+
Karen Thomas > Brand Development and Product Innovation community Overall it felt like a very Modern Waitrose.

