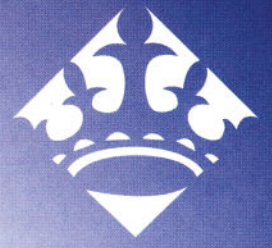




Beale's



West Lodge Park ♦ Hatfield Lodge ♦ The Firs ♦

Issue No.7 *Newsletter* SPRING/SUMMER '99

Anniversary Concert Cuisine

West Lodge Park guests experienced the award winning cuisine at the 150th Concert Dinner held in February. The menu included Fresh Lobster Bisque, Roast Sirloin of Aberdeen Angus Beef and Chestnut and Vanilla "Opera Gateau".

Classical music and fabulous food have been associated with the Beale's Group for over 100 years. A birthday celebration menu from the Beale's Restaurant, Holloway Road in 1899 lists mock turtle soup, whitebait, boiled mutton and Seville pudding amongst

the dishes accompanied by a selection of Waltzes and Gilbert and Sullivan music performed by the then Beale's Orchestra.

The successful series of musical events continues on 15th October with a performance by brilliant pianist Andrew Zolinsky. His recital at West Lodge Park will include Sonatas by Haydn and Beethoven and Chopin's Ballade no. 1.

See West Lodge Park Special Events for further details.



Guests in Cedar Restaurant for 150th concert dinner

Gastronomic Gold for West Lodge Park

A team of Chefs from West Lodge Park have won gold in a national competition. Head Chef Peter Leggat, Second Chef Richard Warrington and Frenchman Denis Guillemin created a winning menu combination for the Nestlé Masterchef Grand Prix at the NEC, Birmingham.

With only one and half hours to devise mouth-watering dishes from a variety of ingredients the team won a Gold Medal for Excellence in Hygienic Preparation of Food and a Certificate of Merit for the quality of their completed dishes. The competition was judged by professional chefs and members of the public watched the ten teams taking part.

"It was a real challenge, with a thousand pairs of eyes looking on and cooking against the clock but

we were able take our own pots, pans and cooking equipment which helped! This was very much a team effort and we were proud to win another award for West Lodge Park," said Chef Leggat.

The Cedar Restaurant at West Lodge Park has two AA Rosettes for excellent cuisine and has also received commendations from the Egon Ronay and Ackerman Guides. And the secret of Chef Leggat's success? "We always use the freshest ingredients, including growing our own wide variety of herbs here at West Lodge Park. We also maintain the very highest standards and are not afraid to experiment with our menus."



Ciao Vincenzo

The Beale's Group has recently said a fond farewell to another of their top chefs.

Vincenzo Volpe, Head Chef at Hatfield Lodge has retired after 19 years of catering for residents in the Pavilion Restaurant and preparing meals for weddings, conferences, clubs and dinner dances. However, Vincenzo plans to keep active, working part time and lecturing students. "I have very much enjoyed working here and will keep in touch with all my friends," said Vincenzo.

Pulling on the Head Chef hat at Hatfield Lodge is Ian Thompson, previously Second Chef at The Firs Conference and Banqueting Centre. "I started work as a trainee Chef for the Beale's Group 26 years ago and I am looking forward to this new challenge and working with the staff here at Hatfield Lodge," said Ian.



Vincenzo and Ian at Hatfield Lodge



welcome

I was one of the thousand pairs of eyes looking on when three of our chefs competed in the national cookery competition at NEC, Birmingham...well maybe 200 hundred pairs of eyes. But it was fascinating for the observer, with ten teams taking part and a roving camera showing on a large screen close-ups of each dish as it was completed - four dishes per team made forty dishes in total. The time limit of one and half hours put all the teams under enormous pressure but not so far from the real life situation. If your dinner party is due to sit at 8.00pm the completed dishes have to be ready at the right time and in the right sequence.



The retirement of Chef Vincenzo Volpe at Hatfield Lodge is, in a way, the end of an era at the hotel, since he has been running the kitchen there for 19 years, almost half a lifetime's work. And Ian Thompson, who has replaced him, has already worked for Beale's for 26 years! The trend today is very much against expecting to keep a job for a long period and the hotel and catering industry has a particularly bad record. We are proud of being different, as we have a large number of staff who have worked with us for many years. They all have to adapt to the changing demands of the customer. But we know that, as well as giving those staff long-term regular employment, it is appreciated by most of our customers when they recognise regular staff and are welcomed by them.

The slow down in the economy and fears of recession are uppermost in my mind when planning our budgets and capital expenditure for the next financial year. Even though our sales growth is likely to be lower, rest assured that we will not lower our standards of service, nor our investment in the Company.

Managing Director,
Beale's Group

Fundraising Firs Triumph



INVESTOR IN PEOPLE

A fundraising dinner held at The Firs Conference and Banqueting Centre raised almost £6,000 for a local memorial fund. The Dipali Fund was set up following the tragic death of restaurant owner Shajahan Miah, his wife and their three children in a fire which swept through their flat. Michael Portillo, former MP for Enfield and Southgate was guest speaker at the event and is patron of the fund. Current MP Stephen Twiggs was also present.

"The aim of the appeal is to build a Pavilion in Broomfield Park for local sports groups, dedicated to the memory of the Miah family. We were very pleased to host the event, which has boosted the fund total to at least £21,000," said The Firs General Manager John Thorpe.



Michael Portillo and Muzahid
Choudhury, owner of the Dipali

Sally's Business News... www.bealeshotels.co.uk

This time last year the world of the web and e-mail seemed a long way away. We slowly dipped our toes in the water, registering our web name and e-mail addresses. There was great excitement when we saw The Beale's Group web page, although still in its infancy. At the time of writing we are busy re-designing the pages and making the site more attractive to 'surfers' and easier to find. New equipment has now arrived in the Sales Office and we can check our web pages each week to make sure we are high up the list when customers are searching for hotels and functions in this area. The hardest part for me (not being very computer literate!) has been trying to think globally and remembering that as a Group we need to be attractive to a guest on the other side of the world who is searching for a venue in this area.

On a different subject, we have forged a new relationship with Bushey Park Golf Club, just 15 minutes from West Lodge Park on the outskirts of Watford. The Club is keen to attract both new members and also visitors to the area. I have vouchers offering £10 a round midweek and £15 per round at weekends to give away to the first eight people to contact me on 0181 216 3909!



Sally Wilkinson, Sales Manager

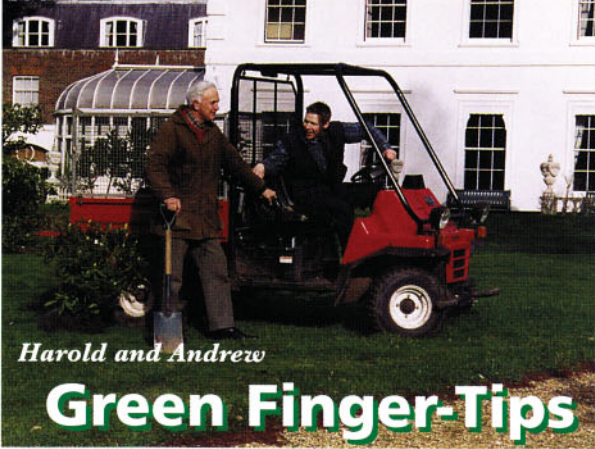
West Lodge Park Special Conference Offers
are available over the May Bank Holiday and Half Term
(31st May - 6th June) please contact the Conference
Office at West Lodge Park for further details.

COUNTDOWN to the MILLENNIUM

The turn of the century is the subject on everyone's minds and bookings are flooding into the Beale's Group. The Firs Conference Centre is already sold out for the New Century celebrations and tickets for the **Hatfield Lodge Millennium Buffet Dance** are selling fast. Guests will enjoy a bucks fizz and canapé reception, followed by dancing into the night and a fabulous buffet. If transport is a worry why not stay overnight at Hatfield Lodge after the party? Contact Tony King or Julie Battye on 01707 272661 for further details.

If you would like to welcome in the Year 2000 in luxurious surroundings

with the very best food and wine, then consider the **three-day House Party at West Lodge Park**. Starting with a New Year's Eve Gala Dinner, with eight delicious courses and the finest wines and spirits, guests can dance into the night with live music and vintage champagne at the stroke of midnight. The following evening guests will welcome in the Year 2000 with a New World Dinner and wines. Luxurious bedrooms, breakfast, lunch and entertainment are all included in this weekend of a lifetime. Contact your host Andrew Beale, Director & General Manager, on 0181 216 3900 for further details.



Harold and Andrew

Green Finger-Tips

West Lodge Park is surrounded by 35 acres of beautiful grounds and gardens which require all-year round care and cultivation from Head Gardener Andrew Cole and his assistant Harold Crockett. With over 16 year's horticultural experience, Andrew is responsible for the hundreds of plants, shrubs and trees in the arboretum.

With Summer around the corner Andrew and Harold have finished pruning back the shrubs and are now preparing the ground for bedding plants.

"At the moment we are removing the winter bedding plants and digging over the ground. Before planting again we fertilise the beds, using a natural compost provided by a local farmer!" said Andrew.

"Once we can be sure of better weather we will start to cut the grass. If the lawns are wet when cut, the grass can be damaged and become open to

disease. But come the Summer, cutting the grass here is like painting the Forth Bridge, once we've finished we need to start over again!"

The arboretum provides the ideal background for Wedding Party photographs and the grounds are open to the public twice a year, with guided tours to raise money for charity. On Sunday 16th May visitors will see the spring foliage and meet Andrew and Harold for some gardening tips.

See *West Lodge Park Special Events* for further details.

Romantic Rehearsal

Future brides and their grooms were able to rehearse their big day and have all their questions answered by a Registrar at a Wedding Exhibition, held at West Lodge Park in February. The Enfield Registry Office gave a demonstration of a civil ceremony and there were displays of hats, flowers, balloons, jewellery, cakes, stationery and make-up advice for the bride.

Romance was definitely in the air at Hatfield Lodge on Valentine's Day. A wedding was held in the Cecil room, after some secret planning between the Groom and General Manager Tony King. The courageous Groom booked the venue before making his proposal on Christmas Day. Fortunately the lady concerned said "yes" and a fantastic day was enjoyed by all!

All three of the Beale's venues are licensed to hold civil wedding

ceremonies and over a hundred couples every year take their vows at West Lodge Park. Staff at the hotel are available to guide you through every aspect of the day, relieving the stress of organising such a big event. The beautiful grounds are ideal for photographs after the service, your guests will enjoy a excellent meal created by award-winning Chef Peter Leggat and the romantic, four-poster honeymoon suite is ideal for the wedding night.

Many Happy Returns

"Our own wedding gift to the couple is a complimentary first anniversary return to West Lodge. On a Friday or Sunday evening, whichever is closest to the anniversary date, couples can enjoy a bed and breakfast stay to relax and remember their big day," said Andrew Beale at West Lodge Park.



News in Brief

A memorial to past Chairman Edward Beale, C.B.E. is being planned for the arboretum at West Lodge Park. Mr Beale began the planting of hundreds of trees at West Lodge in 1963 and took great pleasure, in later life, in showing friends and visitors around the grounds.

Seventies Pop-Star Merrill

Osmond held a convention at The Firs in February and, after performing for his fans, relaxed in comfort at West Lodge Park. The famous musical family member pictured with John Thorpe made the booking over the internet from the United States, after reading the *Beale's Web Site*.



Congratulations to Tom Smith and Rebecca Cosham on the birth of their baby boy Benjamin in December. Tom and Rebecca both work at Hatfield Lodge, where Benjamin has already been introduced to friends and colleagues.

The Firs team recently played host to the gentleman responsible for the 'sending-off' of all fouling football players! Mr Ken Aston introduced the red and yellow cards to the sport in this country and visited The Firs as a guest speaker for the North Middlesex Referees' Society 50th Anniversary Dinner Dance in January.

A Formula One car swept down the driveway of West Lodge Park recently.... on the back of a trailer! The car was brought to the hotel by V10 Communications, the PR company for Bridgestone/ Firestone UK, for their dealer's day in February. "Unfortunately we could not sit in the car as the seat was moulded for a very small, slim person!" said Managing Director Greville Bridge pictured here.



Special Events at West Lodge Park

GARDEN OPEN DAY – Sunday 16th May

West Lodge Park's beautiful gardens and arboretum with its collection of over 800 varieties of trees and shrubs are open to the public from 2.00pm - 5.00pm. The trees will be in their spring foliage, with the ceanothus and hawthorns making a dazzling display. There will be conducted tours every half hour and refreshments available. *Admission £2 (children free) in aid of the National Gardens Scheme for charity.*

ITALIAN EXTRAVAGANZA – Friday 18th June

Following the success of the Bordeaux Evening in January we are holding another gourmet night with food and wine from Italy. Vincenzo Falanga from the Italian wine specialists Enotria will give you a "tutored" tasting and guide through the wines of Italy. You are then invited to join Alfio Carassalini and his team in the Cedar Restaurant to enjoy a fabulous five course meal created by Head Chef Peter Leggat.

Carpaccio of beef fillet with truffle oil served with parmesan shavings and ciabatta bread
Calamari stuffed with a salmon mousse served on a warm green pepper salad
Breast and leg of chicken con salsa di pomodoro e basilico set on a herb polenta and braised fennel
Gateau of pannacotta peaches and mascarpone ice cream
A selection of fine Italian cheeses with focaccia bread
Coffee with Amaretti di Saronno

Starting promptly at 7.30pm, the cost of the evening will be £42.50 per person, which includes the wine tasting, five course dinner and table wines. Payable upon booking. Dress Lounge Suit. Call 0181 216 3900 to reserve your table.

SUMMER JAZZ EVENING – Friday 16th July

Join us for Pimms and canapés on the lawn at 7.30pm and enjoy a jazz performance by the Tony Lee Trio. Pianist Tony Lee has worked throughout the UK and New York with such stalwarts as George Colman, Barney Kessel and Art Farmer. He will be accompanied by Ian Scott-Taylor on double bass and Derek Gayle on drums.

Price £44 per person including Pimms and canapés on arrival, four course dinner, entertainment and dancing until 11.30pm. Table wines extra. Dress lounge suit. Special overnight rates available, 30% discount off normal tariff.

CONCERT DINNER EVENING – Friday 15th October



The brilliant pianist Andrew Zolinsky won first prize in the San Francisco International Piano Concerto Competition in September 1998. He has also given many broadcasts on BBC Radio 3 and on the South Bank, and a recent interview in 'The Independent' stated "Zolinsky also gave us a volcanic 'Ginastera' sonata... recitals are rarely so riveting". His recital at West Lodge Park will include Sonatas by Haydn (D major Hob XVI 24), and Beethoven (A major op.101) and Chopin's Ballade no. 1.

Reception 7.00pm, four course dinner and concert £43.50 per person payable on booking, plus £1.00 per couple for annual membership of West Lodge Park Musical Society. Table wines extra. Dress dinner jacket. Special overnight rates.

GARDEN OPEN DAY – Sunday 24th October

The gardens and arboretum at West Lodge Park are beautiful all year round, but the autumn is a very special time, with the red oaks,

scarlet oaks, liquidambers and maples a blaze of colour. The gardens are open from 12 noon to 4.00pm, with tours conducted every half hour. *Admission as in May.*

CONCERT DINNER EVENING – Friday 26th November

Since its formation in 1988 the Dussek Piano Trio has thrilled audiences around the country, consistently winning plaudits from critics and invitations to return from concert promoters.

Their concert at West Lodge Park includes piano trios by Haydn, Takemitsu and Schubert (the famous trio in B flat major).

For price and booking details see Concert Dinner on 15th October.

Firs Special Conference Offer

– book a meeting for minimum 12 people and upgrade to Executive status at the Regular daily rate of £28 per person – for meetings to be held up to 31.8.99.

COMPETITION

Win lunch or dinner for two people in the Cedar Restaurant, West Lodge Park

- 1) Where did the team of chefs win gold?
- 2) Who is the new Head Chef at Hatfield Lodge?
- 3) Which 70's pop star recently held a reunion at The Firs?

Answers in writing please by Friday 2nd July, including your name and address to the Sales Office at West Lodge Park.

Congratulations to our last competition winner, Gail Andrews from Stevenage, who wins an overnight stay for two at West Lodge Park.



West Lodge Park

One mile from J24 of the M25, a 4 star country house hotel set in 35 acres.

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The Firs

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