

# TABLE FOR YOU

*We may be tightening our belts but we needn't sacrifice eating out, entrepreneur and foodie Roger Mallock tells Jo Rothery. Photo by Kate Shemilt*



Roger Mallock at Purchases in Chichester

**DINING** out in style is probably one of the first 'luxuries' we deny ourselves in difficult financial times, but a Chichester businessman has come up with a 'recession-busting' solution which benefits both diners and top-class restaurants all over the south of England.

Roger Mallock established the Restaurant Members Club in May with the aim of making the dining experience affordable through a number of exclusive discounts – in many cases members receive unlimited free meals at a wide range of renowned hotels and eating places across an area stretching from Brighton to Bournemouth.

Already membership of RMC is surpassing target with more individuals and businesses signing up on a daily basis. And while other members' organisations for diners have thrived nationwide in recent years, Roger believes the key to his club's success is that it is community-based, focusing on local people and eating establishments within easy reach.

The concept is simple – and so is the way it operates. Members pay £50 to join and give their membership number when they telephone the restaurant of their choice to book a meal, and then show their membership card on arrival.

Among the 30-plus participating restaurants are the Dining Room at Purchases in Chichester, the Chichester Park Hotel, the

Brookfield Hotel in Emsworth, the Angel Hotel in Midhurst, the Silk Road in Littlehampton and Annie Jones in Petersfield, and at all of these RMC members eat free when dining with at least one other person.

*“All the restaurants and hotels signed up to RMC have been carefully chosen by Roger for their outstanding locations and reputation for fine food...”*

Consequently, if the total cost of the meal for two is say £60, the bill will be just £30, so by eating out only twice at restaurants taking part in the scheme, a member is likely to save more than the cost of the joining fee.

The membership runs until April 2010, and the scheme applies all week and not, as with some dining clubs, only on certain weekdays.

Other restaurants and hotels, such as Cassons at Tangmere, the Angel Inn at Petworth and the Royal Norfolk Hotel in Bognor Regis operate on a 15 or 20 per cent reduction of the total bill, so the savings can be equally significant.

Some also offer discounts on other elements of their service. At

the Champneys Spa in Forest Mere, for instance, there is a 15 per cent discount for any treatment.

All the restaurants and hotels signed up to RMC have been carefully chosen by Roger for their outstanding locations and reputation for fine food and wines as well as their individual style.

They include the Chewton Glen Hotel and Spa, situated between Bournemouth and Southampton and regarded as one of the best in the UK. Latest to join is the superb TerraVina boutique hotel in the New Forest with its award-winning restaurant.

The Restaurant Members Club has already found favour with the Chambers of Commerce in Chichester, Southampton and Portsmouth, with many of their members eager to take advantage of what it has to offer on both a corporate and personal level.

“I think the fine dining experience is very important, even in difficult economic times, and through the club I want to make it more affordable so that by paying the nominal £50 one-off fee, members then pay less to spend two or three hours in fantastic locations, enjoying the very best food and wines,” said Roger.

“Word is fast spreading and within three months I anticipate having 500 members, and 1,000 within six months. I think RMC is a unique lifestyle product and hope to see it become the premier local dining club in the south.”

## Win RMC MEMBERSHIP



**THREE** lucky readers have the chance to win membership to Roger's Restaurant Members Club.

For a chance of winning, fill in the voucher below and send to RMC Giveaway, Observer Magazine, Unicorn House, Eastgate Square, Chichester, PO19 1JN, by the closing date of Friday, October 16.

Roger will also give a £10 Marks and Spencer voucher to every new member.

The user-friendly RMC website makes every step of membership and dining out extremely simple and straightforward. Full details of the participating restaurants and the discounts and benefits offered by each one are given, with maps on how to find them.

● To find out more, tel 0844 249 0542 or visit [www.restaurantmembersclub.com](http://www.restaurantmembersclub.com)

*Pictured are Roger with Chichester Mayor Michael Woolley and participating restaurateurs.*

Email.....

Title (Mr/Mrs/Ms/Miss/Other).....

First Name.....

Surname.....

Address.....

.....

Postcode.....

Mobile.....

Tel.....

Johnston Press plc, the publishers of the Observer Magazine are constantly running great offers. By giving us your email address and phone numbers, you agree that we may contact you by these methods for marketing. If you are not interested in receiving details of them by email, post, phone, SMS/MMS or fax from Johnston Press please tick here [ ] If you are not interested in receiving details on offers run by our business partners please tick here [ ]. For your information for quality and training purposes, we may monitor communications