



## Smith & Wollensky Restaurant Group Appoints Nathan Evans As Operations Director Ahead Of London Opening

**Smith & Wollensky** has appointed **Nathan Evans** as **Operations Director**. Recruited to lead the team here in the UK, Nathan is charged with overseeing the hugely-anticipated launch of **Smith & Wollensky London**, opening on the Strand this June and the group's first steakhouse outside of the US.



In addition to his duties on a group level, Nathan will be responsible for all operational aspects of the business including acting general manager during the opening phase of London, creating a satellite office in the UK, the hiring of all staff and overseeing day-to-day duties. He will be a key component in developing the Smith & Wollensky formula for the UK market without diluting what has made it much-loved Stateside.

Prior to the appointment, Nathan was Deputy Managing Director and Business Development Director for the Boisdale Group. Charged with launching Canary Wharf – from inception and construction through to recruitment and marketing – Nathan was pivotal in making the site a huge financial success and a successful key anchor tenant for this immensely popular dining destination. Other key positions have included Senior Manager at Davy's of London with its 27 wine bars and restaurants across the capital along with his time as Operations Consultant for Foxy Roast & Grill in Hove.

Nathan says: "I first ate at a Smith & Wollensky restaurant in the late nineties and fell in love with it like so many others before me. Despite the other operators that have entered the London market since, I have never been more certain that the brand will succeed. Quality runs through everything that Smith & Wollensky does, from the dry-aging and butchering of USDA prime beef on-site to the incredible wine lists. Centered around Martin Brudinski's stunning design, the interior will compliment both the recognisable S&W brand elements while paying homage to the capital's rich history. With some of the best cocktails in the city and our legendary hospitality, there simply won't be a better place to enjoy a great steak in London. I can't wait to throw open the doors!"

Michael Feighery, CEO and president of SWRG, says: "We're hugely excited to have someone as talented and passionate join our team. As we welcome Nathan on board, his experience and respect for the company provides Smith & Wollensky with a true

ambassador to guide us through this exciting opportunity. He's a great asset who will ensure Smith & Wollensky London is everything diners expect it to be, and more."

Smith & Wollensky London will be situated in the Adelphi Building on John Adam Street.

To learn more about the Smith & Wollensky Restaurant Group, visit [www.smithandwollensky.london](http://www.smithandwollensky.london) or follow @sandwollenskyuk

**For further information, please contact Nicky Clarke or Romi Rauber at Roche Communications on 020 7436 1111, [nicky@rochecom.com](mailto:nicky@rochecom.com) or [romi@rochecom.com](mailto:romi@rochecom.com)**

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**Notes to Editors:**

Since its establishment in 1977 as America's premier fine dining steakhouse, Smith & Wollensky has been committed to delivering unparalleled hospitality and the best USDA Prime steaks, dry-aged for tenderness and flavor and hand cut on premise daily. Smith & Wollensky Restaurant Group is headquartered in Boston, Mass., and owns and operates nine Smith & Wollensky locations in Miami Beach; Chicago; Las Vegas; Washington, D.C.; Philadelphia; Columbus, Ohio; Houston; and two restaurants in Boston. The acclaimed wine list, rich ambiance and exceptional service are designed to provide guests with a truly memorable steakhouse experience. Smith & Wollensky has received numerous local and national awards, including the "Grand Award of Excellence" from *WINE SPECTATOR*® and the "Award of Excellence" from Distinguished Restaurants of North America. Follow Smith & Wollensky on Twitter: @smithwollensky AND @sandwollenskyUK