Pret: our food, our passion / Harvey Smyth.

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Smyth, Harvey. Pret A Manger (Europe)

Publication/Creation

[London]: Pret A Manger (Europe), 2002.

Persistent URL

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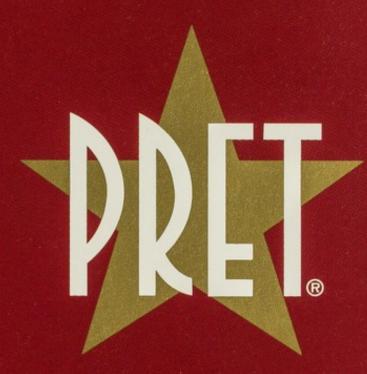
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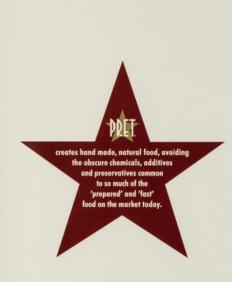


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OUR FOOD



OUR PASSION



Passionate about food!

At Pret A Manger, we're obsessed with food quality, fresh food made with the sort of ingredients you'd choose to use at home We're not interested in finding ways to extend the shelf-life of food We don't mind that natural food goes off quickly Our menu is free from anything genetically modified

Fresh ingredients are delivered to every one of our shops overnight Our sandwiches, baguettes and wraps are made throughout the day in each shop The team serving on the tills will have made your sandwich this morning. At the end of the day we would rather give whatever we haven't sold to charity to help feed the homeless rather than compromise our standards.

Numerous 'Passion Facts' many of which adorn our walls and packaging, document the extraordinary lengths we go to in search of Pret-quality ingredients for Our insistence we keep Pret natural means (amongst other things) that our wasabi mustard is grey (not fluorescent green) and our ham is pale (not bright pink)

We are always trying to improve our menu... $\frac{10}{10}$ not just by introducing new recipes (on average, one every four days), but by continually reviewing all our 'classics' to make them even better Probably only one sandwich idea in twenty makes it through our testing process

It really matters to us what our customers think about our shops, our food and our hardworking wonderful people and figure for the first something to tell us, please do call on 020 7827 8888 or email us via our website www.pret.com.

Haney Smyto

Harvey Smyth (Managing Director).

Paul Wilson is **obsessed** with making only the most perfect Pret Tuna Mayo. He mixes dolphin-friendly tuna with Pret Mayo, Worcestershire sauce, lemon juice and seasoning, for **exactly** 90 seconds at 31 rpm. Never more. This is the only way to get the texture just right - smooth, not mush, with a **good 'tang'**.

Pret Passion Fact No. 17

It takes **three months** to slice our veg. It sounds mad but that's how long **we train** our people before they're able to get chopping. This means they're super-**fast**, scarily **accurate** and can spot a badly sliced **vegetable** at 500 paces. Only then are they **let loose** on our tomatoes, peppers and cucumbers.

Pret Passion Fact No. 10

Mr Sheepshanks is **fanatical** about mayo. This is just as well, as he makes ours. He insists on using **fresh** eggs (never dried or reconstituted), but the **real secret** to great mayo is the size of the **bubbles** after mixing. They should be **tiny**. Sheepshanks uses a **microscope** to check his.

Pret Passion Fact No. 25



Just a taste of What we sell...

Sandwiches

Super Club, Chicken Caesar, Egg Mayo, Crayfish & Roquette, Smoked Salmon, BLT

Baguettes

Brie Tomato & Basil, Ham & Greve, Tuna Mayo

Wraps

Avocado & Pinenuts, Tuna Nicoise

Salads

Range of leaf and pasta salads

Sushi

Deluxe Fish Sushi and Vegetarian Sushi

Bakery

Ham Cheese & Tomato Croissant, Almond Croissant, Chocolate Croissant, Muffins and Danishes

Coffees

Cappuccino, Latte and Mocha

Teas

Traditional, fruit and herbal

Plus

Crisps, fruit and cold drinks

...and where we sell it

Over 70 shops throughout central London, plus

Edinburgh Birmingham Nottingham Bicester Folkestone Eurotunnel Notting Hill Bluewater Glasgow Oxford Brighton Hammersmith Putney Bristol Heathrow Ts 1 & 4 Reading Canary Wharf Leeds Richmond Croydon Manchester Windsor Cambridge Milton Keynes York

To keep it innovative and exciting, our menu is constantly changing, and Pret A Manger shops are opening all the time. For a totally up-to-date list of both, please visit our website www.pret.com.

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