



BEST MAIN COURSE  
PLATE PRESENTATION

CAMPING

**SYNOPSIS**

Hay Smoked Herb Crusted Lamb Rack with Grain Mustard & Thyme Sauce  
Tuscan White Bean Salad, Char Grilled Zucchini and Charcoal Salt Baked Potato with Smoked Butter

Where will your Range Rover Evoque take you? This was the question we proposed to our client when they asked us to come up with a concept for the media launch of this luxury vehicle.

Of course anywhere is the answer, however the journey is what sets this brand above all others - the epitome of luxury. It was therefore of utmost importance that this was clearly defined in our menu as the guests 'journeyed' through each of the courses that would take them to different destinations.



## CONCEPT, DESIGN AND OBJECTIVES

At the outset, we agreed that we should endeavour to create dishes that would need no explanation. They should identify the destination as they are served to the table. The main course would take the guests Camping.

Opulence, extravagance and luxury are words one would use to describe the Land Rover brand, however, these are not words usually associated with camping. So it became our first priority to fuse the two ideas in creating a served fine dining camping experience.

Our brainstorm started with focusing on our senses and how they experience camping. We agreed that smell was perhaps the most important. We recognised that the predominant scents were pine, peat and most important, smoke - camping after all is nothing without a camp fire. We researched various ways in which we could bring these smells to the table, and if it would be possible to actually create a camp fire. We would need smoke and we would need to create the smell of a wood burning fire blended with a herbaceous outdoorsy aroma.



ORIGINALITY OF PRESENTATION

Our camp fire research lead us to a Swedish fire log which is widely used in Scandinavia for outdoor cooking. We LOVED the idea and set out to find a way to create individual fire logs for each guest. We approached a sawmill with a sketch of our concept. We discussed various wood types and agreed that oak would be best suited.

Next we had to trouble shoot the practicality and logistics of the dish. We knew we needed to create smoke and we needed to serve food, however we need to buffer the meat from the burning wood and we needed to ensure that the meat would not be over smoked. We settled on organic lucerne as the actual smoke 'creator' which would not only assist in creating a 'bed' for the lamb but would also assist in creating the classic camp fire flavour. The fire logs were presented on custom cut wood slices to contribute to the theme and covered in glass cloches to encapsulate the smoke as the lamb was taken to the table. This was a genius idea as a sensational dramatic climax was achieved as the waiters simultaneously lifted the cloches in unison to fill the table with the essence of camping. Waiters then served the lamb from each 'camp fire' to the guests plates which were already plated with the accompanying sides.





## THE CULINARY COMPONENTS OF THE PLATE

The side dishes were as important as the protein and needed to back up the camping theme. These took on a whimsical stance as a Tuscan bean salad served in sealed tins to portray the classic 'can of beans' and a salt baked potato which we encrusted with a charcoal salt dough which guests could break open at the table. A full flavoured smoked butter accompanied the potato and a punchy grain mustard & thyme sauce was served table side with the lamb.

IMPLEMENTATION OF TECHNIQUE AT THE EVENT

Timing was everything with this dish due to the fact that smoke was one of the most important components and this had to be created just before the dish was served. Therefore all the parts of the dish needed to come together at once whilst smoke was created. The chefs were divided into two teams. One team plated the sides whilst one team blow torched the lucerne on the wood logs, placed on the lamb and sealed in the smoke with the glass cloches. Waiters needed to be carefully coordinated into teams of three so that service was slick and coordinated so that no guest was left thinking "what the heck is this" as it was important that all components were served in unison and the drama was revealed in a swift and seamless manner. This was perhaps the most vital part of the entire dish as this would be critical in the execution of our main vision and objectives.



## CHALLENGES AND OBSTACLES

Many tests were carried out with the fire logs. Simply placing lucerne on the log and blow torching did not fully create the smell we were looking for and the hollowed out centre of the log was too small to accommodate enough hay. So prior to the event we burnt the centres of the logs with hot charcoal, this created a wider space for the hay to sit and also allowed quicker burning of the oak at the event. Hot charcoal was prepared at the beginning of the event so that they were hot and ready when the starter was served. The hot charcoal was then placed in the logs to start a slow warm oak smoke from the logs and prepare them for the fast moving plating of the blow torched hay at main course. The result was an excellent woody aroma which blended perfectly under the glass cloche to the table.



KEY RECIPES

**Herb Crusted Lamb Rack**  
Serves 3

**Ingredients**

- 1.1kg Rack of Lamb (French Trimmed)
- Salt & Pepper
- 5 Tablespoons Olive Oil
- 8 Cloves Garlic (Peeled and Smashed)
- 85g Panko Breadcrumbs
- 10g Fresh Italian Flat Leaf Parsley
- 1 ½ Tablespoons Fresh Rosemary
- 55g Grated Parmesan Cheese
- 1 ½ Tablespoons Whole Grain Dijon Mustard

**Method**

Preheat oven to 200°C  
Season lamb generously with salt and pepper.  
Heat a cast iron pan over medium-high heat. To the hot pan, add in 4 tablespoons of the olive oil, along with the lamb and garlic. Sear all sides of the lamb until browned, about 3-4 minutes.  
Remove browned lamb, and place cooked lamb onto a baking sheet.  
Remove garlic and add to food processor along with the breadcrumbs, parsley, parmesan, rosemary, and 1 tablespoon of olive oil. Pulse until combined.  
Place breadcrumb mixture in a suitable flat dish to easily coat the lamb rack.  
Brush the top and sides of the lamb with mustard.  
Coat the top and sides of the lamb with the breadcrumb mixture and roast in oven for 20-25 minutes.

**Grain Mustard and Thyme Sauce**  
Yields 1 Cup

**Ingredients**

- 3/4 Cup Heavy Cream
- 1/4 Cup Wholegrain Dijon Mustard
- 2 Tablespoon Fresh Thyme Leaves
- 1 Garlic Clove (Crushed)
- 1/8 tsp White Pepper
- Salt to taste

**Method**

After searing your lamb (or other protein), lightly sauté the garlic in the remaining oil, then add all ingredients and simmer gently for 3 minutes.

**Charcoal Salt Baked Potatoes**  
Serve 6

**Ingredients**

- 6 Eggwhites
- 150g Fine Sea Salt
- 3 Tablespoons Activated Charcoal Powder
- 3 1/3 cups Plain Flour
- 6 Potatoes (Scrubbed)

**Method**

Preheat the oven to 180°C.  
Combine eggwhite, salt, charcoal powder, flour and 100ml water in a bowl and mix to form a dough.  
Divide into 6 pieces and roll out each piece on a lightly floured surface.  
Place a potato in the centre of each piece and roll to enclose completely in the dough.  
Place on a baking tray and bake for 1 hour.



## KEY RECIPES

**Smoked Butter****Ingredients**

8 Tbsp Unsalted Butter (softened)  
1 tsp smoked paprika  
1/2 tsp Kosher Salt

**Method**

Blend all ingredients in food processor until well blended.  
Place in a mould or butter dish and allow to set in the fridge until needed.

**Tuscan Bean Salad****Serves 5****Ingredients**

2 x 410g Tins Cannellini Beans (drained and rinsed)  
1 Cup Red Bell Pepper (finely chopped)  
1/2 Cup Fresh Italian Parsley (chopped)  
1/2 Cup Red Onion (finely chopped)  
4 Tablespoons Olive Oil  
4 Tablespoons White Balsamic Vinegar  
2 tsp Minced Garlic  
Salt and Pepper

**Method**

Place the beans, red pepper, parsley, and onion in a large salad bowl. In a separate bowl, add the olive oil, vinegar, garlic, salt & pepper. Blend with hand held blender until emulsified.  
Add the dressing to the bean mixture, and gently fold so as not to break the beans.  
Season with salt and pepper to taste. Refrigerate until needed (up to 4 days).

