



Edible Cinema: see the film, taste the film

Edible Cinema is a collaborative effort between Soho House and unusual event specialists Teatime Production.

The project came about during a meeting between Soho House Members Events Manager Zoe Fletcher and Teatime's Polly Betton to discuss potential events for the Houses. While discussing ideas, Zoe proposed the creation of a cinematic food experience, and a name that stuck: Edible Cinema.

Polly and Zoe worked with food designer Andrew Stellitano to devise the 'first draft' Edible Cinema experience, and each subsequent member of the Edible Cinema team has added their own touches to the event, resulting in the delicious experience that is offered today...

At a typical Edible Cinema screening, each audience member will find a tray of small numbered containers on their allocated seat, each of which holds a canape sized serving or mini cocktail. After a short introduction the film begins, during which the food-matched moments are signalled by a screen-side light box, which illuminates the package number that should be opened and enjoyed.

Our menus focus less on literal interpretations of food shown on screen and more on environment, specific words and overall feelings. For example, a scene in Pan's Labyrinth where characters ran through a pine forest was matched with Pine Smoked Popcorn, giving pine aroma and flavour while also delivering the 'crunch' of feet on the needle laden forest floor.

Similarly the first appearance of caseworker Juno in Tim Burton's Beetlejuice was marked with a serving of lavender infused smoked mutton jerky. The lavender for an older lady's perfume, the smokiness for a pack-a-day habit and the mutton jerky for Juno's throat, through which smoke pours as a reminder of the suicide that got her into the undead civil service in the first place. Discomfortingly delicious.

In *Some Like It Hot*, Sugar's attempt to overcome Junior's 'frigidity' on the yacht by covering him in alcohol soaked kisses was served up in perfectly apt style as a lightly powdered, rose tinted turkish delight with an almost liquid centre and a strong flavour of champagne. 'Bubbles' were provided by a light dusting of popping candy.

Edible Cinema has been tirelessly championed by both Soho House and Bombay Sapphire. The team wouldn't be complete without Bombay Sapphire mixologist Sam Carter to draw on his considerable experience and conjure up the drinkable elements of each menu. Past delights have ranged from examples of flavour transmogrification to modern re-workings of long forgotten historic cocktails, delivering shock and awe in equal parts: usually both at once.

Edible Cinema has previously worked with food designer Andrew Stellitano and chef David Bradley (aka The Curious Confectioner). Our current menu consultants are experimental chefs Blanch & Shock, who work with Soho House Head Pastry Chef Jake Rigby-Wilson and the rest of the Edible Cinema team to devise and develop menus.