

EXCLUSIVE CLIENT ANNOUNCEMENT



JAMIE OLIVER'S NEW EVENTS TEAM AND WOODS' SILVER FLEET FORM A NEW PARTNERSHIP ON THE THAMES

EXCLUSIVE WOODS' SILVER FLEET NEWS
LAUNCHING 16TH AUGUST 2011

An inspired fleet of the finest vessels on the most iconic stretch of water in the country, food wholeheartedly focused on the best ingredients from Jamie Oliver's new events team and bespoke styling from one of London's leading event personalities – a new and unrivalled approach to 'Relaxed Luxe' in the capital...



WOODS'
SILVER FLEET

SINCE THE LATE 1940S THE WOODS FAMILY HAS ENTERTAINED THE GREAT AND THE GOOD - FROM BRIGITTE BARDOT AND WILL SMITH, TO ELTON JOHN AND PRINCE CHARLES - AND ALWAYS LOVED OFFERING THEIR CLIENTS BEAUTIFUL HAND-BUILT BOATS AND GREAT FOOD.

As 2012 is such a huge year for Great Britain (with the Olympic Games and the Queen's Diamond Jubilee) the Woods felt they wanted to launch a new movement in event design - what has been dubbed 'Relaxed Luxe' - making the food and the architectural line of their boats the focus. After visiting and sampling the menus at Jamie's new City restaurant, Barbecoa, and Garsington Opera in Oxfordshire, as well as being shown the impassioned philosophies and ethos behind the team's wonderful Food Charter - they decided the man to realise their vision is Jamie Oliver and his new events team.

From 16th August 2011 Woods' Silver Fleet - including flagship vessel, the Silver Sturgeon - will see Oliver's distinctive style of menus aboard, focusing very much on a celebration of all that the Great British table has to offer. Rather than trends and gimmicks, Jamie's menus will take their cue from foods at their seasonal best, matched with all that flavour and delicious simplicity can bring to a meal - the pleasure being all in the eating. Marry this with an elegant, architect-designed vessel with rolling London riverscapes of the Thames from every window and deck and the sense of drama and passion of a truly unique experience is evident.

Woods' Silver Fleet will also be bringing in experts to enhance this elite experience on the river. The creations in Jamie's events team's galley will be complemented by the option of bespoke styling for events by Fiona Leahy. Leahy is one of the event industry portfolio's most glamorous names, having produced parties for Louis Vuitton, the Elle Style Awards, Harvey Nichols, Garrard, Jade Jagger and Mark Ronson, to name but a few. With this impressive collection under her belt Leahy will be the creative behind the summer and Christmas parties, as well as offering her expertise as in-house event designer throughout the year when required.

Similarly, Oliver and his team too are busy making a name for themselves, daring to break the mould of conventional event menus. The menus for the Silver Sturgeon are inspired by Jamie's exploration of different food cultures; taking British dishes with a discreet twist as their lead (what he refers to as 'the Magpie effect'), as well as his traditional beliefs for how food should be enjoyed.

The new menu and bar portfolio will be available to clients privately booking a Woods' Silver Fleet vessel, Veuve Clicquot Lunch Cruise or the soon-to-be-announced Christmas and New Year Cruises for 2011.

JAMIE OLIVER SAID

"Myself and my events food team are so happy to be working with the Woods family on their beautiful fleet of boats. The family have been running this business on the Thames for five generations now, and they're as passionate about their fleet as I am about the food we'll be serving on-board. Of course, we'll be using loads of great British produce, and taking inspiration from around the world for our exciting dishes and on-deck barbecues.

This is about using great food and service to create a relaxed atmosphere so guests can sit back and enjoy the food as they take in the scenery. I might be biased, but I think London is one of the world's most beautiful cities, and with the Olympics just around the corner there's no better time to celebrate British food, or London itself. I'm looking forward to working with the Woods, and I think we'll be able to do incredible things together."

TOM WOODS, MD OF WOODS' SILVER FLEET ADDED:

"Our passions are boats and food. With Jamie and his new events team and the stylish, creative eye of Fiona Leahy, a party aboard the Silver Sturgeon or Royal Nore will be one of the most glorious places in London to enjoy delicious, honest food which reflects Jamie's passionate personality."

WOODS' SILVER FLEET CLIENTS WHO ALREADY HAVE A PRIVATE CHARTER BOOKED WILL BE CONTACTED SHORTLY TO BE PERSONALLY PRESENTED WITH THE NEW MENU COLLECTION WITH AN OPTION TO BOOK A TASTING ABOARD THE SILVER STURGEON OR TO ATTEND THE FIRST VEUVE CLICQUOT CRUISES CATERED BY JAMIE OLIVER'S EVENTS TEAM ON 9TH OR 23RD SEPTEMBER 2011.

In late September 2011 we look forward to inviting you to our annual party aboard the Silver Sturgeon to celebrate the new look, Relaxed Luxe canapés, bowl food and on deck cooking.

Please do contact William Woods, Director on 020 7759 1904 william@silverfleet.co.uk or the sales team on 020 7759 1900 with any further enquiries and we look forward to welcoming you aboard in the very near future.

Best wishes, as always, Alan, Tom, Kate, William Woods and all the Woods' Silver Fleet team and crew.