



Celeb kitchen rules

Restaurants, from French Haute Cuisine to Burger Joints, are the investment of choice for celebrities seeking to satisfy their brand-expansion ambitions and their tastebuds, as *Upward Curve* discovers

One of the more niche, yet practical examples of celebrity branding, is opening eateries – with a range of different dining options, from casual to fancy and everything in between.

THE BEDFORD, MARTHA STEWART

To experience The Bedford in Las Vegas is to enter Martha Stewart's recreated home; a charming farmhouse built in 1925. Inspiration for the menu is pulled from the famous gardens on



her estate and her penchant for French cooking and is filled with many of Martha's most famous

and beloved dishes. Martha wants everyone who enters The Bedford to feel as though they are a guest

in her home, so she has carefully curated the menu and decor of the restaurant to feel just right. caesars.com/paris-las-vegas/restaurants ▶

Above: Martha Stewart's The Bedford offers alfresco dining with authentic French cuisine in Caesars' Parisian quarter in Las Vegas **Left:** Mark Wahlberg owns Wahlburgers with his brothers Paul – executive chef – and singer-songwriter Donnie, who was the founding member of New Kids on The Block



NOBU, ROBERT DE NIRO

Nobu may be one of the most well-known restaurants on this list, and for good reason. When it comes to sushi and Japanese cuisine, there's almost nowhere more iconic than Nobu. Chef Nobu Matsuhisa began his illustrious career with a restaurant in LA, where Robert De Niro became an avid fan, soon suggesting that Nobu should open a place in New York City. Quickly, Nobu went global and has been a household name around the world since the late 90s. Nobu's iconic Japanese fusion has permeated the realm of Asian cuisine, and Nobu restaurants can be found throughout the US, Asia and Europe.
noburestaurants.com

JBJ SOUL KITCHEN, JON BON JOVI

JBJ Soul Kitchen is more than just a restaurant, it's an organisation that's all about giving back to the community and providing a warm and inviting place that feels like home, where anyone can come and eat a quality meal. With food made from fresh, locally-sourced ingredients, JBJ Soul Kitchen is all about respecting the dignity of all people, whether they be paying customers, volunteers or those in need. The set menu caters to

all sorts of dietary restrictions and offers a few options for different tastes. Anyone can donate to JBJ Soul Kitchen's mission through their website, or visit for a meal or some volunteer work in Toms River or Red Bank, New Jersey, or on the Rutgers University-Newark campus.
Jbjsoulkitchen.org

WALTON'S FANCY & STAPLE, SANDRA BULLOCK

Walton's is known as one of the best delis in Austin, TX, renowned on their gourmet pastries and freshly baked bread. While the



historic building was originally home to a florist and nursery, Sandra Bullock bought the building and opened the deli in 2009, and it has fast become a 'staple' of Austin living, just as its name suggests. Some of the highlights of the Walton's menu include the golden eggs, Parisian macarons and the flourless chocolate hearts.
waltonsfancyandstaple.com

WAHLBURGERS, THE WAHLBERGS

This burger chain is not your average fast food joint, and that comes down to the family who founded it – the Wahlbergs. One brother became an actor, another a musician, and the third a chef

Above: Robert De Niro with chef Nobu Matsuhisa
Below left: Speed star Sandra Bullock
Below right: Guy Ritchie with wife Jacqui Ainsley also owns The Walmer Castle with David Beckham and a small brewing company called Gritchie Brewing Company which brews beer on his Ashcombe Estate in the UK county of Wiltshire

who wanted to share his food with the world. And so Wahlburgers was born. With all the fare of a traditional burger place, this chain elevates their food to a unique taste experience. The chain has now expanded worldwide, with stores in Australia, Canada, Germany and New Zealand, as well as most states in the US.
wahlburgers.com

LORE OF THE LAND, GUY RITCHIE

While this is the only restaurant on our list outside of the US, as a traditional British pub, it's the perfect candidate to represent London. Lore of the Land's three floors offer experiences for every guest, whether it be simple pub fare, a drink at the bar, or private dining. Of course, its shining menu items are the on-tap beers brewed at the Gritchie Brewing Company, though boutique spirits and French wines are also available for those with differing palates. The traditional Sunday lunch roast continues to showcase British culture in this special pub that would be a perfect stop for locals and tourists alike.
gritchiepubs.com ■

