

Iris&June



No.1 — The First Issue

The UK charcuterie boom, recipes from the stash, a trip to Brazil, that flower girl, some posh pop, home brew tips, Proud Creative and a chat with our regulars.



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JODIE WHITELAW
OWNER & GRANDDAUGHTER

We opened Iris & June, an independent, speciality coffee shop in the heart of London's Victoria, in April 2014. Our goal was to bring awesome coffee, delicious food and brilliant service to the people living and working in the area. So on the cusp of our first birthday, it feels like a good time to take stock. Pour ourselves a coffee. And shine a light on those that believed in and supported us right from the beginning.

This journal is a tribute to independence. A thank you letter to the farmers and the roasters, the designers and the visionaries. The passionate 'one-man bands' standing on a market stall on a rainy Saturday morning. A celebration of the businesses who let us order below their minimum, treat us as if we're ten times the size, and most importantly who share our aim to deliver something that is better than the pack.

It is also a standing ovation for our customers, most of whom have been regulars since day one. We couldn't do it without them. Because, funnily enough, being independent means you need good people around you more than ever.

We hope you enjoy meeting them.

THE CHARCUTERIE BOARD

Bringing home the bacon



As we crunch down on the crackling that verges on indecently good, it's easy to forget that we're standing huddled in a cold carpark that plays host to Brockley Market every Saturday. The crackling in question is made by Moons Green, and the eating, obviously, is all in the name of research.

Because in a world of mass-produced, over-processed and anodyne 'deli meat', Matt Bedell and Owen Davidson Knight are far from the madding crowd. In 2014, the pair launched The Charcuterie Board, a small and independent company that represents two British artisan charcuteries, bringing their carnivorous delights to cafés, restaurants, pubs and markets anywhere from London to Bristol. We caught up with the men behind the sausages to talk business, brisket and damn good barbecue.

We're hungry. What should we try?

Native Breeds' hot-smoked beef brisket with melted Ogleshield and Vadasz sauerkraut on rye. The best Reuben ever. Hurry!

Why did you decide to represent other charcuteries' produce rather than making your own?

We actually do make stuff. We're in production at both Moons Green and Native Breeds as much as we can manage it. Intimate product and process knowledge is everything to us.

And representing these businesses was really about us all wanting to work together. We'd had great working relationships with them in the past, we loved their products, and we knew we could generate a bigger London presence for them by joining forces. As we all talked further, it became clear that service, outreach, and sales were the solutions they needed here right now, so we went for it.

How do you feel about your independent status?

We're totally loud and proud about it. As consumers in a pretty homogenous marketplace, we're constantly seeking out alternative food choices. As business owners, we love that we can offer an alternative to people ourselves.

How do you convince a new customer to put your products on the menu?

When we sit down with chefs and owners of small food businesses, they're often seeking out small-scale British produce like ours already. It's not a free pass, though. It has to be good too!

People are usually comparing these products to those brought into the UK from the continent, the majority of which are made on an enormous industrial scale. In comparison, we make everything in small batches with the highest welfare meat we can get, as locally as we can get it. We source the best quality ingredients for our cures, and we mature everything slowly and naturally. There is no other way to make delicious charcuterie, so the products end up speaking for themselves.

The Charcuterie Board essentially acts as a connector between primary producers and restaurants and cafés like Iris & June. How does this benefit both parties? Surely it's cheaper and easier for them to go direct?

It isn't really cheaper to go direct in our case, and it's almost never easier. Running a small food business is all-consuming. And at this scale, the time spent establishing and maintaining the relationship can turn out to be prohibitive. So in many cases, an initial connection

gets abandoned for larger distributors that consolidate their offerings at the expense of the link; in others, the opportunity is never realised at all.

Establishing and facilitating the link where it may otherwise struggle to exist is a big part of what we bring to the equation. With our hands both in production and retail, we've got an empathetic view in both directions, and we work to offer a great service standard that doesn't sacrifice the authenticity of the relationship.



John Doig & Jose Azevedo from Moons Green

Do you like to get your hands dirty, or should we say bloody?

You bet! Matt is a trained charcutier in his own right, and Owen just can't help going there. On a deeper level, it also speaks to this authenticity question: getting busy on the production side is essential to maintaining a relationship with these products.

What's gone really wrong so far?

We once found ourselves with 75kg of enormous bespoke hot dogs that suddenly had no home. We were so sure the customer needed them. Finding good homes for them took a combination of smooth talking, huge discounts, and freezer space at food businesses all over London. The experience has given us persistent nightmares about getting projections wrong.

Can you let us in on plans for the future?

We're currently exploring a retail offering in London to feature some amazing products we think deserve a bigger audience. We're also looking for creative packaging and logistics solutions. We could talk about that all day, but we might be the only ones who want to.

Can you describe your relationship with Iris & June?

We're like siblings! Both of our businesses were pretty new when we met, so it really feels like we're sharing in the journey. Plus Jodie loves good ham and we love good coffee.

What products are you looking forward to showcasing for spring/summer?

We can't help shouting about the barbecue in good weather. Watch out for highbrow and lowbrow favourites for the grill: frankfurters, slow smoked pork butt, cured lamb loins, fennel sausage, merguès, and chunky slices of hot-smoked pork belly.

The Charcuterie Board are at Crystal Palace Food Market and Woodgrange Market in Forest Gate every Saturday, and outside The Railway Tavern at Streatham Common the second and fourth Saturdays of the month.

Moons Green are at Brockley Market on Saturdays. Native Breeds are at Bristol Farmers Market two Wednesdays a month.

thecharcuterieboard.com

The Whiskiwi

Ingredients:

- 500ml whisky of your choice
- 1/2 cup caster sugar
- 50g unsalted butter, chilled and cut into cubes
- 1/2 tablespoon sea salt
- 1/4 cup double cream
- 1/4 cup walnuts
- Clean, sealable jar
- Filter (paper or muslin cloth)

To finish:

- Brewed coffee
- Ice cold milk
- Ice cubes



Infusing your favourite whisky with toasted walnuts and homemade salted caramel makes for the perfect cocktail base. Pairing it with an espresso made from Ozone Coffee Roasters’ Brazilian Santa Lucia single origin beans — which boast walnut, honey, brown sugar and berry flavours — takes things to a whole new level. Here’s how to make our exclusive London Coffee Festival Whiskiwi at home.



Toast the walnuts in a non-stick pan over a medium heat for about ten minutes or until they turn golden brown and smell mouth-watering. Remove from the heat and set aside to cool.

Using the same pan, add the sugar and stir continuously, ensuring it doesn't catch and burn. The sugar will melt and form clumps before thickening and turning a deep amber colour.

Start adding the chilled butter a couple of cubes at a time. Keep stirring and allow each cube of butter to be completely incorporated before adding the next.

Slowly drizzle in the cream, stirring constantly. Once the cream has been added, the caramel will start to thicken, bubble and rise in the pan. Give it a couple of stirs to stop it from boiling over.

After two minutes, remove the caramel from the heat, stir in the salt and let it cool for a few minutes. Then return the caramel to a low heat and add the whisky. Stir constantly until the whisky has fully blended into the caramel and remove from the heat. Don't let the mixture boil, otherwise the alcohol will evaporate.



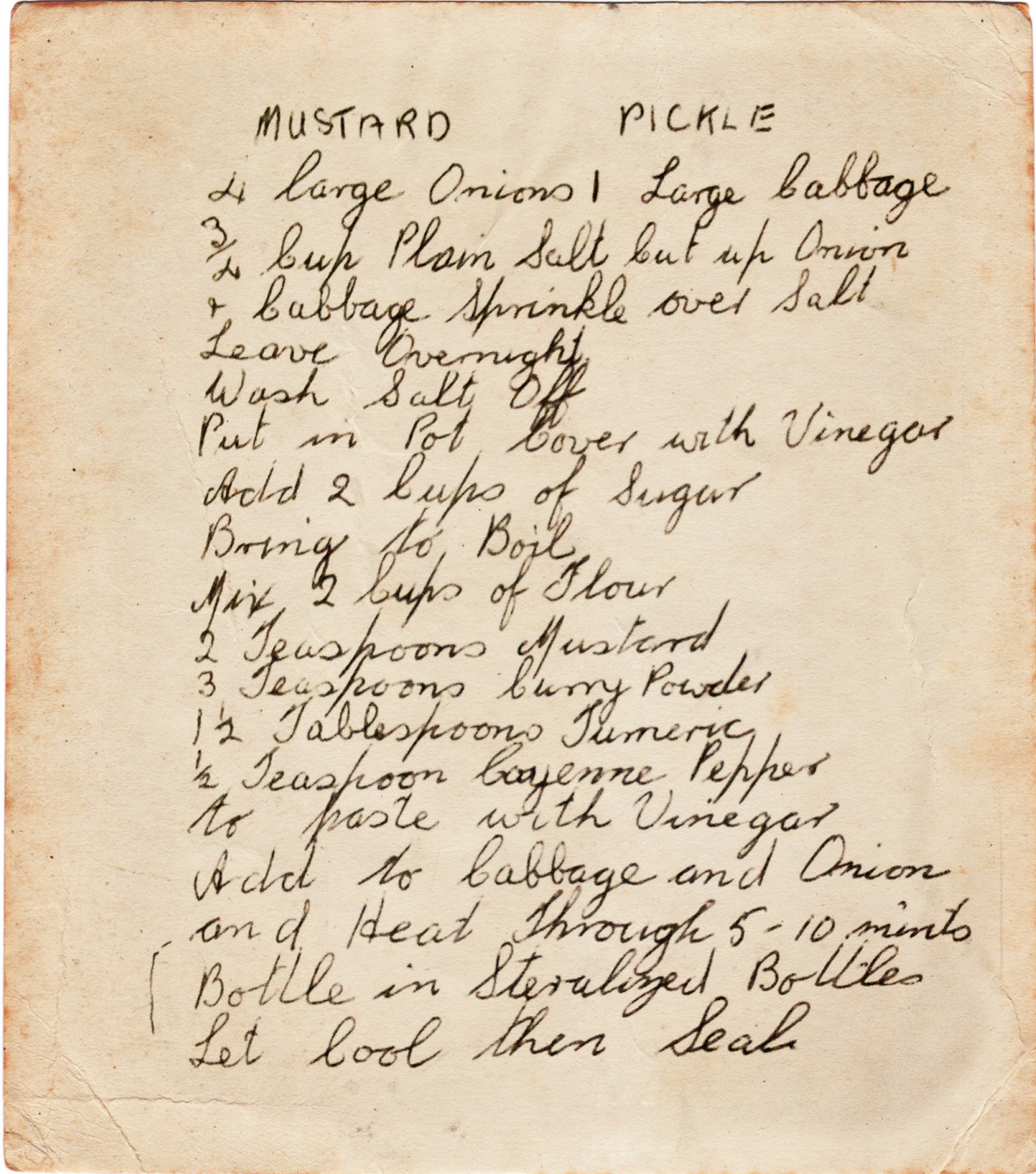
Add the toasted walnuts to the jar and pour the salted caramel and whisky mixture over them. Seal the jar tightly and leave it in a cool, dark place for 24 hours to infuse. The cream and butter will rise to the top. Place the jar in the freezer until the cream and butter has frozen solid and can be easily removed.

Pour the remaining liquid through a paper filter or muslin cloth a couple of times to remove any leftover cream and butter until you're left with a clear infusion.

Now pop a couple of ice cubes in a glass, top with ice cold milk and pour over as much coffee and infused whisky as you like.

Make sure you save the boozy frozen cream and butter mixture. This is good stuff and shouldn't be wasted. Just melt it back down and pour over ice cream, bread and butter pudding or over french toast for a decadent weekend brunch option.

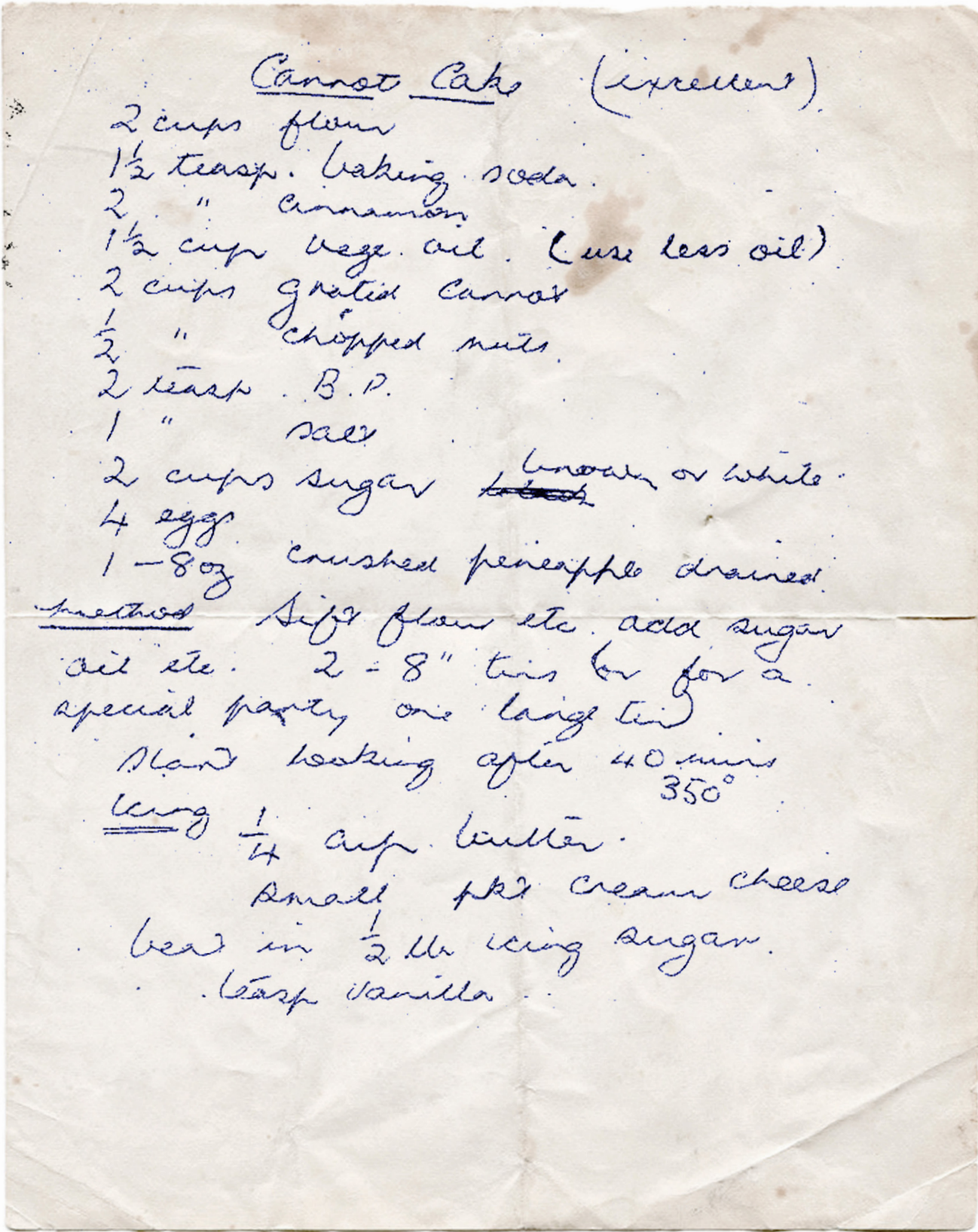
Iris’ mustard pickle



MAKES FOR A GREAT SANDWICH CONDIMENT

Iris was a pro at pickling and preserving, her pantry always stocked up. This has to be the reason I’m a self-confessed condiment fiend! I find this kind of cookery to be quite relaxing and therapeutic so I don’t mind helping out in the shop kitchen on days when the stocks need to be replenished. This mustard pickle from Iris is perfect slathered on some sourdough accompanied by a couple of thick slabs of Moons Green ham and not much else.

June’s carrot cake



A CLASSIC WITH ADDED SPICE

Flipping through my grandma June’s recipe book, it’s hard to ignore a carrot cake recipe marked ‘excellent’. When I compared this with my mum’s take on the same cake, they appeared almost identical except for a dash of nutmeg for extra spice. So of course I wasn’t going to go past a tried and true recipe for the café. In our version you’ll find pumpkin or sunflower seeds instead of nuts, so our nut-free customers get to indulge too. Adding the zest of an orange to the cake and icing gives a lovely sweet and citrusy background flavour.

OZONE COFFEE ROASTERS

The origin of the species



Coffee is important. Crucial, even. Not just to the enthusiasts debating their single origin brews or the lumbersexuals sipping their flat whites, but to a huge swathe of people across the world, on farms from Kenya to South America. A coffee plantation can provide the income for an entire community, so a coffee roaster has a real responsibility to their growers. They need to price fairly. They need to know exactly where their beans have come from. They need to care. And James Gurr, co-owner and GM of Ozone Coffee Roasters UK, does exactly that as the man at the helm of a company who have been selecting the highest quality coffee beans from the best farms in the world for the past twenty years. We caught up with him after a recent trip to the coffee farms of Brazil.

So, apart from caffeine, what gets James out of bed in the morning? “Great relationships. It may sound a little cheesy but it’s truly central to everything we do. Every day I get to work amongst this amazing community of independent operators, producers, manufacturers and creative thinkers.”

Independence is a key element of his answer as well as his business, though Gurr is more philosophical than evangelical about it. “I guess the desire to be an independent operator is a very personal thing. In another life, I was part of the corporate nine to five world and I very quickly realised that I wasn’t getting any satisfaction from it. I was very naïve about what running my own business would entail and the learning curve has been huge. While the highs and lows can feel extreme, it is an incredible journey to be on.”

And what a journey it’s been, both emotionally and geographically. In 1995, founders Jamie and Karen Hodson travelled to El Salvador, where they worked to help young people whose lives had been turned upside down by the civil war. Noticing that the local coffee plantations were providing the majority of the area’s income, the pair decided to start roasting coffee as a way of making a difference to people’s lives. And so Ozone was born, growing quickly in New Zealand and coming to London in 2011. They have become one of the most respected roasters in the world, offering two decades of knowledge and experience. But success stories aside, is Karen and Jamie’s poignant mission to improve lives still a driving force for the company today?

“Our relationships (with the farmers) are central to everything we do” James explains. “The more time I spend with producers the more I realise how little I know about their world and the daily challenges of farming green coffee. How we can help as a roaster is to build long term relationships with our partner farms to provide a level of confidence and security that we will buy from them year-on-year. We can also put in place a pricing structure that rewards quality and ensures that the cost of production is more than covered — this is the only way the speciality part of our industry can survive and thrive.”

James is just back from a visit to the Santa Izabel and Monte Verde coffee farms in Brazil, businesses he works with closely. It’s a big trip that demands a certain level of commitment, so what does he get out of the experience? “As roasters and baristas we only get to influence part of the coffee story. If you want to have an understanding of the whole picture it’s essential to visit the farms and spend time with the producers. As a learning exercise time at ‘origin’ is invaluable to understanding the journey and processes of our coffees, but relationship building is just as important — sharing time with farmers, eating together, drinking coffee, banter and beers!”

The rapport he has with the farmers seems genuine and natural, a mutually beneficial partnership rather than a pure business transaction. But he knows all too well that the way the farms are run can mean the difference between a thriving plantation that produces quality coffee and an altogether bleaker outlook. “Both Santa Izabel and Monte Verde are managed by Byron Holcomb of Nobletree Coffee and through his expertise and the hard work of his team they are realising improvements in quality and consistency year on year. Unfortunately, the consequences of poor farm management are severe. While visiting Santa Izabel, I witnessed the neighbouring farm pulling up their coffee trees to turn the land over to pasture for cattle. It was such a sad sight to see.”

For James, spending time with the workers on Holcomb’s farms was meaningful in the knowledge that in some small way Ozone’s partnership and support contributed to their lives. “To say that it was a humbling experience would somehow be disingenuous and maybe even patronising to the people that care for and work the land.” James points out. “What really struck me was the almost tangible connection that some of the farm workers had with their environment. I met people who had been born on the farm and had spent their whole lives there and through their sweat and that of past generations, they truly felt that they had equity in the soil.”

The trip has clearly had a profound effect on James. And as he fills us in on his plans for the future, we see that the journey is already creating a legacy. Fuelled by Ozone’s mission to make great coffee more accessible, a project to facilitate affordable trips to the coffee farms that they work with is underway. But it’s not just an experience for the professionals, as has previously been the norm: this will be for anyone with an interest in and passion for coffee. For people who don’t just want to drink great coffee, but want to know what goes into producing it.

ozonecoffee.co.uk



THAT FLOWER SHOP

That flower girl

Hattie Fox is the force behind That Flower Shop, the renowned florist responsible for everything from Iris & June's elegantly wild arrangements to the VIP section at the hallowed lawns of Wimbledon. Known for her considered but natural and slightly 'undone' arrangements, there isn't a prissy posy in sight. And with a Hoxton studio, a concession in Shoreditch hotspot the Ace Hotel and exciting plans afoot, we grabbed the chance to hear her side of the story.

So Hattie, why flowers?

Flowers are really the only thing I've ever done. I've been a florist since I was 16, and I'm 27 in two weeks so it's been a while.

What were you doing before?

Crawling ... no, I grew up on a farm and moved to London to start an art course. I needed some money to pay my way through so got a job in a florist and that was it really.

Can you describe your style of floristry?

Feral!

What's the most exciting job you've had so far?

We worked with the Frieze art fair last year. That was pretty great.

How important is your independence as a business to you?

It's an integral part of running my business. Both our shop and studio are very community-based and having regulars is at the core of a small independent retail space's survival.

What are the joys of being your own boss?

Not entirely sure. Sometimes I just think you have to be slightly insane to run your own business.

And the pitfalls?

I'm responsible for everything all day, every day. That includes two vehicles, two premises, nine full-time staff, a ton of flowers and a dog.

Who could you not have started your business without?

My dad. He's always good to rant at. He's very calm, and I think when you run your own business it's really important to have sensible, calming influences.

Your creations attract a lot of social media attention. How has that helped your business?

Instagram in particular has been great for us, as it's visual. I think it helps people get what we're about a little more purely because of the way you can articulate yourself.

What do you think sets That Flower Shop apart?

I think we've been around for a tiny bit longer than some other florists but we're all really passionate about what we do and always looking for a new way to do things.

Can you let us in on any plans for the future?

A flower farm in Kent hopefully. Watch this space.

Which flowers and plants are you looking forward to working with again this spring/summer?

Foxgloves, peonies, cosmos ... and all the others that surprise me along the way.

thatflowershop.co.uk



BRECKLAND ORCHARD

When life gives you lemonade

A hellish commute. A full-time job. And two young children. It's manageable, yes. But who wants to just manage, to survive? Not Claire Martinsen, the woman who took a leap of faith and threw in the corporate towel to start Breckland Orchard, a natural soft drinks company inspired by her grandmother's recipes from her childhood.

You made the leap from corporate security to running your own business. Why?

I was working for a big company and, to be honest, thought I'd always be a 'corporate' girl. If you'd told me ten years ago that I'd be running my own business I'd have laughed. But when I had my two children (Wilf and Alice) I knew that much as I loved my job it was going to be impossible to continue with the 5am starts, long commute and late finishes. It was time to find something closer to home.

And how did you find juggling a small business with small children?

When I started Breckland Orchard, my children were ten months and two years. Starting a business in a recession with two toddlers ... could I have made it more difficult for myself? It's been a balancing act for sure, but somehow all the balls have stayed in the air.

Your granny Jessie inspired your recipes, and Iris & June is named after Jodie's grandmothers. What do you think makes them so special and influential?

Where do I start? My granny was a huge influence in my life, we lived in the same tiny village. She was a true country girl — lived off the land, reared hens and geese on a small commercial scale and was a great cook. When I wanted to start my own business, I naturally went back to the fantastic childhood memories that I had of growing up in the Wye Valley and granny Jessie's food and drink was a key part of that.

What makes your drinks stand out in a saturated marketplace?

I just set out to make the best tasting drinks that I possibly can. We're a tiny minnow in the world of soft drinks, and I hope the love and care that we put into them comes across when you sip them.

I remember being questioned by the 'R&D' department of a rather large player in the industry as to how we developed new recipe ideas and who led our development ideas. I told them simply that they were looking at her. I love experimenting with new ideas, and inspiration often comes from what I'm baking or preserving.



We know you shouldn't play favourites, but if you had to, which drink would you choose?

Cloudy Lemonade was the original flavour that inspired me to start Breckland Orchard so I do have a soft spot for that one, but Plum & Cherry comes a close second!

What are the joys of being your own boss?

I adore running my own business. It can give you the most headaches followed by the biggest joys. But if there's something that isn't working, I can change it the same day with no grand palaver. What's not to love about that?

You say that we won't find your drinks on the shelves of big supermarkets. Why is that?

I love great quality food and drink. And I prefer to work with smaller companies who share that passion.

What should we be drinking this summer?

Elderflower Posh Pop is pretty amazing on a summer's day.

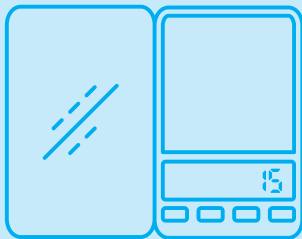
brecklandorchard.co.uk

HOME BREW

For barista-worthy coffee at home, follow our step-by-step guide. The V60 method brews quickly and will result in a great tasting cup of coffee with a minimum of fuss.

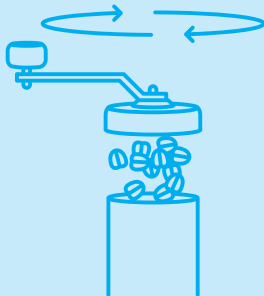
FOR ONE PERSON YOU WILL NEED:

15g coffee beans, scales, coffee grinder, V60 dripper, V60 filter paper, serving cup, pouring kettle and a timer.



01

Weigh 15g of fresh coffee beans.



02

Grind the beans. The grounds should look fine and powdery but coarse enough that they feel gritty between your fingers.



03

Place a filter paper inside your V60 dripper and place it on top of your serving cup.



04

Rinse the filter with hot water to wash away the papery taste and warm the dripper and cup at the same time. Discard the water in your cup and place the dripper back on top.



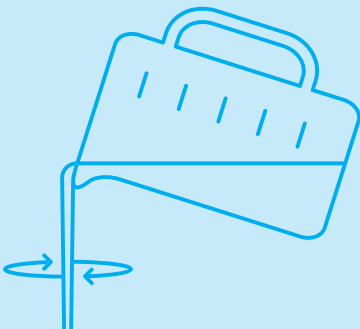
05

Pour the ground coffee evenly into the filter. Place the dripper and cup on your scales and reset to zero.



06

Boil your kettle. Start your timer and pour 30ml of just-off-the-boil water onto the ground coffee, making sure you wet all the grinds. Watch the coffee 'bloom'.



07

After 45 seconds, pour 250ml water in slow, even spirals, avoiding the edges of the dripper. Aim to finish pouring all the water in by 2 minutes and 30 seconds.



08

All the water should have dripped through into your cup by 3 minutes. If not, then you may have ground the beans too fine and need to adjust your grinder for a coarser texture.



09

Sit back, sip slowly and enjoy.

PROUD CREATIVE

Optimism, simplicity and a few late nights



In the early days, when a bustling Victoria café was but a twinkle in Jodie’s eye, Iris & June were in need of an identity. And, with their enviable archive of interesting projects, the deliberately small and fiercely independent Proud Creative were the obvious choice.

Dan Witchell (creative director and ‘self appointed head of crayons’) and Roger Whittlesea (‘chief make-it-happener’) will be celebrating Proud’s tenth birthday this year. A decade in, however, and their process remains simple. They listen. They think. They work with the people who make the decisions. And, most importantly, they are on a mission to create work that makes both their clients and everyone at the studio proud.

Tell us, what are the joys of independence?

Because we are independently owned, we have the freedom to take on the work that feels right. The prospect of a really challenging and interesting brief can be reason enough, or it might be the opportunity to work in a new sector that appeals. We love the rewards that come with engaging directly and frankly with our clients.

What drew you to Iris & June?

Lots of our work comes from referrals, and someone we’d worked with made the introduction. We immediately clicked with Jodie, understood what she was trying to achieve, and loved her passion — not just for coffee and food, but for everything that comes with starting a hospitality business. It was interesting to us that Jodie wanted to start a café rooted in the neighbourhood and which built lasting relationships with customers. Actually, her values chimed with ours.

Talk us through the Iris & June identity and how you got there.

We started with the name. Jodie had a fair few options in mind when she came to us, but it was clear to us that Iris & June had something special about it. It sounds great, of course, but the truth behind it — they are Jodie’s grandmothers’ names, both of whom did so much to inspire her love of food and of people — seemed to us to be a really great grounding for the name and the brand.

Rather than simply let the name dictate the visual style of the brand, we spent a lot of time with Jodie, looking at references together and talking about what she wanted Iris & June to feel like. We thought about what the physical space could be like and what the design cues might be from the interior architecture and design. We quickly established a shared love of clean modernist lines, and a bold and limited colour palette.

This led our approach to the identity, as we worked towards a really beautifully crafted logo that is both contemporary and timeless at the same time. This is supported by some more utilitarian touches in the supporting font and application of the brand.

Dan, you co-founded Kemistry Gallery and broke Parra in the UK. How does the art world influence your day-to-day commercial work?

Art, design, music, fashion, dance, nature, theatre: they’re all sources of inspiration. I think the trick is to wear those inspirations lightly, allowing them time and space to permeate your conscious and unconscious mind. But we are clear about the distinction between art and design. The challenge is solving client challenges through the application of rigorous thinking, whilst aware that the output of that thinking always needs to be realised in good looking and compelling ways.

What are you most proud of?

We’re always thrilled to see our former staff go on to such great things when leaving Proud. James, a senior designer, left us to go straight into a creative director role and is now running his own studio; Ryan Todd is doing really fantastic work as an illustrator; Jon is following an amazing path and designing for F1; Ally has gone to Wolff Olins; and Dom has just left to go to Apple. We can’t take credit for the success they have when leaving us, but it’s nice to enjoy a certain sense of pride that comes with hearing how well they’re doing when we all get together.

And as people move on, they make room for a ‘new generation’ of designers, who bring new energy and perspectives to Proud.

What’s next for Proud Creative?

Rebranding an agency in Dublin; putting the finishing touches to an identity for an architect; working on the relaunch of an Egyptian street food company; helping to sell more hair products; continuing to work with our favourite London coffee shop. So, as busy and as varied as ever, which is just the way we like it.

proudcreative.com





Favourite travel destination: Machu Picchu



Most prized possession is: my Jordans.



Favourite travel destination: tough one, probably Indonesia.



Childhood hero: Batman.



Hidden talents? I'm a great wedding dancer.

People just passing by

WE MEET SOME OF OUR REGULARS

1. NICOLE MCMAHON SPECIAL NEEDS & YOGA TEACHER

Hometown: Kalgoorlie, Western Australia.

Current location: south west London.

Childhood hero: Robin Williams.

My most prized possession is: my travel experiences and memories.

Most incredible dinner out: simple fish and shellfish straight out of the sea at Putsu Idu beach, Sardinia.

If I could cook for anyone ... my nan, I miss her.

My grandmother taught me: to get out, see the world and enjoy my life.

I have a few: shoes (what a stereotypical answer!), striped tops and travel photos.

People would be surprised to know: I was stuck in a natural disaster (floods), and had to be flown out over the Andes by Peruvian army helicopters. Oh, and I have been bitten by one of Australia's deadliest spiders and survived.

Nicole drinks: almond milk flat white and if it isn't available, it's a long black all the way baby.

2. SIMON GIBBES CHARITY WORKER

Hometown: Auckland, New Zealand.

Current location: Victoria, London.

Daily uniform: whatever I'm vibing.

Hidden talents? I can snowboard pretty well.

Most incredible dinner out: Duck & Waffle is a good one.

Favourite travel destination: Cape Town is a fave.

If I could cook for anyone ... Roger Federer.

My grandmother taught me: about my family tree.

I have a few: shoes and hats.

People would be surprised to know: I talk in front of thousands of people every weekend.

Top three London spots: Shoreditch House, Frank's in Peckham, Ruby's in Dalston.

Simon drinks: flat white.

3. EMILY BARBER LAWYER

Hometown: London, UK.

Current location: London.

Childhood hero: Indiana Jones.

My most prized possession is: my kitten (if she counts). Or my snowboard.

If I could cook for anyone ... they would need to lower their expectations.

My grandmother taught me: to explore and travel.

Top three London spots: the canal walk between Kingsland Road and Victoria Park in summer, Somerset House anytime, the view from Westminster Bridge.

Emily drinks: flat white and only if it's good coffee!

4. MICO TOLEDO CREATIVE DIRECTOR IN ADVERTISING

Hometown: São Paulo, Brazil.

Current location: I'm very nomadic, having lived in Brazil, Portugal and Spain, but I've been in London for the past six years.

Daily uniform: shirt and chinos. Classic.

Most prized possession is: my Leica M6 camera.

Hidden talents? I'm a certified fine chocolate taster. Most people just think I'm a chocolate snob.

Most incredible dinner out: D.O.M. in São Paulo is amazing for its 3 Michelin Star experience and crazy Brazilian ingredients such as ants with pineapple or wild boar hunted by the head chef.

Top three London spots: The Barbican Garden, Broadway Market on Saturdays and the British Museum on weekdays.

My grandmother taught me: to never eat alone and to feed your guests well.

I have a few: ideas in my head and not enough time to realise all of them.

Mico drinks: Cortado in Spain, Piccolo in England and regular coffee without any fancy schmancy name in Brazil.

5. H. ASHTON CROSBY INVESTOR/ENTREPRENEUR

Hometown: New York City, USA.

Current location: TrueStart/True Capital office, Victoria.

Daily uniform: super-fly.

Childhood hero: Wayne Gretzky.

Most prized possession is: my family tree given to me by my grandmother.

Most incredible dinner out: China Club, Hong Kong.

Favourite travel destination: Japan.

If I could cook for anyone ... Ernest Hemingway.

My grandmother taught me: always mind your p's and q's.

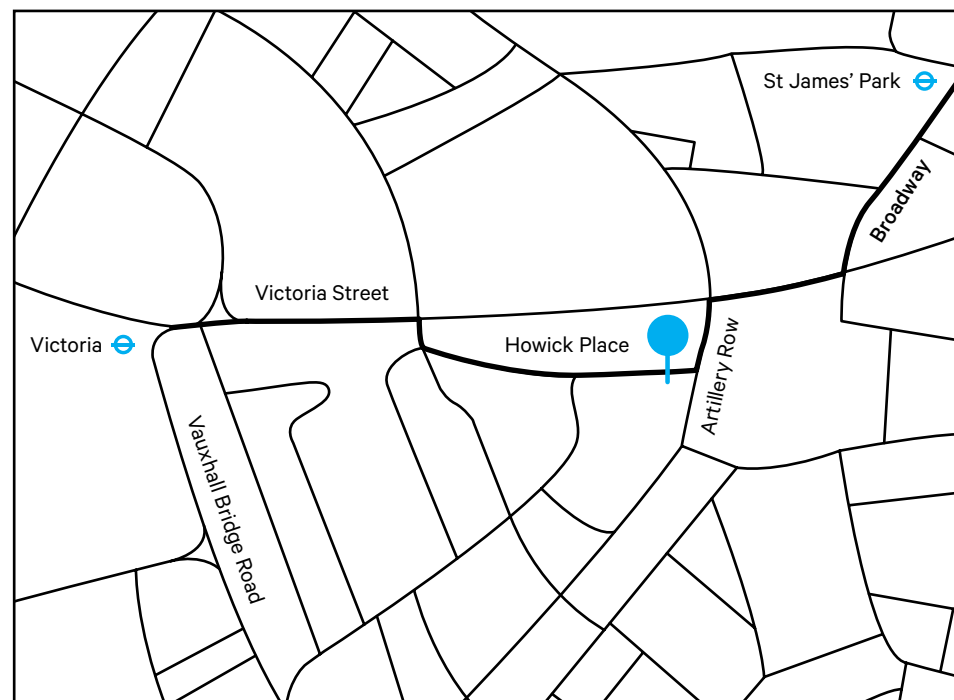
I have a few: vices.

People would be surprised to know: I speak five languages.

Top three London spots: Dishoom King's Cross, Chiltern Firehouse, The Marylebone.

Ashton drinks: single-origin espresso.

Visit Iris & June



No.1 Howick Place London SW1P 1WG
🚉 Victoria (500 metres) / 🚉 St James' Park (500 metres)

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