

Entrecôte

Jason M Jones

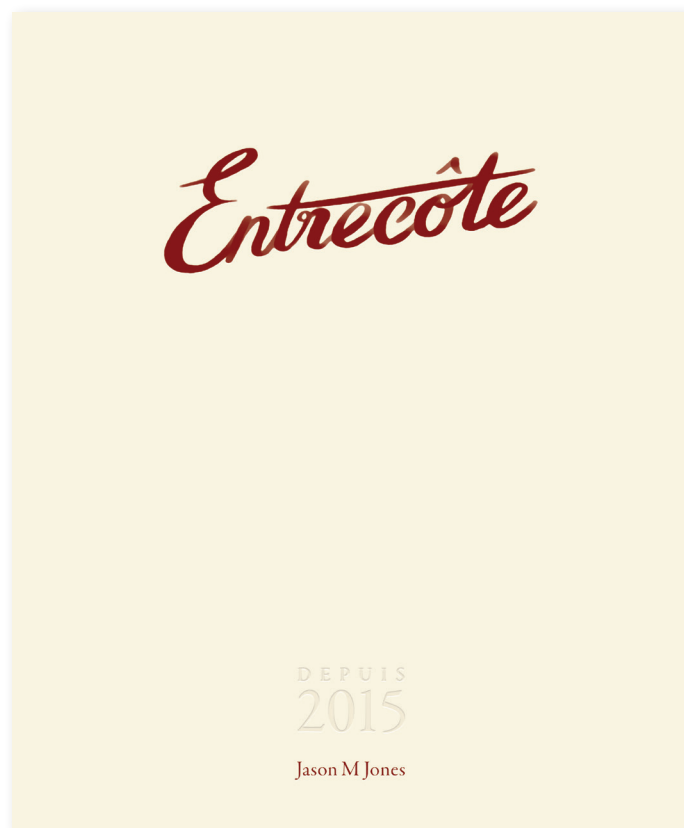
A love letter to hospitality, design and the art of living beautifully.

Part memoir, part recipe book, part decadent scrapbook – *Entrecôte* is ten years of sass, soufflés and steak frites, told through Jason M Jones' world of hospitality, humour and heart.

As Entrecôte Melbourne celebrates ten glittering years, restaurateur and now author Jason M Jones invites readers behind the scenes of one of the city's most beloved brasseries. What began as a cheeky pop-up on Domain Road grew into a Melbourne institution – where champagne before 9 am is perfectly normal and steak frites with bottomless fries are a rite of passage.

Now settled on Greville Street in Prahran, Entrecôte is more than a restaurant. It's a mood, a theatre, a little bit naughty – and in these pages, Jones shares the whole story. From childhood memories in Gippsland to the chaos and triumphs of building a brasserie with its own culture and heart, *Entrecôte* is both memoir and love letter.

Alongside the stories come recipes that have defined a decade: French Onion Soup, Escargots, Crème Brûlée, the perfect medium-rare steak and, for the first time ever, the closely guarded secret of Entrecôte's famed Secret Herb Butter Sauce.

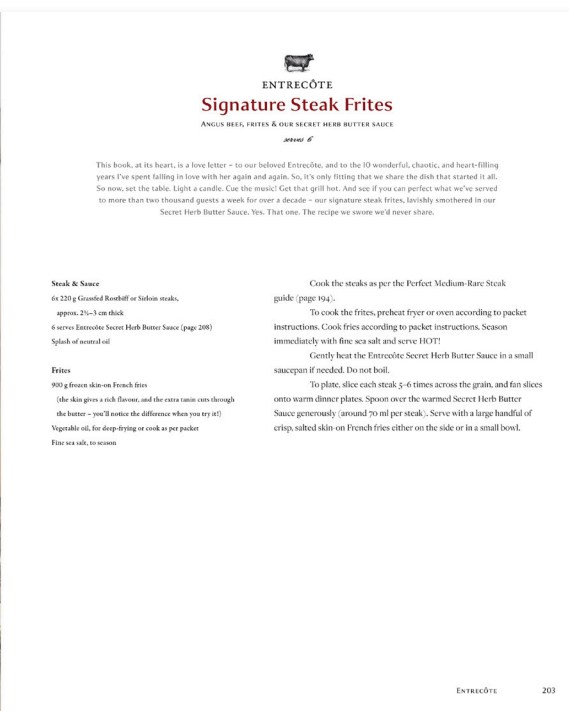


Playful, generous and unapologetically beautiful, *Entrecôte* is a celebration of hospitality as an art form, of food as pure joy, and of how a childhood well lived can inspire a brasserie that defines a city.

About the Author

Jason M Jones grew up in Maffra, Gippsland, where his first-ever job was 'resident pianist' at age 11. He opened his first restaurant at age 17, and has since opened another 27 eateries, including restaurants, cafes, and even a fish and chip shop. "After ten amazing, chaotic, joy-filled years of Entrecôte," he writes, "I finally felt it was time to tell the Entrecôte story."

Sample spreads from ENTRECÔTE



You'll also find stories of design – of how we built special spaces, of the objects both Breni and I carried back from boutiques in Paris, tucked into hand luggage with hopes they'd one day find a home. And you'll find my reflections on the lessons I've learnt – sometimes the hard way – about what it means to dedicate your life to hospitality.

Why write this now? Because 10 years of Entrecôte (and 39 years of hospitality, and 50 years of life) feels like both a lifetime and a heartbeat. Because I wanted to pause – briefly, before we charge ahead into the next decade – and reflect on what's been built. And because gratitude needs to be spoken aloud. I am grateful. To EVERY guest who has walked through our doors. To every team member who has tied on an apron and given a part of themselves to our Maison. To my family and to Breni, whose calm steadiness balances my relentless energy. And to Melbourne, which has embraced a brasserie with a bit of cheek, a lot of heart, and a refusal to take itself too seriously.

But also – and perhaps more importantly – I wrote this book to remind myself, and anyone who reads it, that the story isn't finished. Hospitality is never finished. Restaurants are living, breathing things. They evolve. They break your heart. They surprise you. They teach you resilience and humility. They show you that joy can be found in the smallest things – the crack of a crème brûlée, the sound of a cork being eased from a bottle, the quiet satisfaction of a perfectly set table before the first guest arrives.

Entrecôte has given me more than I could ever have imagined. And yet, I know the best is still ahead. This book is not a conclusion – it's a toast. To what we've done. To what we will do. To another decade of decadence, and another after that. To steak frites and soufflés, to chandeliers and chansons, to laughter and love.

I've chosen to write this book the way I run our menus – in seasons. Each chapter is a little course in the story, a vignette from my life or from the Maison, told in bite-sized pieces. Between the stories, you'll find the 'best of' recipes from the past decade of Entrecôte – the dishes that have graced our tables, stolen hearts, and occasionally caused small obsessions. My hope is that you'll use them to host your own dinner party or long, lazy lunch – something inspired by the classics of Entrecôte, where food, wine, and laughter stretch into the afternoon or late into the night.

And because no dinner party is ever complete without music, I've added one more indulgence: seasonal, French-inspired playlists that I have curated especially for this book. Simply scan the QR code, press play, and voilà, you're transported to Paris for an hour or three.

So, here it is. A book of stories and recipes, of memories and mischief. My invitation to you to step inside the Maison, whether for the first time or the hundredth.

Pour yourself a glass of wine and join me. Because so long as there are candles to light, glasses of burgundy to be drunk and guests to welcome, Entrecôte will always be here.

And I'll always be here, too – never still, never finished, always chasing the next little bit of magic.

James Juma

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Sample spreads from ENTRECÔTE

