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MEMBERSHIP 2023

'M DEN' IS THE AMBASSADOR AND MEMBERSHIP COMMUNITY
FOR BOTH M AND GAUCHO RESTAURANTS

GAUCHO



OUR PHILOSOPHY

"A modern members club, created for like-minded entrepreneurs and business leaders, who share a passion for travel, art, sports, wine and gastronomy."



ABOUT M

M Canary Wharf is our newest M venue with a stunning riverside location and geographically complements our original Gastro Playground in Threadneedle Street. Each venue is comprised of a modern international grill, destination bar and private members club.

For all guests, the building blocks of what makes M distinctive means that each visit should be a journey through the senses - an amplified experience - offering elevated hospitality and a welcoming spirit.

The M Dens (our hidden members' lounges), host members from breakfast, through to midnight. Members are recognised and respected and are invited to use our lounges with guests at their leisure for business meetings, lunches and events.

Being a member of M is a unique and personal experience. Our members are the club.



M MEMBERSHIP BENEFITS

'M DEN' is the Ambassador
and Membership community
for both M and Gaucho Restaurants

WELCOME

- A personalised bottle of Hennessy XO, or an alternative premium spirit of your choice
- Your Keyring – to unlock benefits in our restaurants and with our partners
- The Portal – log in for additional benefits and to view upcoming events
- The Discount – receive unrestricted 15% off all food and beverage at Gaucho and M Restaurants, plus special members pricing at all M events and experiences
- An invitation to join us at 'M is for Monaco' – our trackside Formula 1 Grand Prix weekend. Party with us in the principality**

ACCESS

- You are entitled to exclusively use our Members Lounges for personal or corporate events once per year*
- Guaranteed bookings at all Gaucho and M Restaurants and full private dining and events assistance through our VIP phone line
- Full concierge service for travel, accommodation, sporting events and concerts
- Unrestricted Members Lounge access for you and up to five guests at any time

AN EXPERIENCE

- Four complimentary tickets per year to attend our lunches with sporting legends, wine dinners or brunches
- Take advantage of our 'Partner Benefits Programme' which includes added value and discounts from luxury brands
- Monthly parties – you and your guests are invited to complimentary members' networking events to celebrate our shared love of gastronomy
- Time for wine? Enjoy a 15% discount on home delivery from our M Store: store.mrestaurants.co.uk

*Subject to availability. Evenings only from January to November. £1,000 minimum spend.

** Members Rates apply



M MEMBERSHIP RATES

To enquire, please email
membership@mrestaurants.co.uk

- **ALL VENUE MEMBERSHIP** - £1,000 per annum
- **M IS NOT FOR SALE CHARITY MEMBERSHIP** - £1,200 per annum
(Offers 'All Venue Membership' benefits and includes a £500 donation to the Not For Sale charity movement)
- **SINGLE VENUE MEMBERSHIP** - £700 per annum
- **ALL VENUE UNDER 30s MEMBERSHIP** - £700 per annum
- **THREE-YEAR ALL VENUE MEMBERSHIP** - £2,500
- **CORPORATE, FAMILY & LIFETIME MEMBERSHIP** - Discussed on application

Membership applications will be reviewed by the Membership Committee.

M DEN membership is limited to avoid oversubscription and to maintain the exclusivity and luxurious ambience for our members.





M RESTAURANT EXPERIENCES

Each month we host a diary of incredible and unforgettable events: from immersive dining experiences, culinary pop-ups and wine dinners, to 'sporting lunches' in partnership with The Sporting Club, which have hosted legends from Michael Vaughan to Mika Hakkinen.

Membership includes four complimentary tickets to these events per year.*

*Subject to availability.

M EVENTS

We have designed a collection of unique external events, creating unforgettable moments: including our annual trackside yacht party at the Monaco Grand Prix, our golf and polo days or the 'Simon Shaw Twickenham Rugby Experience' and more.

Members receive discounted pricing and priority booking.





M PERSONAL CONCIERGE SERVICE

In association with Go Privilege

For the duration of your membership, enjoy our unique lifestyle concierge service. This includes but is not limited to:

- Best price bookings for all of your lifestyle needs, from international flights to helicopters and yachts
- Your very own travel assistant to arrange social or work trips – stress free
- Access to the finest seats and hospitality, at the world's most prestigious events - including the World Cup Final, F1 Grand Prix, Ascot, Wimbledon, exclusive concerts, the world's best Golf Tournaments and more...
- A Go Privilege reward programme, redeemable against the world's greatest sporting events, couple's spa days and more! Earn points every time you book anything through your personal concierge.

MEMBERS NETWORKING PARTIES

We host complimentary members' parties (alternating between M venues) which focus on celebrating travel, the arts, business and a passion for food and fine wine.

You will see us transform The Den into a beach in St.Tropez for instance, as well as host other unique experiences such as leaders talks, masterclasses and tastings.

*Subject to availability.



M DEN THREADNEEDLE STREET

Within our original restaurant at Threadneedle Street you will find our first Members Den on the ground floor next to our bustling restaurant and below our upstairs bar.

- Boasting a secret members only bar in partnership with Hennessy, as well as a lounge area, entertainment system and pool table
- The Den has the flexibility to be booked for private events, dinners and gatherings of between 10 and 100 guests
- Access to 'The Locker Room' – an intimate, completely private games room complete with a TV screen, PlayStation with games and individual bottle lockers
- Private members only bathrooms featuring Japanese TOTO toilets

All spaces are available to use during our normal opening hours and can be hired exclusively if booked in advance, subject to availability.

2 Threadneedle Walk, 60 Threadneedle Street, EC2 8HP



M DEN CANARY WHARF

Our newest, most exciting restaurant in London's Canary Wharf. Based inside one of London's tallest, most striking residential towers with truly spectacular riverside views; this is our most ambitious, anticipated opening to date.

- Featuring a stunning restaurant, bar, wine room, private dining rooms and multiple, flexible event spaces
- A new secret Members Den with unrivalled views of the River Thames and London skyline
- Located in a prime position at the western end of South Dock, the broad stretch of water that cuts across the southern edge of Canary Wharf
- The restaurant offers panoramic views both westward and eastward and emits the same charm and flare as our M Threadneedle Street

First Floor – Newfoundland, Canary Wharf, London, E14 4JB



GAUCHO

Gaucha opened its first Argentinian restaurant in London in 1994, taking inspiration from Argentina with a vision of bringing the world's best steak to the UK. Our food has a contemporary global influence, based strongly around modern Argentina. Notably the best quality steak in the world, our beef comes from Argentinian, premium Black-Angus cattle bred at hand-selected farms.

Our collection of restaurants in the UK has grown to twelve in London and five regionally in Leeds, Manchester, Birmingham, Edinburgh and Glasgow plus, two brand new sites in Liverpool opened in November 2022 and further 3 openings in 2023. Our restaurants continue to serve some of the finest beef in the world, now complemented by a broader food and wine offering in a contemporary setting, inspired by Modern Argentina and all of its global influences.

An evolution in design is being introduced to showcase a more contemporary design, reflecting the modern Gaucha and a more modern Argentina.