

RARE BLACK CARD

THE M MEMBERSHIP AND GAUCHO AMBASSADORS' CLUB 2024









## 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 DEN

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

Join us and unlock exclusive benefits with our M Den exclusive members' club in London. As a member, you'll gain priority access to our exclusive private Member's lounge in London as well as a wide variety of Membership Benefits in our restaurants and with our partners. Elevate your dining journey and immerse yourself in the vibrant culture of M and Gaucho.

The M Den (our hidden members' lounge at M Threadneedle Street), hosts members from breakfast through to midnight. Members are recognised, respected and are invited to use our lounges with guests at their leisure for business meetings, lunches, and events. Being a member is a unique and personal experience. Our members are the club.







# MEMBERSHIP BENEFITS

## M Den | Gaucho Ambassadors' Club Membership benefits 2024

### WELCOME

- A welcome bottle of **Hennessy XO**, or an alternative premium spirit of your choice
- Your **Black Card** – to unlock benefits in our restaurants and with our partners - you can't redeem your benefits without this! This is also your key for exclusive M DEN access
- The Portal – unique log-in for membership-only access where you can view exclusive upcoming member events , register yourself for M experiences and view the live calendar of activations
- Members' only discount – receive unrestricted **25% off all Food at M and Gaucho Restaurants**, plus special members pricing on Drinks in your members' lounge & when dining at M

### ACCESS

- You are entitled to exclusive use of the **Members' Lounge M DEN** for either a personal or corporate event, once per year\*
- **Guaranteed Bookings** at all Gaucho and M Restaurants and full private dining and events assistance through our dedicated membership phone line
- **Full concierge service** for travel, accommodation, sporting events and concerts.
- Guest passes for friends and colleagues to join you in M Den – they must be accompanied by a full, active member
- Free access to our two fully serviced meeting rooms, Hudson and Locker Room, available Monday to Friday \*\*\*

### AN EXPERIENCE

- Four **complimentary tickets** per year to attend our lunches with legends of sports, wine dinners or brunches (Currently applies only at M)
- Take advantage of our **Partner Benefits Programme** which includes added value and discounts from luxury brands
- **Members' Parties!** We invite you and guests to complimentary members parties to celebrate our shared love of food, wine, cocktails, music and art!
- Enjoy discounts for M and Gaucho **e-Gift Cards**.

\* Subject to availability, evenings only, January to November, £1000 minimum spend

\*\* Members Rates apply \*\*\* Pre-booking required, selected hours





# M MEMBERSHIP RATES

To enquire, please email  
[membership@mrestaurants.co.uk](mailto:membership@mrestaurants.co.uk)

- **M DEN MEMBERSHIP** - £1,000 per annum
- **M IS NOT FOR SALE CHARITY MEMBERSHIP** - £1,200 per annum  
(Offers 'M Den Membership' benefits and includes a £500 donation to the Not For Sale charity movement)
- **M DEN UNDER 30s MEMBERSHIP** - £700 per annum
- **THREE-YEAR M DEN 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.











## 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 AND GAUCHO 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 and hotels to private jets and yacht charters
- 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 F1 Grand Prix, Ascot, Wimbledon, popular 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 breaks and more! Earn points every time you book anything through your personal concierge.

# MEMBERS' NETWORKING PARTIES

We host complimentary members' parties which focus on celebrating travel, the arts, business and a passion for food and fine wine.

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







# 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, karaoke, 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













# ABOUT GAUCHO

Gaucha reflects the passion, people, lifestyle, culture and rich food and wine offering of Modern Argentina.

The vision of the gaucho (Argentine cowboy) tending to cattle grazing in the lush meadows of 'Las Pampas' set to the backdrop of bountiful vineyards in the foothills of the dramatic, mineral rich Andes mountain range is emblematic of Argentina. Add to that the iconic asado BBQ and modern tango shows of Buenos Aires and you will find where Gaucha draws its inspiration. Transported to the UK, the restaurant group marks an authentic setting to enjoy the world's most tender (carbon-neutral) steaks and Latin American cuisine, all accompanied by the UK's most expansive selection of indigenous Malbec wines.

Gaucha began in 1994 at Swallow Street, Piccadilly, London. The restaurant group has grown to 20 restaurants and has enjoyed both public and critical acclaim in recent years, most latterly winning CITY AM, Business of the Year, Springboard, 'Sustainable Restaurant of the Year' and is currently shortlisted for 2023 Catey's 'Restaurant Group of the Year'.

To discuss your membership options today –  
email [membership@mrestaurants.co.uk](mailto:membership@mrestaurants.co.uk) or call 02033277770.



020 3327 7770  
membership@mrestaurants.co.uk