





## Mr Porter Sir Victor

### BARCELONA

Building on its successful Dutch debut, modern fine-dining steakhouse Mr Porter goes international with a prominent site at Sir Victor in Barcelona.

Words: Heleri Rande

Photography: Courtesy of The Entourage Group

Located in the iconic Eixample district of Barcelona, next to the upscale shopping area of Paseo de Gracia, the newly opened Sir Victor is the sixth property in Sir Hotels' expanding portfolio, occupying a prominent building that was formerly home to Hotel Omm. Below Sir Victor's 91 rooms and suites, premium spa and stunning rooftop pool and bar, sits the first international outpost of modern fine-dining steakhouse concept Mr Porter, which has already enjoyed great success in Amsterdam on the rooftop of the renowned W Hotel since its inception in 2015. Created by high-end hospitality company The Entourage Group, the dynamic brand certainly has plenty of potential, and all eyes are on Catalonia right now to see how it adapts to this highly competitive market.

The owners and founders of The Entourage Group, Yossi Eliahoo and Liran Wizman, along with CEO Stephanie Eliahoo, were excited to bring the original concept to a new level of class and elegance in southern Europe. "In Barcelona, which has plenty of Spanish tapas, traditional European brasseries, Asian restaurants and high-end Michelin-level venues, a sophisticated steakhouse like Mr Porter would, we thought, fit in perfectly with the national and international crowd," remarks Yossi Eliahoo. "And the outcome is exactly in tune with that ethos and thinking."

The journey from the hotel lobby to the building's rear where guests will find the restaurant, designed by long-time collaborator Baranowitz + Kronenberg, is one characterised



by intrigue and intimacy. Striking, large circular ceiling lights and crescent-shaped banquettes are sure to capture the eye, while materials like black leather, copper and engraved oak wood further enhance the overall language of the space. “With the design, we never wanted to copy-and-paste what we did in Amsterdam,” reveals Eliyadoo. “We kept the DNA of Mr Porter with the open kitchen, the signature 360-degree island bar and the log-fired oven.”

Despite being a steakhouse at heart, the venue provides a surprising array of vegetable-based dishes on its varied all-day menu. Each meal starts with a complimentary helping of focaccia, which comes from the signature wood-burning oven, and is served with a tahini, yogurt and chilli dip. In terms of steaks, the selection is extensive, ranging from lady mignon and sirloin to, of course, the Mr or Mrs Porter signature bone-in fillet. “We adapted the original menu together with Executive Chef Hari Shetty, but only slightly as that is what people will expect of our concept,” explains Eliyadoo. “Being in Barcelona, we added top-quality Iberian ham and seafood options.” The pescatarians of this world, meanwhile, can choose between such delicacies as king crab Catalan, sea bream in spicy tomato casserole and grilled lobster.

A similar approach applies to the cocktail menu, which complements the exquisite island bar, an eye-catching feature of the space that will have many aficionados dreaming of staying to sample the entire repertoire. “We took the base of what we did in Amsterdam, the spine of the cocktail list so to speak,” says Eliyadoo. “We looked at the signature ones, and the bestsellers, then adapted that to the Barcelona scene through multiple tastings and refinements.” One of the results is the Silver Fox – a blend of Mr Porter’s celery seed-infused Ocho tequila, pineapple, lemon and a touch of pink peppercorn. The wine list is equally impressive, with many Spanish classics and newcomers making it onto the drinks section.

The choice of Barcelona as Mr Porter’s second home was by no means accidental. Having frequented Catalonia repeatedly over the last ten years, Eliyadoo has actually had his eye on opening in its largest city for some time now. “I feel I know Barcelona after having spent so much time here,” he reflects. “As a restaurateur, I need to check the local market and see











what others are doing. Market research is the basis for me. I will not replicate what already works well in a place, I want to innovate and do something new.”

Entering Catalonia by launching a restaurant within a hotel rather than a standalone venue was certainly not a problem for Eliyadoo, who openly admits having had to overcome challenges around creating The Entourage Group’s F&B venues at W Hotel in Amsterdam a few years back, and so was able to apply the lessons learnt to this new site in Barcelona. “We run and operate the place as restaurateurs,” stresses Eliyadoo. “We have a clear concept and DNA – the hotel just happens to be the location. And I think that overall, slowly, the hotel restaurant’s image is improving.”

Whilst most hospitality businesses struggle with the logistics of hiring lots of seasonal staff, and recruitment can be a real headache across the sector, management at The Entourage Group have been able to build a strong opening team here. In a smart move, the company relocated

some of its Amsterdam-based employees to the new outpost, ensuring both front- and back-of-house teams had prior experience of the concept, and giving longstanding colleagues an opportunity to live and work in Spain. Furthermore, recruiting locally also proved to be much easier than the group had anticipated – very different to some of its other openings across Europe.

Looking ahead to the future, Eliyadoo is not shying away from the prospect of further expanding the Mr Porter concept to other markets, either independently or as part of a hotel. With the right location and partners, one senses that anything might be possible, but the key to success for Eliyadoo is actually quite simple: to be able to allocate sufficient time and attention to each opportunity that comes up. For now, this modern steakhouse brand is evidently finding its feet in Barcelona’s vibrant culinary scene, and winning over customers looking to discover a Catalan destination rich in culture, design, and entertainment.



#### IN A BITE

**Covers:** 138

**Owner:** Yossi Eliyadoo, Liran Wizman

**Operator:** The Entourage Group

**Investor:** European Hotels Private

**Collection,** The Entourage Group

**Architecture and Interior Design:**

Baranowitz + Kronenberg

**Executive Chef:** Hari Shetty

**Development Chef:** Ori Geller

**F&B Manager:** Sergi Agorreta

[www.mrportersteakhouse.com](http://www.mrportersteakhouse.com)





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