



Macellaio's POST

DAILY DISPATCHED FROM THE BUTCHER'S BLOCK

IN PRAISE OF WAITING

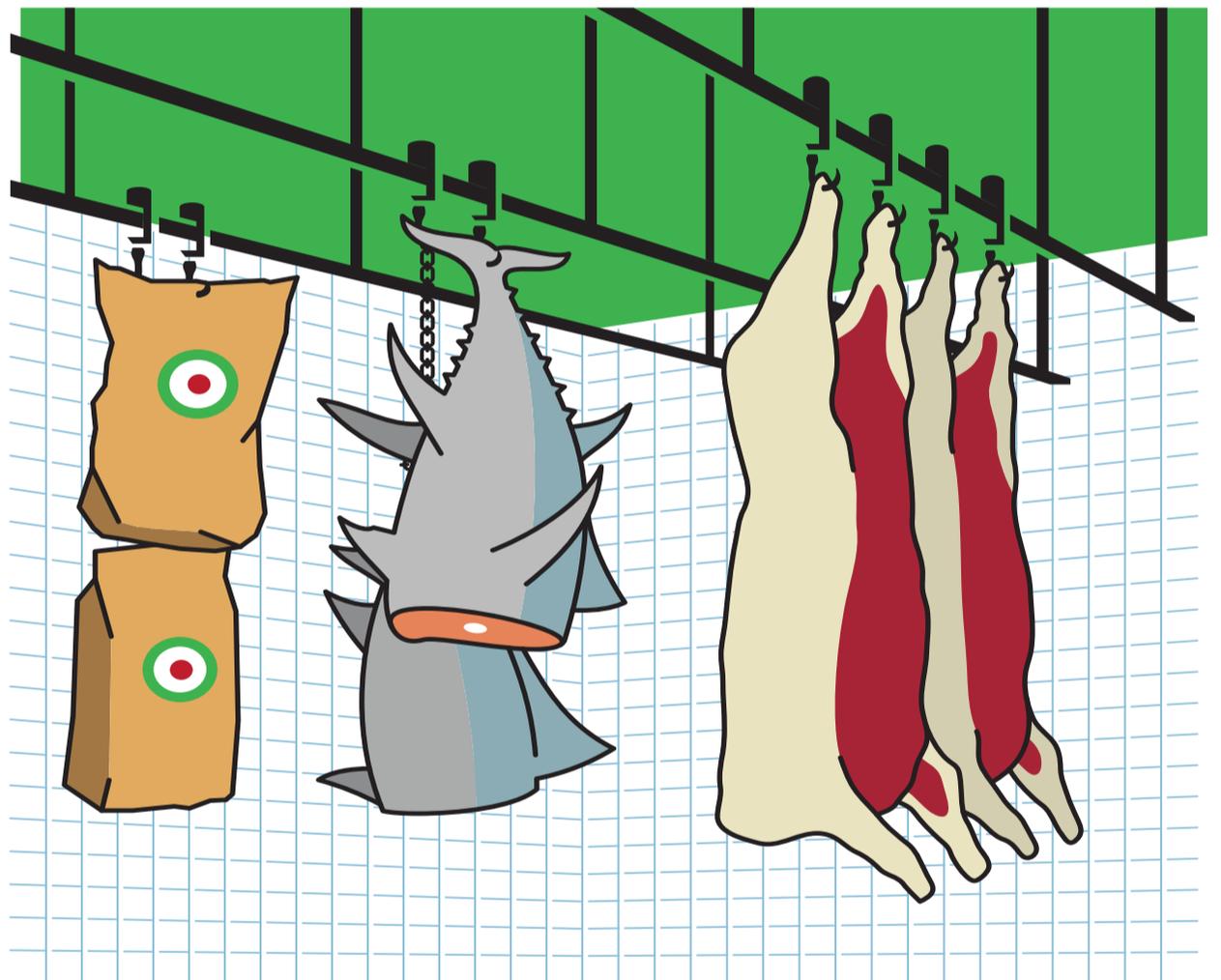
AT MACELLAIO, AGEING AND MATURATION ARE THE SECRET INGREDIENTS THAT CREATE GREAT TASTING DISHES RESPECTFUL OF PROVENANCE

OUR MISSION IS TO OFFER AN ESSENTIAL AND INGREDIENT-LED CUISINE THAT HIGHLIGHTS THE QUALITY OF RAW MATERIALS. HOWEVER NECESSARY, SOURCING THE BEST PRODUCT WE CAN IS NEVER ENOUGH. TELLING THE STORIES OF THE GUARDIANS OF THE ULTIMATE QUALITY IS EQUALLY IMPORTANT TO PRESERVE OUR OWN CULINARY CULTURE AND HERITAGE. WE WANT TO HONOUR ALL THOSE FARMERS AND GROWERS WHOSE LIVES AND RESOURCES ARE SOLELY DEDICATED TO THE QUEST FOR UNCOMPROMISINGLY GREAT INGREDIENTS. THESE ARTISANS ARE OUR ROLE MODELS AND FIRST INSPIRATION AS ITALIAN RESTAURATEURS IN LONDON

"WE LEARNT THAT ONLY THROUGH TIME AND PATIENCE ONE CAN ACHIEVE TRULY EXCELLENT RESULTS"
Roberto Costa - Daniele Oberto

CONSCIENTIOUS RESEARCH IS ONLY THE VERY FIRST STEP OF OUR JOURNEY, AS WE ALSO SEEK TO DISTINGUISH OURSELVES THROUGH THE METICULOUS MATURATION OF OUR ESSENTIAL INGREDIENTS. WE LEARNT THAT ONLY THROUGH TIME AND PATIENCE ONE CAN ACHIEVE TRULY EXCELLENT RESULTS. AS BORN BUTCHERS, WE FIRST STARTED TO DRY AGE OUR MEATS FOR LONGER TIMES, DISCOVERING HOW TASTE, TEXTURE AND ELEGANCE CAN DEVELOP. WITH THIS LESSON IN MIND AND RESPECTFUL OF TIME AND NATURE, WE APPLIED THE SAME TECHNIQUES TO OTHER FOODS. FISH AND GRAINS MIGHT SEEM WORLDS APART FROM MEAT, BUT THEY ACTUALLY SHARE THE SAME BENEFITS WHEN YOU PATIENTLY AWAIT FOR THEIR MOST AUTHENTIC FLAVOUR TO RIPEN. WELCOME TO MACELLAIO: SIT BACK, RELAX AND LET US DO THE REST.

BREAKING NEWS : QUALITY IS BAREFOOT!



SOUTH KENSINGTON

Old Brompton Road

The original butcher

Here is where it all started in 2012, an Italian butchery and restaurant in the heart of West London where we wanted to share with our customers our deep love for Fassona beef. Fassona is an extremely valued breed from Piedmont that has on average one tenth the fat of other breeds. We personally select the animals in the byre: guided by the timeless experience of our farmers, we check whiteness, legs, muscles and fat growth to ensure the very best quality for our meats. Our slow cooking techniques favour the meat of heavier and older animals that have stronger flavours and texture, so we only buy animals aged at least four years and then dry age and butcher all the meat in house here at Macellaio. We age the meats in humidity and temperature controlled cellars over six to nine weeks, while the naturally occurring enzymes work their magic and deepen the colour, relax the texture and intensify the flavours.

BATTERSEA

Northcote Road

The family cosy butcher

The Macellaio in Northcote Road is the fourth chapter of our company. Here, like in our other restaurants, the philosophy is the same: we select only products of excellence from Italy, looking for the best quality and true tradition behind the ingredients. The menu is again beef focused and offers a variety of raw beef, charcuteries, delicious cheese, pasta and a quite extended selection on Italian wines. This branch is located in a sweet residential area in Battersea few minutes away from Clapham Junction train station and offers a wine bar with a large selection of wines from all around Italy, cocktails and aperitif such as Aperol and Campari Spritz. Come and enjoy a true experience of a cosy Italian dinner with us!

CLERKENWELL

Exmouth Market

The butcher goes fishing

Our second restaurant nestled in vibrant Exmouth Market, goes back to our origins. From the red meat with Fassona Beef in the Piedmontese mountains, to the red meat of the blue fin tuna from the deep Mediterranean Sea. It showcases all the comparisons between these wonderful animals, applying the same butchering techniques to the exquisite meats. Working only with small artisan farms in North West Italy for Fassona, and with sustainable fishing, we ensure the animals are treated with the respect they deserve while protecting animals welfare. It's remarkable how much tuna has in common with Fassona: it's the only warm blooded fish in the world and is also butchered in four quarters. A red meat that comes from the bottom of the sea rather than mountain pastured. Like beef, we aged tunas in humidity and temperature controlled cellars over ten to fifteen days, bringing out unique flavour and texture. Each cut is a hymn to Italian excellence. We take the idea of the real butcher, preparing his meat on his counter whilst showing guests his ability to expertly season and treat the meat. An ode to the farmers and the majesty of Fassona Beef & Bluefin tuna alike.

FITZROVIA

Store Street

The butcher at the petrol station

At the Number 6 of Store Street, in Bloomsbury, there was one of the biggest petrol station of central London. The picture of vintage cars getting through the little gate, is still visible in a wonderful image at the front of the building representing the Duchesse of Bedford, also called the flying Duchesse, famous for her battle in favour of women's right to vote. In this incredible place, where you can still breathe lots of London history, Macellaio RC opens its fifth restaurant, the second "Butcher's Theatre", after Union Street in Southwark. The design reminds you of an old garage, with some details of a petrol station, in honour of the history of this wonderful venue. The butcher's counter and the dry ageing cellar dominates the entrance of the restaurant, the menu offers every single variation of our beloved Fassona beef, together with pizzas to remember our Italian origins, made with three different type of flour and mixed with sparkling water which helps the dough to raise naturally.

BANKSIDE

Union Street

Pizza, not pizza

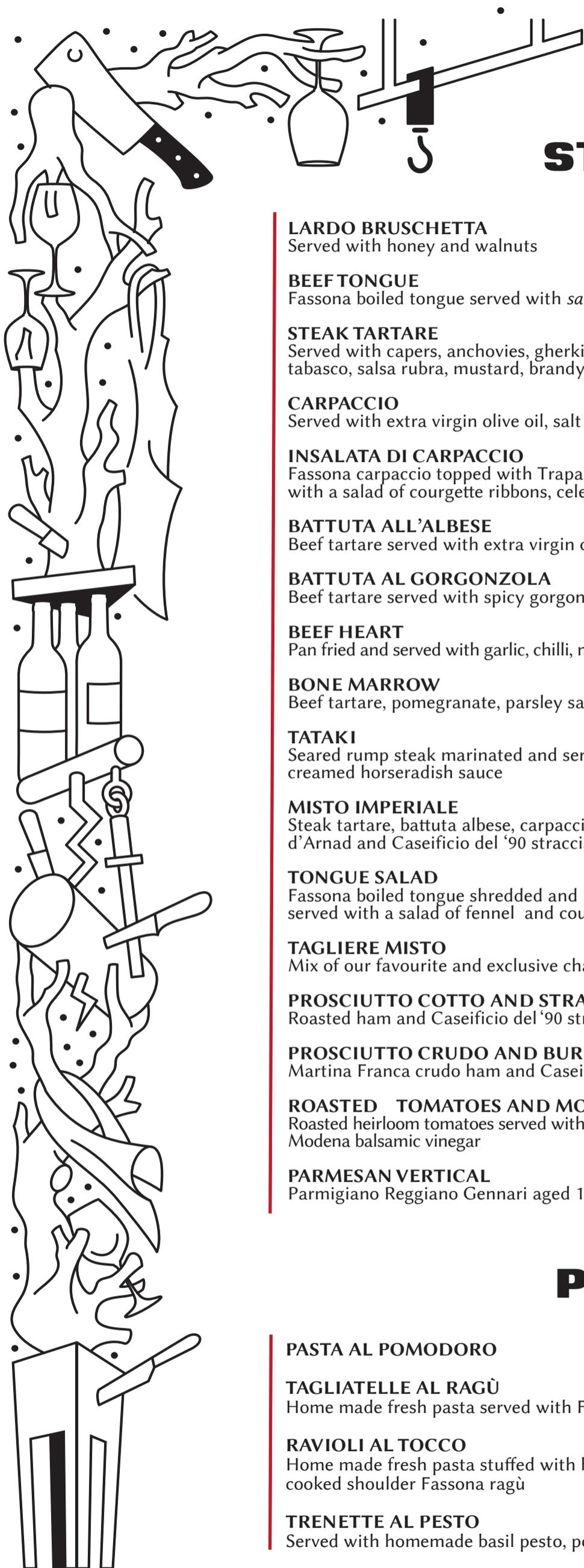
Our restaurant near Borough Market is our most ambitious yet. We went back to our roots to discover the authentic taste of a Ligurian bakery, with particular attention to a form of pizza from Genova called "pissa" with an ancient history that predates the most famous Neapolitan style. Pizza was created in honor of the great admiral Andrea Doria in the first half of 1400, and its name is due to the local dialect in Liguria, that wants the letter "Z" pronounced like "S". The dough for our pissa is made from exceptionally strong wheat flour and our very own sourdough yeast culture. Like with meat and fish, time is always our best companion, so we make our dough rise slowly and at cold temperatures from 60 and up to 90 hours depending on the weather: this long maturation makes a crispier crust, enhances the flavor and creates a more digestible pissa.

SOHO

Shaftesbury Avenue

Our landing in the west-end

The newest member of the family, in a historic and very important location will take on the ethos of the original restaurants striving to offer even more to its guests the best of Italian cuisine, from baking bread at home to sourcing beef from the Italian valleys. It is not unusual for guests to watch as their steaks are cooked in front of their eyes with that touch of theatricality embedded in the name and history of this lovely place. Macellaio is heading up to Shaftesbury Avenue, with the typical touch that distinguishes us: the quality and an innovative menu that will be presented only in this restaurant. We consider this last opening very important in order to fully express the philosophy and talent of Macellaio, all the skills acquired, the knowledge of our guests, their choices, an exponential growth that we want to enclose in this new project, grow, change, innovate but remaining steadfast in our identity that has made us unique in London. The new restaurant be spread over ground and mezzanine floor with extensive frontage in to Shaftesbury Avenue and on our Teatro della carne, it depends on where you will direct your eyes.



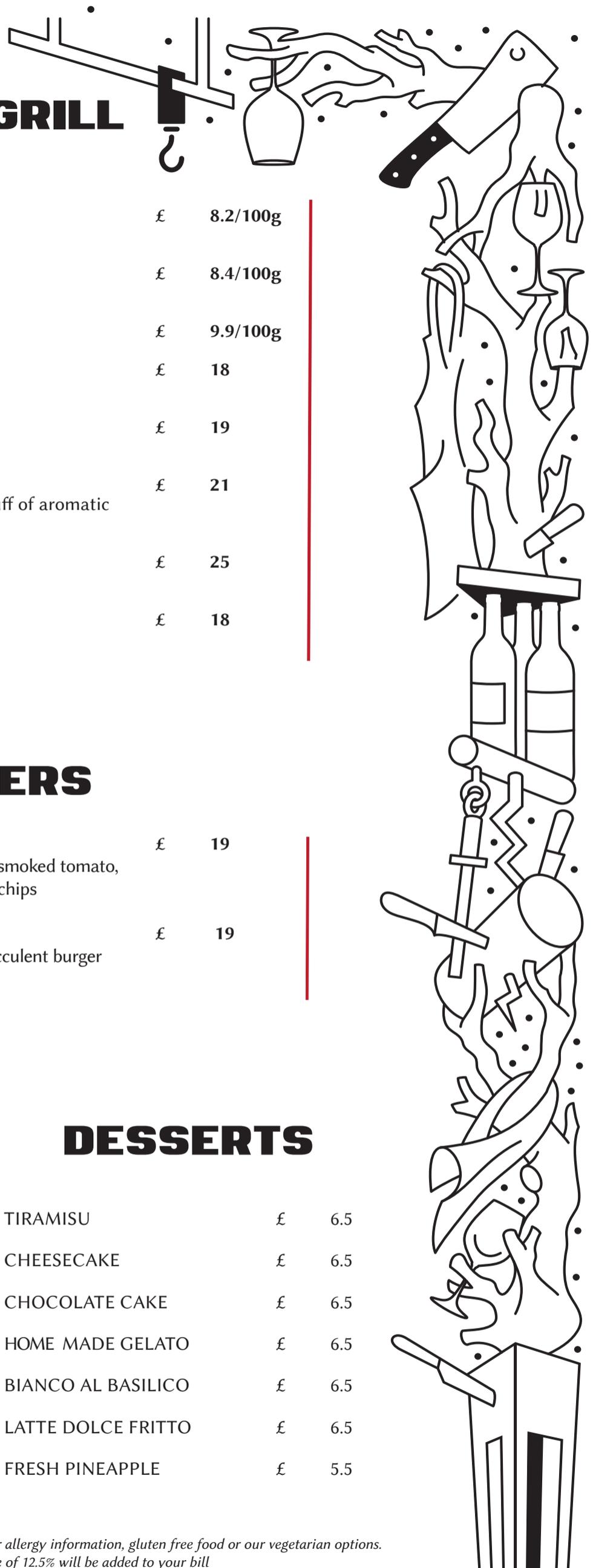
STARTERS

LARDO BRUSCHETTA Served with honey and walnuts	£	6.5
BEEFTONGUE Fassona boiled tongue served with <i>salsa verde</i> sauce	£	13
STEAK TARTARE Served with capers, anchovies, gherkins, onions, Worcestershire sauce, tabasco, <i>salsa rubra</i> , mustard, brandy, salt and pepper with brandy eggnog	£	18
CARPACCIO Served with extra virgin olive oil, salt and pepper	£	15
INSALATA DI CARPACCIO Fassona carpaccio topped with Trapanese pesto, served with a salad of courgette ribbons, celery and fennel in a citrus dressing	£	16.5
BATTUTA ALL'ALBESE Beef tartare served with extra virgin olive oil, salt, pepper	£	15
BATTUTA AL GORGONZOLA Beef tartare served with spicy gorgonzola cheese and Modena balsamic vinegar	£	16.5
BEEF HEART Pan fried and served with garlic, chilli, mediterranean herbs and horseradish sauce	£	13.5
BONE MARROW Beef tartare, pomegranate, parsley salad and toasted bread	£	17
TATAKI Seared rump steak marinated and served at room temperature with creamed horseradish sauce	£	17
MISTO IMPERIALE Steak tartare, battuta albese, carpaccio, Fassona bresaola, salame, lardo d'Arnad and Caseificio del '90 stracciatella cheese	£	38
TONGUE SALAD Fassona boiled tongue shredded and marinated with rosemary and thyme served with a salad of fennel and courgette in a citrusy dressing	£	16
TAGLIERE MISTO Mix of our favourite and exclusive charcuterie	£	17
PROSCIUTTO COTTO AND STRACCIATELLA Roasted ham and Caseificio del '90 stracciatella cheese	£	17
PROSCIUTTO CRUDO AND BURRATA Martina Franca crudo ham and Caseificio del '90 burrata cheese	£	19
ROASTED TOMATOES AND MOZZARELLA Roasted heirloom tomatoes served with Agerola mozzarella and aged Modena balsamic vinegar	£	17
PARMESAN VERTICAL Parmigiano Reggiano Gennari aged 13 - 24 - 36 - 72 months	£	14

PRIMI

PASTA AL POMODORO	£	10.5
TAGLIATELLE AL RAGÙ Home made fresh pasta served with Fassona beef ragù	£	14
RAVIOLI AL TOCCO Home made fresh pasta stuffed with beef and spinach served with a slow cooked shoulder Fassona ragù	£	15.5
TRENETTE AL PESTO Served with homemade basil pesto, potatoes and green beans	£	14

MAINS AND GRILL



COSTATA DEL MACELLAIO 7 - 9 weeks dry aged Fassona beef rib steak	£	8.2/100g
FIorentINA DEL MACELLAIO 7 - 9 weeks dry aged Fassona T-bone steak	£	8.4/100g
FASSONA FILLET STEAK	£	9.9/100g
RUMP STEAK "NUDA" Served with extra virgin olive oil and salt	£	18
RUMP STEAK ROCKET AND PARMESAN Served with rocket and shaved parmesan cheese	£	19
HANGER STEAK Served with herbs and chilli rub, baked potatoes in a puff of aromatic smoke with yogurt sauce	£	21
LAMB RACK Grilled lamb rack served with a creamy mash potatoes	£	25
ROAST BABY CHICKEN Served with grilled lemon and herbs	£	18

BEEF BURGERS

EXTRAORDINARY BURGER Succulent Fassona burger served with lettuce, torched and smoked tomato, galaverna cheese with spicy habanero mayo and hand-cut chips	£	19
SPINACH AND GORGONZOLA BURGER Classic flavours combination served with fresh spinach, succulent burger topped with gorgonzola piccante and hand-cut chips	£	19

SIDES

ROAST POTATOES	£	6
HAND-CUT CHIPS	£	6
ORANGE & FENNEL SALAD	£	6
SPINACH GARLIC & BUTTER	£	6
MIXED LEAVES & CHERRY TOMATOES	£	6
TOMATO SALAD	£	6
ZUCCHINE SCAPECE	£	6

DESSERTS

TIRAMISU	£	6.5
CHEESECAKE	£	6.5
CHOCOLATE CAKE	£	6.5
HOME MADE GELATO	£	6.5
BIANCO AL BASILICO	£	6.5
LATTE DOLCE FRITTO	£	6.5
FRESH PINEAPPLE	£	5.5

Please note all foods may contain nuts. Ask your server for allergy information, gluten free food or our vegetarian options.
A discretionary service charge of 12.5% will be added to your bill



Our raw materials and products portray the story and passion of the men who cultivate the land, work in the olive groves, raise cattle ethically and respectfully, of the fishermen who sail the open sea and the butchers who select the best cuts of meat.

In the course of my life I have always strived to treasure every experience that I'm presented to. The biggest thing I have learnt over these 20 years is that in catering compromises cannot be made.

In this industry one needs love, humility, passion, tenacity and most importantly belief in what one does.

I was lucky to have been born and raised in Italy, a country who boasts a territory and climate able to host any vineyard, terrain, sea, animal, man or history. All these factors gave me the opportunity to be the ambassador of the true meaning of "Made in Italy" around the world.

Only in our restaurants can you experience this extraordinary story...all in one plate.

Roberto Costa

SOUTH KENSINGTON

84 Old Brompton Road
SW7 3LQ

CLERKENWELL

38-40 Exmouth Market
EC1R 4QE

SOUTHWARK

Arch 24, 229 Union Street
SE1 0LR

BATTERSEA

124 Northcote Road
SW11 6QU

FITZROVIA

6 Store Street
WC1E 7QU

SOHO

39-45 Shaftesbury Ave
W1D 6LA