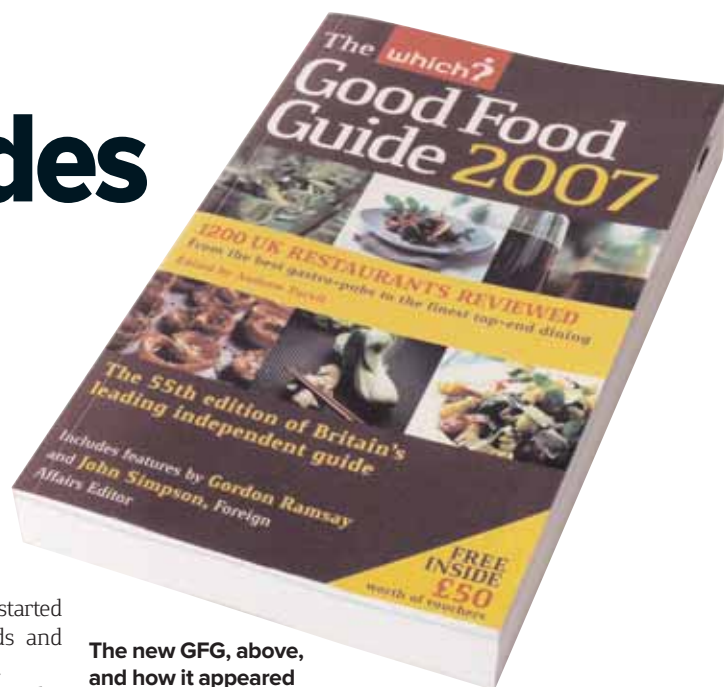


A light that guides you to the best places to eat

The *Which? Good Food Guide*, at the grand age of 55, remains the doyen of culinary excellence



The new GFG, above, and how it appeared in 1951, below



Fifty five years ago, rationing was still in place across the UK. And the prospect of Sainsbury's or Tesco offering fare from around the world was beyond the imagination of most of the nation.

But hope was at hand. Author and confirmed foodie Raymond Postgate, frustrated by the difficulty of finding quality food

in post-war pubs and restaurants, started collecting the opinions of friends and colleagues on the best places to eat.

His research culminated in the 1951-1952 edition of the *Good Food Guide* (GFG) – now the longest-running restaurant guide in the country. Which? took on publishing the guide in 1962.

Now, as then, it is a truly consumer-focused publication, combining the experiences of its readership with the expertise of its independent inspectors. The GFG pays for all meals eaten, carries no advertising, and has no axe to grind apart from the discovery and promotion of good, fresh food, a demand for high standards of service and an eye for value for money.

The longest-running entry

The Connaught in Mayfair, London, holds the honour of being the longest continuous entry, featuring in every edition since 1952-1953. Then you could have lunch at the Connaught for 15 shillings and sixpence (77.5p in current money). These days it will set you back £30.

The UK restaurant scene has changed enormously, too. Recently we've seen a trend favouring local produce, with many pubs and restaurants emphasising simplicity. When the GFG started, the upmarket restaurants showed decidedly French leanings. Although this influence is still very evident, it is the sheer diversity of the nation's restaurant scene that jumps out of this latest edition.

In the new 2007 publication there are more than 1,200 restaurants reviewed, with something to suit every mood.

■ Perhaps one of the 22 Japanese restaurants featured in London or one of the seven Chinese restaurants listed in Manchester will whet your appetite.

■ If it's a great-value curry in Bradford you're after, we can point you in the right direction.

■ Maybe you want to know the best place for fish and chips on the Yorkshire coast (Maggie Café in Whitby, we reckon).

■ Or you could splash out £97.75 for the tasting menu at the Fat Duck in Berkshire and get the full Heston Blumenthal experience – snail porridge followed by smoked bacon and egg ice cream, anybody?

Celebrity chefs

Interest in the faces behind the stoves has also increased dramatically in recent years. The new GFG includes the 'day jobs' of Gordon Ramsay, Jamie Oliver and Jean-Christophe Novelli. However, most of the chefs featured in the guide will never be household names, though they still represent the cream of the talent in this country.

After 55 years of demanding higher standards in UK restaurants, the *Which? Good Food Guide* remains the leading directory of the hottest restaurants and the best places to spend your money. Read it and eat!

MAP 6 KING'S LYNN – Norfolk

Rococo
11 Saturday Market Place, King's Lynn
PE30 5DQ
Tel: (01553) 771483
Website: www.rococorestaurant.org.uk

Cooking 3 | Modern British | £47

Nick Anderson's white-painted restaurant is situated in King's Lynn old town, near the town hall, conveniently located opposite a car park. The exterior belies the rather unconventional décor of the lounge with its bold colours and brightly patterned rugs, while the dining room is less dramatic with yellow walls and two welcome skylights. The modern British carte has been joined by a simpler bistro menu, which typically offers red onion tart with goats' cheese, tomato and rocket to start, followed by tiger prawns in a 'well-flavoured' creamy chilli sauce with noodles, or crisp duck confit on braised red cabbage with a sweet red wine sauce. The main menu kicks off with a twice-baked Beaufort soufflé with crème fraîche, tomato and chicory, followed by breast of Gressingham duck with roasted parsnip purée and a raspberry vinegar reduction. Finish with caramelised rice pudding with two fruit sauces. Service is pleasant, with Nick happy to chat to guests. The wine list is international, starting at £13.95 for their French house.

Chefs: Nick Anderson and Tim Sandford. **Proprietors:** Nick and Susannah Anderson. **Open:** Tue to Sat 12 to 2; 7 to 9 (6.30 to 10 Sat). **Meals:** all main courses £14.50 to £21. **Bistro menu available inc Sat D.** **Service:** not inc. **Cards:** Delta. **MasterCard, Visa.** **Details:** 40 seats. Vegetarian meals. Children's helpings. No-smoking area. Wheelchair access (also WC). Occasional music.

Rococo in King's Lynn – one of the *Good Food Guide's* 1,200 entries

The sheer diversity of the nation's restaurant scene jumps out

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