



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 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 restaurant 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.





M MEMBERSHIP BENEFITS

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and Membership community
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WELCOME

- A welcome bottle of Hennessy XO or an alternative premium spirit of your choice
- Your Key Ring – 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 Lounge for personal or corporate events once per year*
- Guaranteed Bookings at all M and Gaucho 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 legends of sports, wine dinners or brunches
- Take advantage of our 'Partner Benefits Programme' which includes added value and discounts from luxury brands
- **Monthly parties!** We invite you and guests to complimentary members networking parties 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, January to November, £1000 minimum spend

** Members Rates apply



M MEMBERSHIP RATES

To enquire, please email
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.







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 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 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









ABOUT 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.

As well as serving some of the finest sustainable beef in the world, our menu is complemented by a broader food and wine offering focusing on our Latin American roots in a contemporary setting. Our collection of restaurants in the UK has grown to twelve in London and six regionally in Leeds, Manchester, Birmingham, Edinburgh, Glasgow and Liverpool with another opening in Cardiff.



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