



SAIMA KHAN
FOUNDER OF
THE HAMPSTEAD KITCHEN

PRIVATE CHEF
BRAND & MENU CONSULTANT
PHILANTHROPIST
ACTIVIST

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Saima Khan

Private Chef

Saima Khan is the founder of The Hampstead Kitchen. A business Saima created after a chance encounter with Warren Buffett. Up until that point Saima had been happily working in banking and finance for 20 years within credit and market risk strategy for Warren Buffett's company, Berkshire Hathaway.

Saima invited Warren, his wife, who brought along their pals Bill and Melinda Gates, one evening to her apartment. There began a close friendship, and a mentorship blossomed that eventually lead to Saima setting up her curated dining experiences.

As word spread across NYC about a Wall Street banker cooking high-end dinner parties with colourful sharing banquets, Saima became fully booked with a six-month wait list. At the age of 41, Saima liquidated part of her assets, left her six figure senior role on Wall Street in NYC and decided to set up The Hampstead Kitchen in London in 2012.

After 6 months from cooking from her own kitchen, she gained regular clients in Hampstead and neighbouring areas. Her private dining services also attracted heads of state, politicians, tech billionaires, entrepreneurs, A list celebrities, royalty, and international brands such as Google, Apple, Amazon, Airbnb, Facebook, and Instagram.

The business has now grown to three co-sharing commercial kitchens in Hampstead, Mayfair, and Marylebone, and employs over 120 staff.



Saima Khan

Private Chef

Saima's USP, is her personal touch by simplifying her settings to make the food and styling the main focus of the private dining experience.

The menus interweave storytelling connecting guests to the dishes, making for a more engaged style of dining that guarantees memorable and insightful events. While the serving style of Saima's events: sharing feasts with small and large plates served on colourful ceramics and detailed table linen; mean that her meals are as much a feast for your eyes as they are your appetite.

When it comes to cuisine, Saima takes inspiration from different dining cultures from around the world focused on the sharing concept, refusing to pigeonhole her food based simply on her heritage. Her sharing concept draws flavours from Nordic, Scandinavian, Mediterranean, Middle Eastern, and Persian cuisines.

Saima has applied this simple sharing food philosophy to all her private dinners including those created at The White House, Davos Economic Forum, Royal Palaces, State Banquet to her loyal Hampstead clientele.

Her fusion of menus and dishes have culminated in favourites such as her Persian dip, now nicknamed by the former first lady Michelle Obama, 'The Obama dip' (pictured). It has been featured in several publications both in London and abroad.



Saima Khan

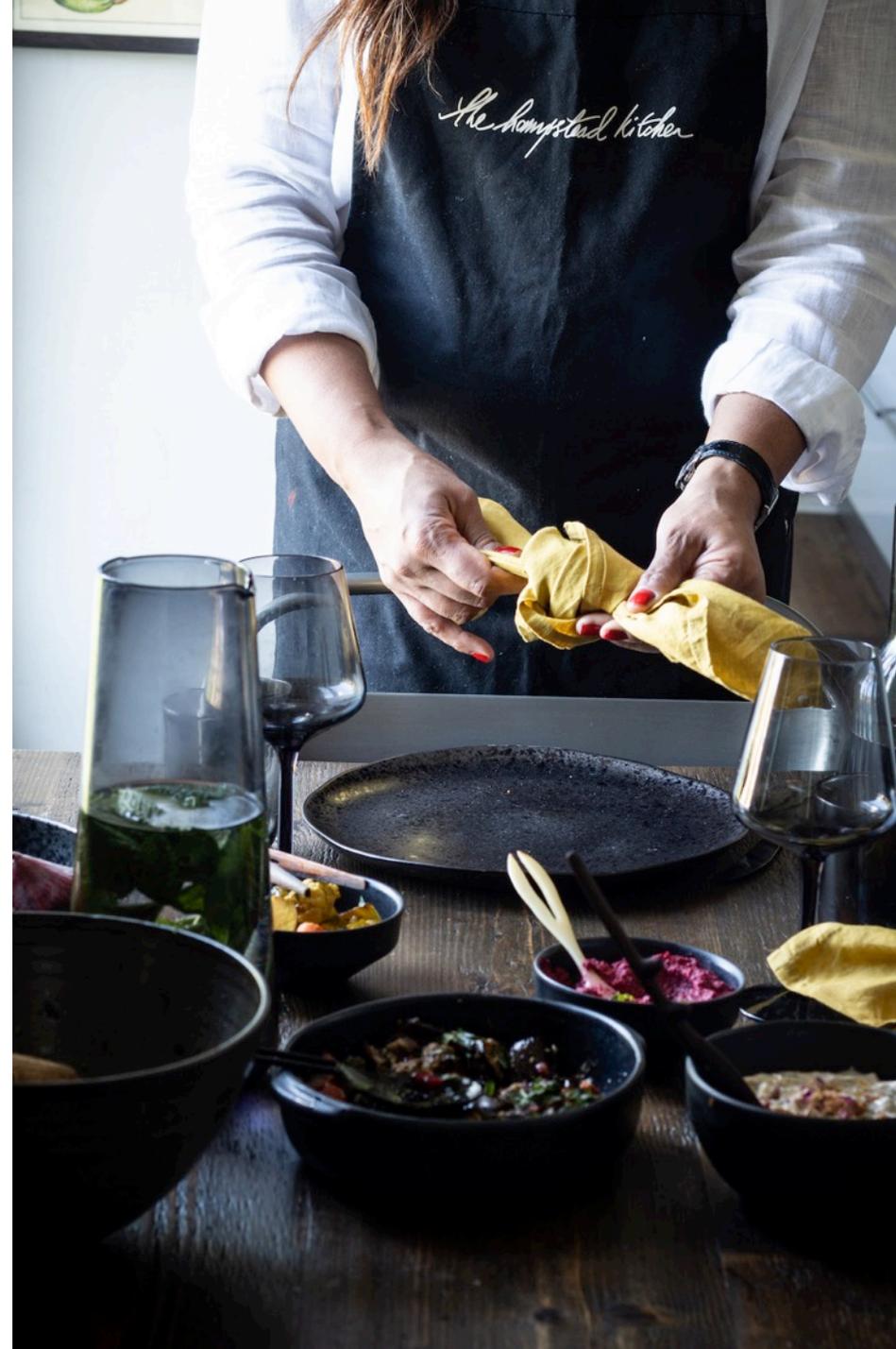
Brand & Menu Consultancy

Becoming a brand consultant has been a natural evolution for Saima. By isolating elements of her own business Saima offers guidance to others at various stages of their own; creating new concepts, menu development, and food strategies. A keen eye for detail and knowledge of risk assessment are skills bolstered by unique experiences and clients, giving Saima an unrivalled amount of expertise to share.

This arm of The Hampstead Kitchen works with new food companies who need help with their brand and menu development as well as working with established food businesses wanting to re-brand and re-focus, or individuals needing help with a change in careers.

Running a food business alongside the consultancy arm reiterates an ethos of trust – Saima's clients trust the strategies she implements as some are key to her own successes. Saima is able to support clients from concept to market, assisting with marketing, branding, and operational process.

Saima takes on two clients a month and assists with their branding and menu development. Examples include a vegan restaurant in East London's, Hackney; an Egyptian Street food deli on Wall Street, NYC, and helping with a series of restaurants soon to open in Qatar as part of the Football World Cup.





Saima Khan

Philanthropy

Saima has directed her business to evolve into a strong philanthropic entity that reflects her core beliefs of connectivity and global cultural outlook.

Involved with over 40 charities and organisations both in London and around the world that mainly concentrate on homelessness and the refugee crisis. Saima uses her business as an active platform and tool to reach out to charitable projects.

Personally involved in community work such as providing meals for up to 150-200 homeless guests every Sunday from residual food, Saima also delivers weekly hot meals as part of The Grenfell community that are still in temporary accommodation. She uses the residual food supplied and delivers to various food banks and small, local community-run soup kitchens.

Saima has also visited the largest refugee camp on the border of Syria and Jordan, Zaatari Camp, for the past five years, and now sends funds, provides micro-financing for refugees to create a business that will create a much needed income. She supports the logistics of much needed food to be delivered and cooked in the camps by people on the ground.

Other initiatives Saima has been involved with are: UNICEF Cook For Syria (contributing four recipes to the cookbook, one of which, 'Labneh Balls', became the most recreated dishes of the whole campaign on Instagram), Gates Foundation, Clinton Foundation, Obama Foundation, Chan Zuckerberg, St Mungo's, Crisis, amongst many others.

Saima Khan

Activist

Saima incorporates activism in her approach to business too, which mirrors her personal beliefs of humanity. Always making an effort to employ ex-offenders, ex-homeless, refugees, guarantees that there is a more personal and intimate feel to every experience The Hampstead Kitchen curates.

Many of the people who have worked for her have gone on to create their own small catering businesses too. She continues to work and assist with their business plans, branding, marketing and anything else they may need, from loaning her ceramics to waitstaff, to help support in every way possible.

Saima runs specially designed workshops for women who are either returning to work or from vulnerable social and economical background needing help to create a revenue. Saima works with these women and helps to connect them to industry specialists who are able to proof their concept before gaining investment for their creative project.

As a result of Saima's impressive philanthropy and activism, she is often asked by organisations such as London School of Economics and London Business School to talk about leadership and entrepreneurship, sharing her own story and encouraging social enterprise, philanthropy and engagement in issues impacting the community.

Saima and The Hampstead Kitchen are available for various collaborations. Saima is also available for panel discussions focusing on the themes of entrepreneurship, brand consultancy, and business mentorship.

