



SPOTTED

After its Sydney premiere the stars of Baz Luhrmann blockbuster *Elvis* including Austin Butler and Olivia DeJonge, along with *Vogue*'s Edwina McCann, had a little after-party at the Ivy.



Former child actress Sarah Monahan having dinner at Ramen Bar And Grill in Marrickville.



Chef whose food has been viewed

55 MILLION TIMES

Henry Tadevosian in his restaurant Jazzveh Woodfired Pizza in Bella Vista. Picture: Julian Andrews



Move over Kardashians, there is another Armenian who is making waves online. Only this time, it's for his culinary skills.

Bella Vista chef **Henry Tadevosian**, who runs Italian restaurant **Jazzveh Woodfired Pizza** and **Anais - Taste of Persia**, has amassed a cult following online thanks to his cooking demonstration and behind-the-scenes videos.

Tadevosian, 31, is a self-trained chef with over 330,000 followers on YouTube and his videos, which he started doing five years ago, have been viewed more than 55 million times. One video on how to make garlic sauces has been watched more than three million times.

"Growing up, I always watched

cooking shows on television and teaching myself to cook, I would turn to videos but there wasn't a lot out there," Tadevosian said. "So that's why I decided to make my own."

"It started as a side hobby and a way to show people life in restaurant. I laughed the day I had 1000 subscribers, now it's 330,000." The success has seen Tadevosian, whose family is from Armenia, launch his own range of spices. It's also seen people from all over the world travel to his two family-run restaurants in Bella Vista and Norwest.

He believes the popularity of the venues is they combine unique flavours. His pizza's have a tomato base with Armenian spices, while his Persian restaurant allows people

access to a cuisine many haven't tried before.

"It's surprised me that the majority of people who come to the restaurants don't live in the area," he said.

"I've had a lot of customers come from the US and interstate. Recently we had a customer drive up from Victoria for the day to say hi."

Tadevosian said while the celebrity chefs get a lot of attention, there are host of people like him across the city doing some really creative things.

THE MOUTH

The diner they all **FEAR!**



Cultivated eating but at a pretty price

HERE'S a fun little question to ponder at your next suburban barbecue or inner-city dinner party: When does a cult become an institution?

The Romans, of course, considered Christianity a weird little cult until the Emperor Constantine signed the Edict of Milan and became one of its early patrons, spurring it to grow into one of the world's great faiths.

In modern times cults can be anything from a charismatic weird beard with a few followers on a country property to massive organisations like the Scientologists or the Moonies. Occasionally, of course, cults take seriously dark turns indeed. Think Jim Jones' People's Temple's grim end in the jungles of Guyana, which gave us the phrase, "to drink the Kool-Aid".

This is why this column has always found it darkly amusing that food outlets so often get described - often with some helpful seeding by enterprising PR types - as having a "cult" following.

Really, is there any chain restaurant so good it would make people cut off contact with their families or sign over their inheritances just for another bite?

Apparently a lot of people think so: Google "**Five Guys** burgers", which just opened its second Australian outlet in George St next to the Apple Store in the CBD, and you will see it uniformly described as a "cult" US burger chain.

Again, this is amusing, because with around 1,000 outlets around the world, surely Five Guys has gone beyond "cult" to "institution", yes?

Well, perhaps. Except that at \$19 (!) for a basic cheeseburger, before you add on fries (starting at \$5.90) and a milkshake (a shade under a tenner), you're definitely buying your enlightenment by the pound and wondering if the company has a fleet of Rollers out the back.

Because what you get for your money is a very tasty but

IN THE BURGER WAR TRENCHES

SUCH is the pull of US burger joint Five Guys that there was a 20 person deep line at its new city store at 11am (pictured). Before it had even opened!

After launching in Penrith last year, the brand opened its second store in the city on Monday. The restaurant is tucked away in an alley off George St and they will be taking on the might of McDonald's next door.

Of the "secretive" location, Adam Issa, the group marketing manager for Seagrass Hospitality, the group responsible for bringing the brand to Australia, said it was deliberately chosen for its "speak-easy" vibes.

"We wanted to keep it a place which people have to find and search for. That's the idea behind Five Guys. You have to find great burgers," said Issa.

He's not afraid about comparisons to the fast food franchise next door. "Every burger chain has respect. When people come to Five Guys they know what they expect so that's all they really care about really," he said.

very expensive burger: Not quite a classic American "smash" burger but not a stupid and unwieldy tower either, the Five Guys standard is basically what a Double Quarter Pounder wishes it could be but knows in its heart it never will.

Again, it's really lovely, but it is hard to see who the market is here - especially as you can get a whole Big Mac meal for around \$12, while this column's local serves a great burger including fries for \$22 in a convivial beer garden.

Barely getting change from a \$50 note for a weekday office lunch seems steep, and a family stopping in could wind up spending \$200 without too much difficulty.

Five Guys may be good, but it's definitely one for the true believers.

HUNTING FOR THE BEST ... BAR NONE

IS EVELEIGH bar **Re** the best cocktail bar in Sydney? It certainly produces some of the cities best bartenders.

The Diageo World Class Australian Bartender of The Year nominations are out and two of Top 100 - Matthew Dale and Sion Roberts - are from Matt Whiley's sustainable bar. Not to mention that last year's winner, Evan Stroeve (all three pictured right) is also the general manager at Re.

Dale and Roberts will compete to see who will represent Australia and compete against the world's best in the global final,

which, for the first time ever, will be held in Sydney in September.

Stroeve said the fact the competition will be held in Sydney is "huge" for the local bar industry, saying: "It's really going to put us on the global stage with cities like New York and London."

"World Class is full of extremely talented bartenders, both home grown and internationally.

"Diageo World Class global finals and the World Class cocktail festival in Sydney shine a magnifying glass on our hospitality culture, talent and venues."

