



LITTLE BLUE BOOK OF CELEBRATION

INSIDER TIPS ON WHERE TO SHOP SMALL THIS FESTIVE SEASON



WITH



LITTLE BLUE BOOK OF CELEBRATION

BY AMERICAN EXPRESS SHOP SMALL

This Little Blue Book of Celebration highlights some of the brilliant independent and small businesses that help make our local communities thrive.

American Express asked some of its Shop Small Ambassadors to share insider tips on their favourite small businesses that help them create the perfect festive celebration, be it their favourite restaurant or bar to celebrate in, their favourite place to buy gifts, or the everyday small businesses that they can't live without.

The Shop Small with American Express campaign aims to support small businesses by encouraging the nation to support their high street and shop frequently at independent businesses.

We hope this Little Blue Book of Celebration encourages you to Shop Small, and to discover and support your local community.

ALEXA CHUNG'S Little List of Celebration



1



What is your favourite local restaurant to celebrate in?

Brawn on Columbia Road, it's super-cosy and hyper-tasty with really yummy burrata with sage and hazelnuts. Its bustling but relaxed atmosphere makes it a great spot for a small celebration with family and friends.

49 Columbia Rd, London E2 7RG

"I am a magpie and still really enjoy the tactile experience of in-person shopping. Visiting independent shops and restaurants appeals to me because I love anything original where you can feel the personality and passion of the owner. Shopping small just feels more special and unique to me and I'm happy to support business owners in this way."

2



What is your favourite place to celebrate in?

I love **Three Sheets** in Dalston which is tiny and reminds me a lot of bars in New York. Their Old Fashioneds are as sumptuous as the cheese board and it feels like only those in the know happen upon it.

510B Kingsland Rd, London E8 4AB

"Brawn on Columbia Road, it's super-cosy and hyper-tasty."

3



What elements make a great celebration?

I do think flowers really help a celebration. Even if it's just a few scattered on the dinner table or in little jars dotted around the room. **Grace and Thorn** do really nice wild arrangements that aren't overly precious.

312 Hackney Road, London E2 7SJ

4



Which Independent store would people be surprised you frequent?

Florian Leonhard Fine Violins - I've always wanted to learn to play the violin and lately I've been on the lookout for one - Florian Leonhard Fine Violins in Hampstead has the most beautiful violins from all over the world.

3 Frogal Ln, London NW3 7DY

5



What is your go to independent fashion store where you shop when you want to celebrate?

I like the well-selected array in **Aimé** and their own brand of pie crust shirts are irresistible. They also often have good party blouses by Isabel Marant and great gift ideas.

17 Redchurch St, London E2 7DJ

ALEXA CHUNG'S Celebration Recipe



Old Fashioned by Three Sheets

Ingredients

50ml rooibos-infused bourbon
10ml gomme
1 dash angostura bitters

“Three Sheets Old Fashioneds are as sumptuous as the cheese board.”

Method

To make the Rooibos Bourbon, infuse a bottle of bourbon with 2g of high quality Rooibos tea for 30 minutes, and strain.

Then add all the ingredients over ice in a mixing glass and stir for around 30 seconds. Strain over a large ice cube and garnish with a zest of orange.

A note from Three Sheets Founder - Max Venning

“We’ve paired up with a local smokehouse and they create some incredible pork shoulder for us. This is fried up and served with some pickled cucumbers, sriracha and garlic mayo on a brioche un from a bakery around the corner. It’s the perfect accompaniment for our Old Fashioned, with the Bourbon standing up to the smoke and the big flavours in the bun.”

FOUNDER OF ALEXA CHUNG'S FAVOURITE BAR, THREE SHEETS

MAX VENNING'S Little List of Celebration



1



What independent store would people be surprised that you frequent?

Neal's Yard Dairy in Islington - although it's a bit of a walk from where we are, the team there are great people and their cheese selection is exceptional. Aside from the trendy sourdough, they do a white bloomer which is literally the best.

107 Essex Rd, London N1 2SL

"Living in Dalston allows us all to shop small, and to shop local - we're very lucky to have everything you could imagine on our doorstep. There's a real sense of community amongst the independent businesses, and we all work together to keep a great neighbourhood vibe."

2



What is the everyday business that you can't live without?

Hill and Szrok - they source delicious meats from small-scale farmers across the UK who are producing sustainably.

60 Broadway Market, London E8 4QJ

"Hill & Szrok source delicious meats from small-scale farmers across the UK who are producing sustainably."

3



What is your favourite place to celebrate in?

The Sun Tavern, always busy, always playing great tunes and definitely a celebration spot.

441 Bethnal Green Rd, London E2 0AN

4



Where is your favourite small business to buy last-minute essentials?

Figs and Grain, Broadway Market - they have everything you need, from food to toiletries, coffee and wine as well - they're also open late if you need to grab something for dinner, and they source everything from ethical producers.

19-21 Broadway Market, London E8 4PH

5



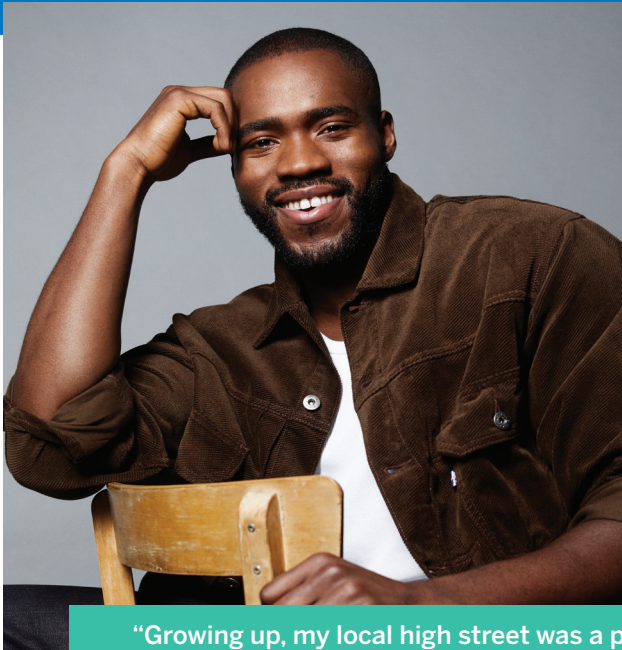
What is your go-to independent fashion store where you shop when you want to celebrate?

Oliver Spencer in Shoreditch - they source incredible fabrics, have a great design team and always have something good-to-go for a night out celebrating.

10-12 Calvert Ave, London E2 7JP

ACTOR

MARTINS IMHANGBE'S Little List of Celebration



1



What is your favourite local restaurant to celebrate in?

When I want to celebrate I usually turn to **Enish**. It's a traditional Nigerian restaurant and it reminds me of my family back home. I would highly recommend the Amala with Egusi soup, and the Jollof rice - you can never go wrong with good Jollof!

228 Lewisham High St, London SE13 6JU

"Growing up, my local high street was a place where my community, family and friends would always gather and connect. Everything from special occasions to memorable milestones were celebrated with my local shop owners and their families. Shopping small and supporting these stores is really near and dear to me, which is why I'm thrilled to collaborate with American Express on its Shop Small campaign this season."

2



What is your favourite place to celebrate in?

Buster Mantis is one of those bars that just has great vibes. The cocktails are great, the food is amazing, and they've even got live music. I've been there on so many occasions, it's just a brilliant place to catch-up with mates and celebrate something special.

3-4 Resolution Way, London SE8

"When I want to celebrate I usually turn to Enish. It's a traditional Nigerian restaurant and it reminds me of my family back home."

3



What independent store would people be surprised that you frequent?

I really got into cycling over lockdown, it's such a good way to get around the city and stay active. There are some really reliable bike shops in my area such as **Cycles UK** and **Rat Race Cycles**, so if I ever break down or need some new bits and pieces I know exactly where to go.

Rat Race Cycles: 118 Evelina Rd, London SE15 3HL

Cycles UK: 135 Creek Rd, London SE8 3BU

4



What is the everyday business that you can't live without?

Near me I've got loads of small shops, like **Housewives Cash & Carry** or **Terry's Discount London** that literally have everything you could possibly need. It's just so easy to walk into somewhere like **Shaka Laka Hair & Cosmetics** and get all those daily essentials, especially if you need them ASAP!

Housewives Cash & Carry: 103, Deptford High St, London SE8 4AA

Terry's: 127 Deptford High St, London SE8 4NS

Shaka Laka Hair & Cosmetics: 27 Deptford High St, London SE8 4AD

MARTINS IMHANGBE'S Celebration Recipe



Enish Restaurant's Party Jollof Rice

Ingredients

Base Sauce Ingredients

750ml of boiled-down tomatoes (includes 3 large onions, a handful of scotch bonnet chilli peppers, and a bowl of fresh tomatoes)

Stew Sauce Ingredients

750ml vegetable oil
250g tomato purée
2 large onions sliced
1 tablespoon thyme
1 tablespoon rosemary
1.25 litres chicken stock

Jollof Rice Ingredients

3kg rice
750ml vegetable oil
700g tomato purée
2 tablespoons chicken stock powder
1 litre chicken stock (liquid)
2 litres water
1/2 tablespoon salt
1 tablespoon thyme
6 bayleaves

"Enish is a traditional Nigerian restaurant and it reminds me of my family back home. I would highly recommend the Jollof rice - you can never go wrong with good Jollof!"

Method

To create the base sauce, blend the onions, Scotch bonnet chilli peppers and tomatoes until very smooth and then reduce in a pan until almost dry, like tomato purée. Then set aside.

For the 'stew' sauce, heat the vegetable oil in a separate pot, then add sliced onions, a little seasoning and fry until the onion is soft. Then add the base sauce to the stew sauce and add tomato purée to the hot oil and fry on a low heat. Add your seasoning, thyme, rosemary and continue stirring until the 'stew' is cooked (the oil will settle at the top).

Slowly add stock powder, liquid stock and water to the 'stew', ensuring that there will be enough liquid to cook the rice. Add the bayleaves and thyme. Wash the rice until the water is clear, and then pour into the pot, mixing together the rice and 'stew', adding salt for taste.

Cover the pot, increase the heat and let the bottom burn a little bit for that smoky flavour. When the rice is almost cooked, reduce the heat so that it can simmer - and once complete, the dish is ready to serve.

*Allergen friendly: the ingredients for this recipe are dairy, egg, nut, gluten and soy free.

FOUNDER OF MARTINS IMHANGBE'S FAVOURITE RESTAURANT, ENISH

OLUSHOLA MEDUPIN'S Little List of Celebration



1



What is your favourite place to celebrate in?

There is a place called **Mia Lounge** in Swiss Cottage. The décor and the vibe in there is pretty cool. Plus they have a great menu too!

135 Finchley Rd, London NW3 6JH,

"As a small business owner, I've grown over the years with my community and local merchants - and giving back to each is so important - perhaps now, more than ever. I've been a part of American Express' Shop Small initiative for many years, and events like Small Business Saturday have always been a great way to connect in person with my fellow business owners, clients and meet new people."

2



What is the everyday business that you can't live without?

There's a network of butchers and grocers all local to the various branches of Enish. They're our lifeline on busy days when we may need some essentials - honestly, there's too many to mention!

"The décor and the vibe in Mia lounge is pretty cool."

3



Where is your favourite place to buy a gift?

Molly Meg in Islington is a great little shop. These days I'm mostly buying gifts for my daughter and our friends' kids. They have a lovely selection of items. Another place is **Rose & Thorn** in Brixton - there's a real mix of gifts in there, from jewellery to homeware.

Molly Meg: 111 Essex Rd, London N1 2SL

Rose & Thorn: Granville Arcade, Unit 75 Coldharbour Ln, London SW9 8PR

4



What independent store would people be surprised that you frequent?

I'm a huge supporter of other restaurants. There's another great place in Lewisham called **Beach Bar Grill**, and I go there frequently. They have a seafood boil that is amazing, and to be honest the entire menu is spot on.

Lindsay Court, Loampit Vale, London SE13 7LL

"I'm a huge supporter of other restaurants. There's another great place in Lewisham called Beach Bar Grill, and I go there frequently."

SUSIE BUBBLE'S Little List of Celebration



1



What is your favourite local restaurant to celebrate in?

I love **Perilla** in Stoke Newington Green because their menu is really inventive without sacrificing on taste. The food changes all the time but they always have a nice pasta ragu dish or a roast meat dish that is super-delicious. When they bring you amazing seaweed bread with salty butter I'm already pretty happy.

1-3 Green Lanes, Newington Green, London N16 9BS

"We've all spent the last year-and-a-half learning about shopping local and how small can be beautiful but for me, shopping local, independent and small is the joy of bricks and mortar. My favourite independent shops are precisely places where you're going to for specific insight, knowledge and unique products or well-sourced produce. They're places where you experience things that are really hard to replicate - the smell of old books, asking butchers for bones for stock or going to fabric stores and buying short lengths of trims. Shopping becomes pleasurable rather than necessary, when shopping small!"

2



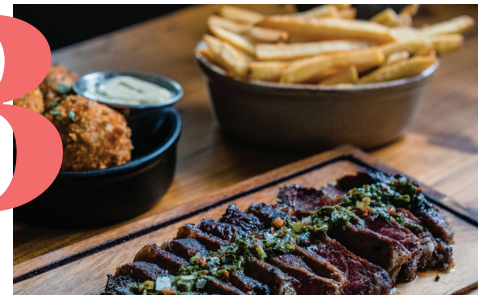
What is your favourite place to celebrate in?

The Palm is technically my local. The food there is great so it is more of an eating spot but I do love that they have Four Pillars Bloody Shiraz gin in their selection.

197 Philip Ln, London N15 4HQ

"I love Perilla because their menu is really inventive without sacrificing on taste."

3



What elements make a great celebration?

The people and the energy they bring to the party! And very voluminous dresses and delicious food.

4



What is your go-to independent fashion store where you shop when you want to celebrate?

Storm in a Teacup vintage which I wrote about years ago on the blog. Storm in a Teacup has withstood the test of time and continues to offer a lovely treasure trove of designer vintage.

366 Kingsland Rd, London E8 4DA

5



Where is your favourite place to buy a gift?

I love second-hand bookstores and **Black Gull Books** always has an interesting art and historical biography section. I've found some great photography and vintage cookery books there too. Good for buying unexpected presents.

121 High Rd, London N2 8AG

SUSIE BUBBLE'S Celebration Recipe



Festive G&T by The Palm

Ingredients

50ml Four Pillars Bloody Shiraz gin
1 thin slice of orange
Tonic water
3 fresh cranberries

"I do love that they have Four Pillars Bloody Shiraz gin in their selection."

Method

To make the Festive G&T, pour 50ml of the four pillars bloody shiraz gin into a highball cocktail glass. Best served in an tall highball cocktail glass. Fill the glass with ice – always to the top, then add a thin slice of orange, pour over some tonic water and garnish with three fresh cranberries. For extra festiveness, add some orange peel and squeeze it over the top of the glass to cover everything in a rich, citrus oil.

A note from The Palm's Carole Bardelli

"A real complement to The Festive G&T by The Palm is our signature steak board. We source our grass-fed beef from Yorkshire via our local butcher. Rib-eye is the house cut, which we like to serve medium-rare. These juicy steaks are then topped with a delicious, fresh chimichurri that is made using a simple blend of parsley, red chillies, dried oregano, quality olive oil and seasoning."

*Must be of legal drinking age to consume alcohol beverages. Please drink responsibly.

SUSIE BUBBLE'S Celebration Recipe



BBQ Sea Bream by Perilla

Ingredients

1 x whole sea bream (filleted and pin boned by the fishmonger, leaving the head on)
2 x bunch of basil (leaves picked and stalks discarded)
2 x bunch of flat leaf parsley (leaves picked and stalks discarded)
2 x bunch of tarragon (leaves picked and stalks discarded)

1 x bunch of chopped chervil
1 x bunch of chopped chives
200ml x olive oil
1 x lemon
1 x handful of flowering herbs
4 x large tomatoes
sherry vinegar
sea salt

“I love Perilla because their menu is really inventive without sacrificing on taste.”

Method

To make the BBQ Sea Bream, begin by bringing a pan of water to a rapid boil. Place the parsley, tarragon, and basil into the boiling water for 30 seconds, then carefully remove and place the herbs directly into iced water. Once cold, remove the herbs from the water and squeeze off any excess water. Place the drained herbs in a blender and blend on the highest setting before slowly pouring in the first half of the olive oil and blend until smooth. Season with salt and set aside in a piping bag.

Next, slice your tomatoes into ½ cm slices before marinating with sherry vinegar, chopped chervil and chives and the remaining half of the olive oil. Season with salt.

For the sea bream, start by seasoning the fish both inside and outside with salt before placing it in a fish cage and place over the BBQ coals at medium heat. Turn the fish regularly for approximately 10 minutes, or until the fish has a light char on either side and is cooked through.

To plate up, lay the marinated tomatoes first and then place the fish on top. Squeeze lemon over fish and garnish with flowering herbs. Pipe small mounds of the herb purée all over the fish and enjoy.

*Allergen friendly: the ingredients for this recipe are dairy, egg, nut, gluten and soy free.

FOUNDER OF SUSIE BUBBLE'S FAVOURITE RESTAURANT, PERILLA

BEN MARK'S Little List of Celebration



"It really is a team effort here at Perilla - the expertise of local merchants and vendors allow us to continually innovate and offer a unique food and drink experience for our clients. Supporting our friends and local businesses is really at the heart of what we do in the hospitality industry."

1



What is your favourite place to celebrate in?

Three Sheets in Dalston, by Max and Noel Venning - the Whiskey Sour by the team is the best you'll ever have.

510B Kingsland Rd, London E8 4AB

2



What is the everyday business you can't live without?

Without fail - my morning espresso at **Jolene** on Newington Green, which is both a contemporary bakery and restaurant.

21 Newington Green, Mayville Estate, London N16 9PU

"Three Sheets in Dalston has the best Whiskey Sour you'll ever have."

3



What is your favourite local restaurant to celebrate in?

Mangal 2 Ockabashi by Ali Dirik. It's the Doner kebab for me - Ali's sons now run the shop, and it has the most considered mix of natural wines and locally-brewed beer, with a serious nod to the Dirik family's heritage in Kayseri, Turkey.

4 Stoke Newington Rd, London N16 8BH

4



Where is your favourite place to buy a gift?

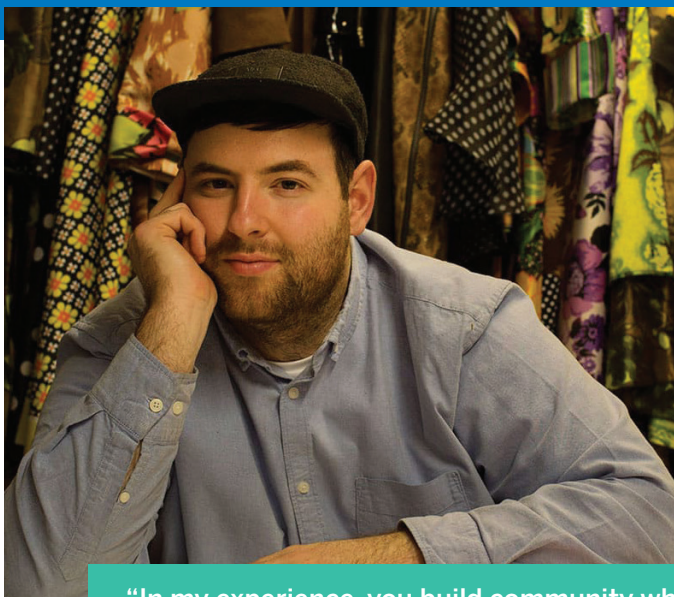
I often gift vouchers for some of my favourite restaurants - which not only supports our hospitality industry, but introducing friends and family to new cuisine styles is a really nice thing to do. Most recently I sent friends a voucher for **28 Market Place** in Somerton.

28 Market Pl, Somerton TA11 7NB

"I often gift vouchers for some of my favourite restaurants."

DESIGNER

RICHARD QUINN'S Little List of Celebration



1



What is your favourite local restaurant to celebrate in?

Blackbird Bakery for a morning coffee and catch-up with the team. The almond croissant is a favourite!

134 Queen's Rd, London SE15 2ND

"In my experience, you build community while you build your own business - and it's true what they say, it really does take a village. Collaborating with American Express on its Shop Small campaign this season has been a fantastic way to highlight and celebrate the local businesses who have supported me and my team's ongoing growth and success."

2



What is your favourite place to celebrate in?

It's **The Camberwell Arms** and their Sunday Roast for me. A quintessential British celebration!

65 Camberwell Church St, London SE5 8TR

"MacCulloch & Wallis has been with me every step of the way."

3



What elements make a great celebration?

Bouquets of flowers brighten up any celebration - my favourite is the Natural Arrangement at **SAGE Flowers** in Peckham. Iona and her team are the absolute best at creating a maximalist yet subtle design that feels very inviting.

232 Rye Ln, London SE15 4NL

4



What is your go-to independent fashion store where you shop when you want to celebrate?

I really love how curated **Shyness Space** is - it's a great representation of experimental retail, but it's also a really important platform for young and emerging designers. There's always a fun party moment for celebrating - and also unique, one-of-a-kind designs from new brands which have a really epic aesthetic and point of view.

366 Kingsland Rd, London E8 4DA

5



What is the everyday business that you can't live without?

Since studying design and launching my own brand, **MacCulloch & Wallis** has been with me every step of the way - it's really my personal textile heaven. The team are so incredibly helpful too!

25-26 Poland St, London W1F 8QN

RICHARD QUINN'S Celebration Arrangement



Natural Arrangement by SAGE Flowers

What you'll need

Any flowers and foliage that you can find in your garden!

How to create the Natural Arrangement

SAGE is known for their sculptural arrangements, but the natural bouquet is focused on going back to the basics.

SAGE keep the mixed heights and textures of their signature style but also draw inspiration directly from the changing seasons. The Natural Arrangement uses more foliage than your typical bouquet, and combines elements that you'll find in your garden that month.

In the summer this could be peonies, hydrangeas, delphiniums or foxtail lilies. In the autumn, you can shift to dahlias, winter berries, Chinese lanterns or chrysanthemums.

You can recreate it by foraging in your own garden, or by ordering at SAGE Flowers.

**"Bouquets of flowers
brighten up any celebration
- my favourite is the Natural
Arrangement at SAGE
Flowers."**

FOUNDER OF RICHARD QUINN'S FAVOURITE FLORIST, SAGE FLOWERS

IONA MATHIESON'S Little List of Celebration



"When we started SAGE flowers, we found a network of incredible businesses and wholesalers who have since become the backbone of our business. Shopping small and supporting independent merchants is super-important, not only to the health of our community, but also to the general wellness of our industry. It's been a pleasure to collaborate with American Express' Shop Small this season to shine a light on our local partners whose creativity and commitment allows us to constantly grow and evolve!"

1



Where is your favourite small business to buy last-minute essentials?

Healthmatters on Lordship Lane is the best health food store, full of natural products and tonnes of vitamins, great for stocking the cupboards!

47 Lordship Ln, London SE22 8EP

2



What is your favourite local restaurant to celebrate in?

We love **The Camberwell Arms** for modern takes on traditional pub food and the best wines.

65 Camberwell Church St, London SE5 8TR

"This super-cute and independent DIY shop holds everything you could ever need!"

3



What is your favourite place to celebrate in?

Forza Wine is a rooftop bar run by our brilliant mates. They serve lots of super-delicious small plates, perfect for eating whilst trying out their natural wine list.

The Rooftop, 133A Rye Ln, London SE15 4BQ,

4



What independent store would people be surprised that you frequent?

Shaun's DIY! We always need bits and bobs for installations for clients and events, and this super-cute and independent DIY shop holds (honestly) everything you could ever need.

21 Grove Vale, London SE22 8EQ

5



What is your go to independent fashion store where you shop when you want to celebrate?

You can always pick up something from **GOODHOOD** - a candle, a cute bit of homeware or amazing clothes!

151 Curtain Rd, London EC2A 3QE



LITTLE BLUE BOOK OF CELEBRATION

Merchant Glossary

28 Market Place
28 Market Pl
Somerton TA11 7NB

Florian Leonhard Fine Violins
3 Fognal Ln
London NW3 7DY

Aimé
17 Redchurch St
London E2 7DJ

Forza Wine
The Rooftop, 133A Rye Ln
London SE15 4BQ

Beach Bar Grill
Lindsay Court, Loampit Vale
London SE13 7LL

GOODHOOD
151 Curtain Rd
London EC2A 3QE

Black Gull Books
121 High Rd
London N2 8AG

Grace & Thorn
312 Hackney Rd
London E2 7SJ

Blackbird Bakery
134 Queen's Rd
London SE15 2ND

Healthmatters
47 Lordship Ln
London SE22 8EP,

Brawn
49 Columbia Rd
London E2 7RG

Hill and Szrok
60 Broadway Market
London E8 4QJ

Buster Mantis
3-4 Resolution Way
London SE8 4NT

Housewives Cash & Carry
101-103, Deptford High St
London SE8 4AA

Enish Restaurant
228 Lewisham High St
London SE13 6JU

Jolene
21 Newington Grn, Mayville Estate
London N16 9PU

Figs and Grain
19-21 Broadway Market
London E8 4PH

MacCulloch & Wallis
25-26 Poland St
London W1F 8QN

Mangal 2
4 Stoke Newington Rd
London N16 8BH

Shaka Laka Hair & Cosmetics
27 Deptford High Street
London SE8 4AD

Mia Lounge
135 Finchley Rd
London NW3 6JH

Shaun's DIY
21 Grove Vale
London SE22 8EQ

Molly Meg
111 Essex Rd
London N1 2SL

Shyness Space
346 Old St
London EC1V 9NQ

Neal's Yard Dairy (Islington)
107 Essex Rd
London N1 2SL

Storm in a Teacup
366 Kingsland Rd
London E8 4DA

Oliver Spencer
10-12 Calvert Ave
London E2 7JP

Terry's Discount London
127 Deptford High St
London SE8 4NS

Perilla
1-3 Green Lanes, Newington Green
London N16 9BS

The Camberwell Arms
65 Camberwell Church St
London SE5 8TR

Rat Race Cycles
118 Evelina Rd
London SE15 3HL

The Palm
197 Philip Ln
London N15 4HQ

Rose & Thorn
Granville Arcade, Unit 75 Coldharbour Ln
London SW9 8PR

The Sun Tavern
441 Bethnal Green Rd
London E2 0AN

SAGE Flowers
232 Rye Ln
London SE15 4NL

Three Sheets
510B Kingsland Rd
London E8 4AB

Get to know your local area even better with the Shop Small Map by American Express, an easy-to-use tool that helps you discover and support small businesses near you.

To find out more, visit: www.americanexpress.com/uk/benefits/shop-small/

ABOUT SHOP SMALL

The Shop Small with American Express campaign aims to support small businesses by encouraging the nation to shop frequently at their local small businesses.

American Express has a long history of championing the high street and is proud to have been the founder of the first ever UK Small Business Saturday back in 2013 and continues to be its principal supporter in the UK.

American Express incentivises its Cardmembers to support their local small businesses through its Shop Small Offer, which gives American Express®

Cardmembers a £5 statement credit when they spend £15 or more at participating small businesses between 4-15 December 2021* up to 5 times, once per participating location/merchant.

For T&Cs*, a map of participating small businesses and more information, search "Shop Small UK" online.

*Participating locations. Enrolment required. Excludes Corporate and Pre-Paid Cards. Terms apply.