



Behind the Scenes of #SharpYetSmooth With Star Chef Andreas Møller

21 September 2018

- How a unique #SharpYetSmooth dish was produced to celebrate the new, reimagined Lexus RC coupe
- Møller explains how his approach to cooking and delighting his guests parallels the concepts of Lexus' Takumi craftsmanship and Omotenashi hospitality

Andreas Møller, the fast-rising Danish chef of the Michelin-starred restaurant Copenhagen in Paris, translated the #SharpYetSmooth qualities of the new RC into a dish of contrasting tastes and textures. This project took Andreas out of the kitchen and put him behind the wheel of the new coupe to fully understand the distinct qualities of the car and Lexus's brand philosophy.

"When Lexus approached me to work together on this challenging project, I was excited by the concept of inventing a dish that's inspired by a car," said Andreas, "In driving or dining alike, it's the experience and emotion that matter and stay in your memory."

Explaining his inspiration for the dish, Andreas said: "What impressed me, apart from RC's looks, was how the feel of a sharp drive in a sporty coupe is complemented by a quiet and smooth hybrid powertrain. It was this contrast I wanted to use as the centrepiece of my culinary creation."

Andreas's work in the kitchen, creating a new dish with care, precision and the benefit of experience working to the highest standards, bears a comparison with the way in which Lexus's *takumi* craftsmen apply the finest human skills to achieve outstanding results. And just as Andreas works only with the finest ingredients, so Lexus makes use of high-quality materials.

Andreas described how he brings together contrasting elements to create an innovative dish, true to Lexus' "YET" philosophy: "I always try to marry flavours which you would normally keep separate. I think it is fun to challenge your guests' perception of sweet and savoury and bring forward flavour combinations that are surprising," he said.

Oak-smoked mackerel is combined with ribbons of kohlrabi, given a glassy lustre by a horseradish marinade. The spectrum of different flavours and textures includes pickled mustard and ramson seeds, lemon caviar, currants, borage, nasturtiums and green saltwort – sweet, sour and salt in an intriguing combination. The dish is topped with layer of candy floss, which dissolves when a sauce of salted lemons, currants and seaweed oil is poured on top,

revealing the dish's hidden secrets below.

"The idea with the candy floss is that it hides and then reveals all the good things underneath, much like when you step into the car and discover so much more than you expected at first glance," said Andreas.

The best traditions of *omotenashi* hospitality are instilled in every Lexus car and it's another area in which Andreas' work shares the same desire to anticipate people's needs and go beyond their expectations. "We have guests from all over the world here but what they have in common is that they want the best experience their money can buy them. It's our job to fulfil their expectations and give them an experience to remember. Customer service is basically easy – give your guests the service you would want and expect yourself, while always striving to be even better."

Certainly Andreas has been impressed by Lexus, not just through his creative collaboration, but through many hours of driving: "I admit I had rarely seen one before I moved from Denmark to France, but I was pleasantly surprised by how the cars looked and felt luxurious. After covering 4,200 kilometres driving around France in a Lexus last summer, I can declare without doubt that I am a fan. Everyone wants a car that's a head-turner, and in my experience the Lexus definitely is."

"I like the way the brand feels understated and cool. It's low-key, but still has so much to bring to the table. The design isn't showy or over-the-top, it's tasteful and just right."

Lexus invites media visitors to taste #SharpYetSmooth on the Lexus stand during the world debut of the new RC at the Paris Motor Show on 2 October, from 11am to 4pm.

Follow #SharpYetSmooth tag for more updates.

ENDS