



The **Dogs Trust** PR teams went into overdrive this week to promote the **Dogs Trust Honours 2009**. Celebrity dog lovers **Ben Fogle**, **Lorraine Kelly** and **Trinny and Susannah** (pictured) were at The

Hurlingham Club, which had been decked out with a giant topiary dog and a man-size dog kennel... Food and drinks agency **Edwards Harvey** caught the scent of an opportunity when the *Daily Mail* revealed that the Pope is rather fond of a drop of **Spitfire Ale**. Upon reading this, the agency sent a bottle of Spitfire's more appropriate-sounding **Bishops Finger** brand to the Vatican... Stressed by email not working? Troubled by clients making unreasonable demands? Well thank your

lucky stars that you don't work in **Ruder Finn's** highly strung tech division – it has set up a 'crisis du jour' award for the PRO kicking off the most... Finally, congrats to former Downing Street comms supremo **Alastair**

Campbell, who saw his beloved **Burnley FC** promoted to the Premier League at the weekend. The newly web-savvy Campbell reveals on his blog that he received hundreds of texts, emails, Facebook messages and tweets following the momentous event. One cheerful chap even sent a tweet saying 'he could not wait to see my face next year when Burnley get relegated and Labour loses the election'. Rumours that it was a certain **Mr Coulson** have yet to be confirmed.



(SAVING) ON EXPENSES

Arbutus, Soho, London W1D

Reviewer **Alex Clack**, account director, Ogilvy PR

What is it good for?

Arbutus deserves its reputation as one of London's best restaurants. Whether it is a working lunch or a more relaxed evening meal, clients always leave feeling well looked after. Arbutus is one of those restaurants that, in the current climate, impresses a client but doesn't make them feel you are flashing the cash unnecessarily.

Signature dish

The pig's head is the dish that gets people talking. Provenance and seasonality are a huge influence, with English asparagus, Scottish beef and Welsh lamb on the menu.

Who's the boss?

Arbutus is the brainchild of Anthony Demetre and Will Smith, who have worked together since 1998, firstly at L'Odeon in Piccadilly then at Putney Bridge Restaurant. Currently Arbutus has one Michelin star.

Tips please?

Be brave. I tried the smoked eel risotto and a client had the tripe and trotters – delicious.

What's the damage?

Who would ever think Michelin star food could fit within a credit crunch budget – but the three-course lunch for £15.50 does just that. *Arbutus, 63-64 Frith Street, London W1D 3JD*
020 7734 4545

1 Persuading people to get their five-a-day would be easy if it always looked this good. **Sister PR** and client **Tibits**, a boutique restaurant serving food that 'loves you back', celebrated the launch of **National Vegetarian Week** last week by creating this piece of living art. Mmm... fruity.



2 The world's fastest man **Usain Bolt** was in Manchester recently to break the 150m record. **Lexis Sport's** team member **Chris Soult** staged a picture opportunity involving Manchester United fan Bolt and the Barclays Premier League trophy. Thankfully, Bolt didn't run off with it. The picture was given exclusively to the *Daily Mirror*, but was pictured all over the world. News, er, travels fast.



3 **Dada PR's** team donned their fake tan and bikinis and headed off to *The Scottish Sun's* Miss Scotland 2009 contest last week. The glitzy tenth anniversary was hosted by none other than former Blue singer Duncan James, in all his fading glory.



principled prin-ci-pled [prin-suh-puhld]

adjective. imbued with or having moral principles (often used in combination): *high-principled*. based on or manifesting objectively defined standards of rightness or morality; "principled pragmatism and unprincipled expediency"; "a principled person"

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