

FIRST STEPS GLOBAL

Preface: Be it your burning business ambition or a long-desired lifestyle change, inspiration can come in many forms. From herding goats to launching a magazine – via baristas and fashionistas – here’s how some of the world’s most forward-thinking entrepreneurs got their ventures off the ground.

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How to create a neighbourhood restaurant

Company: Beard
Location: Tokyo
Founded: 2012
Staff: 2
Provenance: Vegetables come from Kochi prefecture and the farmers’ market in Kamakura; fish is from the Mie area
Most popular wine: Scribe winery chardonnay (2011) and pinot noir (2012) from Sonoma
Most popular dish: Beef sirloin steak with French fries

Running a restaurant requires kitchen flair but it is ingenuity that can make the difference between a go-to favourite and an average stop. “You need basic skills in the field and self-confidence. On top of that, a sense of imagination,” says Shin Harakawa (*pictured, top*), chef patron of Tokyo restaurant Beard. Small, convivial and reliably good, Beard instantly struck a chord with diners; it’s the neighbourhood restaurant that every city should have. Harakawa can usually be found in his Breton shirt cooking in the style he honed at a Michelin-starred restaurant in Sens, France and at Chez Panisse in Berkeley, California. His cosy bistro bears the influence of both but it’s rooted in Japanese culture.

