



CHEF SIMON WOOD

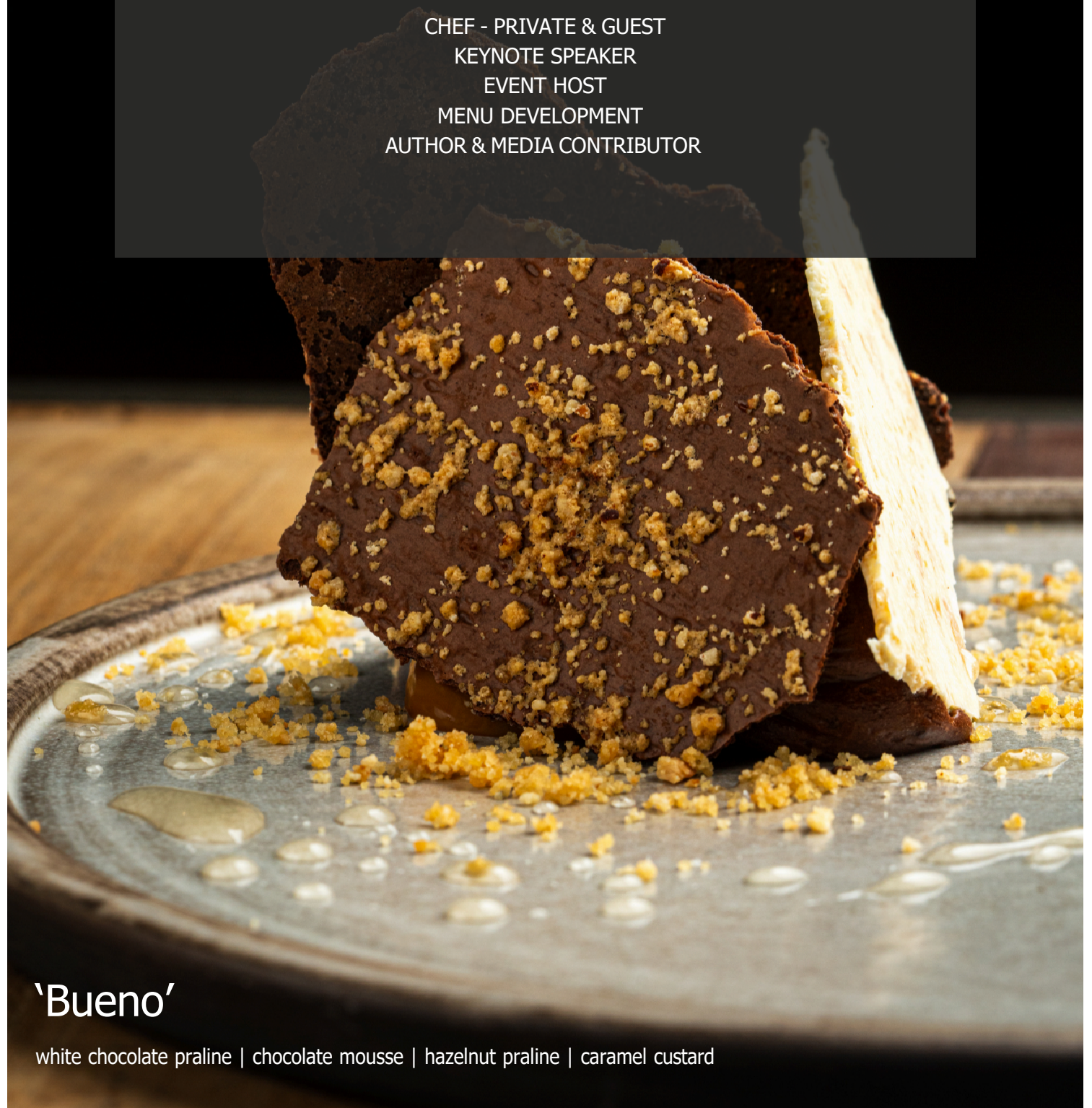
www.swcooks.com

ELEVATE YOUR EVENT EXPERIENCE

High Quality Events

Simon offers modern interpretations of traditional flavours - focusing on simplicity, purity, and seasonal inspiration.

CHEF - PRIVATE & GUEST
KEYNOTE SPEAKER
EVENT HOST
MENU DEVELOPMENT
AUTHOR & MEDIA CONTRIBUTOR



'Bueno'

white chocolate praline | chocolate mousse | hazelnut praline | caramel custard



PRIVATE & GUEST CHEF EVENTS

PRIVATE DINING EXPERIENCES

Whether it's a corporate event in your office, a family party in a luxury location or a private dining experience in your home, Chef Simon can create a menu to meet your requirements.

Relive one of Simon's winning MasterChef menus, or enjoy some exciting bespoke dishes, all developed with passion, creativity and powerful flavours.

The concept of Simon's food is unintimidating high end dining, bringing together passion and creativity combined with powerful flavours – delivered with playful authenticity.

Simon offers modern interpretations on traditional flavours, focusing on simplicity & purity, and seasonal inspiration can be found throughout his menu.

His areas of passion include fine dining, the art of plating, and sharing his knowledge of food through teaching and tutorials

Contact

simon@swcooks.com

MENU DESIGN AND DEVELOPMENT

Having worked in a variety of culinary areas world wide I have a wealth of experience to bring to any area of menu development.

Menu development is the process of creating a menu that's profitable, sustainable, and meets customer preferences. It involves a combination of culinary talent, kitchen skills, and operational considerations.



Modern Interpretations

New Trends

Classic Techniques

Science of Gastronomy



Key Aspects

Menu Costings

Flavour Balancing

Kitchen Invigoration



The Occasion

Guest Chef Nights

Gala Dinners

Bespoke Events

STAGE HOST

Foodies Festival UK

Bolton Food & Drink
Festival

The Welsh Game Fair

The Great Game Guide

Riga Latvia - Reaton Food
Show

BBC Ideal Home Show

BBC Good Food Guide

20 YEAR ANNIVERSARY

20 YEAR ANNIVERSARY

20 YEAR ANNIVERSARY

EVENT
COMPERE

SPEAKING EVENT HOST & COMPERE

KEYNOTE SPEAKER

Motivational Speaking

Stage Hosting

Award Ceremony Compere

Team Bonding

Q&A



AUTHOR & MEDIA CONTRIBUTOR

AUTHOR

At Home with Simon Wood
Fine Dining Made Simple

CONTRIBUTOR

MasterChef Kitchen Bible
MasterChef Street Food
MasterChef Classics
Lancashire Cookbook
Manchester Cookbook
Manchester Cookbook
Second Helpings
Gregg Wallace Cooks & Kids

BROADCAST MEDIA

MasterChef UK judging panel:
2016 – present day
MasterChef UK 2019
Quarterfinals – Professional
Kitchen Host,
WOOD Manchester
Midlands MetalHeads Radio:
2023 – present,
Friday Breakfast Show
Presenter

FOOD & DRINK WRITER

Lancashire Life Magazine
Signature Magazine
MasterChef UK
MasterChef Dubai
BBC Good Food
BROOD Magazine

AWARDS & ACCOLADES



Michelin Guide Recommendation

Two AA Culinary Rosettes
8+ Years

Most Loved Chef 2023
I Love MCR Awards

Top 50 UK Game Restaurants - 2024



Leading formal restaurant 2018
This is Manchester Awards

Leading chef 2019
This is Manchester Awards

Leading chef 2022
This is Manchester Awards





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Private Chef Events - Unforgettable dining

The perfect event, a bespoke private dining experience with MasterChef Simon Wood



Private dining is about more than great food. It is about atmosphere, ease, and sharing something genuinely memorable.

From intimate dinners at home to larger gatherings for friends, family, or colleagues, each experience is carefully designed around you. Menus are bespoke, flavours are bold and considered, and the focus is always on delivering restaurant quality dining in your own space. Whether it be your home, and Airbnb or your Boardroom

Everything is taken care of, including crockery, cutlery, and linen, allowing you to relax and enjoy the occasion.

For those looking to elevate the experience further, optional extras include

Carefully curated wine pairings
A dedicated sommelier service
Indulgent cheese courses.

No stress, no distractions, just exceptional food and a relaxed, polished experience from start to finish.

Contact here to design and quote for your bespoke private dining event

Email: Simon@swcooks.com

Web: www.swcooks.com

Social: @SimonJWoodUK

Canapé Celebrations

A luxurious canapé reception by MasterChef Champion Simon Wood



Treat your guests to an unforgettable experience with a refined canapé reception created and hosted by MasterChef Champion Simon Wood.

Perfect for corporate gatherings, client entertaining, or elegant private celebrations, this experience brings restaurant quality food and presentation directly to your event. Every bite is crafted to impress, balancing classic flavours with modern creativity.

Bespoke menus may include

Truffled Mushroom Tart
Chicken and Cranberry Parfait
Sweet Pea Cornetto
Smoked Salmon with Cream Cheese
Lemon Tart, and
The Sweet Shop.

Elegant, flavour packed, and beautifully presented, this is food designed to spark conversation and leave a lasting impression. Create a memorable event that blends sophistication, creativity, and flavour in every detail.

Contact here to design and quote for your bespoke event

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Nationwide Team Building

With MasterChef Champion Simon Wood



Bring your team together in a high-energy, hands-on culinary challenge led by me, Simon Wood, MasterChef Champion. This is not your usual away day. It's an immersive team experience that can be set up in any location, transformed into a professional-style kitchen where communication, collaboration, and creativity take centre stage.

This chef-led session is all about inspiring teamwork in a fun and memorable way. It's fast-paced, interactive and packed with flavour.

What to Expect

We begin with a Q&A; where I share my journey from home cook to MasterChef winner, along with the lessons I've learned from the heat of the kitchen. These lessons translate perfectly into leadership and teamwork in any business.

Next, I demonstrate a signature dish, breaking down the process and sharing the insider techniques behind restaurant-quality cooking.

Then it's your turn. Split into two teams, you'll go head-to-head recreating the dish under time pressure. You'll need to stay sharp, work smart and bring your best game to the pass. There's a prize for the winners and bragging rights for days.

This experience delivers more than just a great meal. It encourages problem-solving, energises your team and turns cooking into a platform for leadership and connection. Ready to stir up some team spirit? Let's chat.

Contact here to design and quote for your bespoke team event

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Web: www.swcooks.com

Social: @SimonJWoodUK

Bio – Chef Simon Wood



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Simon offers modern interpretations on traditional flavours, focusing on simplicity & purity, and seasonal inspiration can be found throughout his menu.

His areas of passion include fine dining, the art of plating, and sharing his knowledge of food through teaching and tutorials.

FOUNDER OF WOOD RESTAURANT GROUP

WOOD Manchester - Jack Rosenthal Street, Manchester

WOOD Manchester opened in 2017, in the First Street development area in the eastern corner of the city centre, a stone's throw from the site of the legendary Hacienda nightclub. Bringing a unique culinary style, with a focus on using British produce to create seasonal menus, Simon worked with a hand-picked team to create incredible food for everyone who visited WOOD, from Manchester and beyond...

During the Covid19 pandemic, the restaurant pivoted and pioneered the concept of 'Fine Dining at Home', creating menus and providing ingredients in a box service for diners to cook and enjoy at home.

WOOD Manchester consistently moved to meet the desires of it's customers, evolving from a la carte dining, through successive iterations of a multiple course tasting menu, a la carte with small plates options. WOOD sadly closed it's doors after seven brilliant years in 2024.

WOODKRAFT: The Artisan Eatery – Cheltenham

WOODKRAFT is an independent daytime restaurant in the heart of Cheltenham, offering an exciting and unique range of breakfast, brunch and lunch dishes along with great coffee and cakes. Opened by Simon in December 2018, WoodKraft delivers fine dining flavours in the perfect casual dining setting, maintaining high quality food and service.

WOOD Chester: Part of the Indigo Hotel Group – Chester

Opened by Simon in December 2019, WOOD Chester delivers fine dining flavours, maintaining high quality food and service.

AWARDS

Michelin Guide Recommendation
Two AA Culinary Rosettes 8+ Years
Most Loved Chef Manchester 2023 - I Love MCR Awards
Leading formal restaurant 2018 – This is Manchester Awards
Leading chef 2019 - This is Manchester Awards
Leading chef 2022 - This is Manchester Awards
Top 50 UK Game Restaurants - 2023
Diners Choice OpenTable UK - 2024

CHEF

Former Executive Chef - Oldham Event Centre
Oldham Athletic Football Club – Boardroom Chef / Club Ambassador
Chef Director – Wainstones Hotel
Chef Patron – WOOD Manchester, WOODKRAFT, WOOD Chester

BROADCAST MEDIA

MasterChef UK judging panel: 2016 – present day
MasterChef UK 2019 Quarterfinals – Professional Kitchen Host, WOOD Manchester
Midlands MetalHeads Radio: 2023 – 2025, Breakfast Radio Show Presenter

PRINT MEDIA

Author

At Home with Simon Wood – Fine Dining Made Simple

Contributor

MasterChef Kitchen Bible
MasterChef Street Food
MasterChef Classics with a twist
Lancashire Cookbook
Manchester Cookbook
Manchester Cookbook Second Helpings
Gregg Wallace Cooks & Kids

Food & Drink Writer

Lancashire Life Magazine
Signature Magazine
MasterChef & MasterChef DXB
BBC Good Food
BROOD Magazine

EVENTS

MasterChef DXB – founder and guest Chef 2019 - 2023
The Manchester College Gala Dinner with James Martin and Lisa Goodwin-Allen
Gala Dinners with Micheal Caines, Aiden Byrne, Ainsley Harriot, Rusty Lee, Tim Allen, Marcus Waring
The Chefs Forum College - training and motivational Speaking
GCSE School Food Technology - practical assessments
Uom – University of Manchester - Cooking at Manchester Campus Instructor

Stage Host and Festival Compere

Foodies Festival UK
Bolton Food & Drink Festival
The Welsh Game Fair
The Great Game Guide
Riga Latvia - Reaton Food Show
BBC Ideal Home Show
BBC Good Food Guide

AMBASSADOR

Metal For Good (metalforgood.org): 2023 - present
Grief Encounter (griefencounter.org.uk): 2015 - present
Eat Well MCR Charity supporter (eatwellmcr.org): 2020 – present. To date, 3000 meals prepared for those in need.