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All the fast-food millionaires concur that the next fast-food fad will be pasta. Leading the pasta field is **Jeremy Norman, 35,**

whose take-away Pasta, Pasta shop in Pimlico Road will be joined by a second shop in May. Although not so fast as, say, a McDonald's, in that pasta still needs to be cooked for five minutes, Henry Lambert's Pasta & Cheese chain in New York has been the fast-food sensation of the last eighteen months and the subject of three amazed *Time* magazine profiles.

Jeremy Norman, a sharply dressed Old Harrovian in vibrant two-tone Turnbull & Asser wool shirts, already has

his fingers in so many improbable pies that he ought really to be opening a deep-pan pie factory. He founded the gay nightclub Heaven, owns Burke's Peerage publications, had a stake in the Embassy Club and is a partner in La Réserve wine merchants. Starting Pasta, Pasta with Derek Johns, the former head of Sotheby's old masters department, Norman spends three months a year in America scouring New York and Florida (where he has a beach house in Key West) for transplantable ideas. These he refines at his semi-detached cottage overlooking the Solent on the Beaulieu estate ('We call it Coronation Street-on-sea'), where he shatters the peace every Sunday in his Yamaha speedboat.

What does he predict as the *next* fast-food flashpoint after pasta? 'Not Mexican.' Although the States is now crammed with enchilada millionaires, who have made a killing out of tostadas and burritos and increased their total market share from 2 to 4 per cent in under five years, Jeremy Norman holds no long-term brief for it over here. 'Nobody is going to make any more millions out of *fast* food,' declares Norman. 'All the action's going to be in clean, convenient food, even if it takes ninety seconds longer to prepare.'





