



## Entier Celebrates Nose-to-Tail Dining in its Offering of Authentic French Fare

*Entier*—an old French word meaning “whole” or “entire”—neatly sums up the concept behind this new avant garde approach to fine dining by Platform Hospitality Group (the creators of Botanica+Co and Bocosan Izakaya). Essentially a *bistronomie* (bistro-style gastronomy characterised by high quality, accessible creative French cuisine), Entier celebrates nose-to-tail dining by ensuring no part of the animal or vegetable goes to waste.

### **Chef Masashi: The Creative Spirit Behind Entier**

A native of Fukuoka, Japan, Chef Masashi Horiuchi is a rare blend of passion and precision, having spent over two decades working in Europe alongside esteemed chefs such as Philippe Groult\*\*, Adolf Blokbergen\*\*, Gerard Rabaey\*\*\*, George Blanc\*\*\*, and Antoine Westermann\*\*\*. Before returning to Asia, Chef Masashi spent the last five years as Sous Chef at two Michelin-starred L’Atelier de Joël Robuchon in London.

The creative spirit behind Entier, Chef Masashi believes nose-to-tail dining will enhance appreciation of the food while promoting a better understanding of where our food comes from. Weaving the finesse of French culinary techniques into his meticulous Japanese precision, Chef Masashi’s distinctive culinary style shows a clear commitment to people, plate, and the planet.

His modest desire to see guests dine heartily and contentedly lies at the core of the wholesome approach at Entier. When asked what he loves most about being a chef, the soft-spoken Masashi states with genuine simplicity, “*Good food makes people happy. It is a simple way to deliver happiness.*”

### **Nose-to-tail French Dining Featuring Seasonal Produce and Ingredients**

The main menu offers a delectable repertoire of authentic French fare featuring seasonal produce and fresh ingredients. As part of the nose-to-tail approach, select dishes will highlight a specific part of the animal or vegetable as the star of the dish.

Besides fostering creativity in producing interesting culinary creations using unconventional parts of animals or vegetables, this wholesome approach also favours sourcing from seasonal producers wherever possible.

At Entier, guests will get to experience authentic French fare in harmony with the local Asian food culture.

### **A Menu Specially Designed to be Paired and Shared**

Chef Masashi sees Entier as “*fun dining*” instead of the formal French style of fine dining with crisp table linen and waiters in sharply pressed suits. At Entier, good food is best enjoyed with friends and loved ones in a classy yet soothing ambiance.



In Masashi's words, *"A relaxed environment allows for a more enjoyable dining experience."* With a menu specially designed to be paired and shared, accompanied by an expertly curated wine and beverage list, guests will be able to sample a wider selection of delectable culinary delights in a more interactive social environment.

Specialty Entier (whole) dishes include:

- CHICKEN: Roasted in salt crust dough; chicken fat mashed potato, chicken jus, herbs
- LAMB: Charcoal-grilled poitrine; miso, charred garlic, herb salad
- BEEF: Seared and roasted dry-aged Australian tomahawk; potato, charred garlic, café de Paris
- DUCK: Roasted and confit whole Bidor duck; pomelo and watercress salad, charred garlic, duck jus
- FISH: Whole-roasted market fish of the day; lemon dashi, spinach, raspberry herbed butter

### **Classy Interiors with Breathtaking Views**

Another beautifully designed space by award-winning Shanghai-based design firm Neri & Hu. The subtle bronze accents and delicate brass lighting complement the warm wood panelling for a graceful balance of class and soothing aesthetics while the breathtaking views from the 41st floor of the brand new Alila Bangsar Hotel add to the delicious serenity of Entier.

Make a date with your friends and loved ones to appreciate the Entier (whole) experience—it will reshape your perception of French dining in more ways than one.

### **Connect with Us on Social Media for Promos & Updates**

Don't miss out on seasonal promos and menu updates. Connect with us on [Facebook](#) and [Instagram](#) for the latest Entier news.

### **About Entier**

Entier celebrates nose-to-tail dining in its offering of authentic French fare, where no part of the animal or vegetable goes to waste. With a menu specially designed to be paired and shared, accompanied by an expertly curated wine and beverage list, the Entier experience is best enjoyed in the company of friends and loved ones.

Led by Chef Masashi Horiuchi's distinctive culinary commitment to people, plate, and the planet, the menu offers a delectable repertoire of authentic French fare featuring seasonal produce and fresh ingredients.

A *"fun dining"* experience in a classy yet soothing ambiance, with breathtaking views to feast your eyes on while treating your tastebuds to savory delights. That's the Entier experience.



## **About Chef Masashi Horiuchi**

Chef Masashi Horiuchi is a rare blend of passion and precision.

A native of Fukuoka, Japan, his culinary journey started in college when he took on an avid interest in cooking and studying cook books, particularly in French cuisine. He had a fascination and obsession in perfecting a dish, which often resulted in his repeated attempts at cooking a single dish until he was satisfied. Carrying with him that insatiable quest for perfection, Chef Masashi enrolled into the TSUJI Culinary Institute in Osaka where he learned proper French cooking techniques, and never looked back.

Fresh out of culinary school at 20 years old, Chef Masashi joined a bistro in Switzerland, where he began his eager and conscientious learning from the industry experts he met since. Having spent now over twenty years in Europe, he has worked alongside esteemed chefs such as Philippe Groult\*\*, Adolf Blokbergen\*\*, Gerard Rabaey\*\*\*, George Blanc\*\*\* and Antoine Westermann\*\*\*. Before leaving Europe and coming back to Asia, he held the knife for five years as Sous Chef at two Michelin-starred L'Atelier de Joel Robuchon in London.

At Entier, Chef Masashi's approach to the restaurant is distinctively committed to people, plate and the planet. As the front-runner of the nose-to-tail dining revolution in Kuala Lumpur, he believes that a good dish is not simply made up of the best cuts, and the integrity of ingredients can and should always be preserved and protected. Blending the finesse of French cuisine with meticulous Japanese attention to precision and technique, he uses all parts of the animal or vegetable to thoughtfully and delicately prepare dishes that are excellent for communal dining. It is Masashi's aspiration to see his guests dine heartily and contentedly, and this philosophy in running his kitchen is at the heart of his approach for Entier.

This affable French-speaking chef has recently been sworn in the Malaysian Squadron of the Compagnie des Mousquetaires d'Armagnac as a Musketeer, already receiving recognition for his culinary art and excellence in the culinary world shortly after arriving in Malaysia. When out of his chef's whites, the aspiring pro baseball player and father of two is a seasons tri-athlete, skier and golfer.

For media inquiries, kindly contact:

**Soraya Nicholls**

*Marketing & Communications Manager*

Email : [soraya.nicholls@platformhospitality.com](mailto:soraya.nicholls@platformhospitality.com)

Mobile : +6010 907 4489

**Tay Hui Ying**

*Brand Development Manager*

Email : [hy.tay@platformhospitality.com](mailto:hy.tay@platformhospitality.com)

Mobile : +6016 330 8129