

Blooms Storytelling

Provide sensory words to tell a story about a trip to the famous Bloom's in London's East End.



How to:

- In the blank spaces below, have participants share their favourite foods. Using the words in brackets as hints, add your own twist to a story about visiting Blooms' restaurant yourself by filling in the blank spaces as you go!

This Jewish restaurant was established in 1920 in Brick Lane by Lithuanian immigrant Maurice Bloom.

Every kind of Jewish food and goods could be found at Blooms before the war:

sweet *(dessert or favourite sweet)*, kosher
(food), cholla, pickled *(meat)*, pastrami, and salt beef although
 many recall going there for their homemade saveloys or *(food)*
 sandwiches.

Blooms was also known for the waiter's *(adjective)* service and informality towards the public. Bloom's was unique in that waiters had to purchase each meal from the kitchen, and were then paid commission for each *(object you buy in a grocery store)* they sold. This meant that customers were bullied to eat.

One visitor recalls "Even so, the food at Bloom's was so popular that customers often had to *(verb)* while waiting for a table or wait to be served at the counter known for serving the best *(favourite food)*. The noise of people waiting, and dining was a *(adjective)* experience. You could stand up and sing *(type of music)* without attracting much attention."

To many, Bloom's was a community centre - the home of Jewish orthodox cooking and a meeting place to discuss *(A television show or film)*. Many famous people held parties there including Max Baer the *(profession 1)*, Ronnie Scott the *(profession 2)*, actor Steven Berkoff and a *(profession 3)* like David Conroy.

From the 1960's onwards, the Jewish population in East London started to decline as many people moved out of the city to *(place)* and Bloom's closed its doors in 1990. However, to many Bloom's will always be remembered *(adverb describing how you feel)* as a landmark Jewish restaurant in London known for its great food and *(adjective about how you feel)* service.