



THE URBAN AFFINITY STORYBOOK



“STEP INTO OUR WORLD... THIS IS WHERE THE MAGIC BEGINS.”

FIRE.

FLAVOUR.

THEATRE.

EVERY GREAT STORY BEGINS WITH A SPARK.

CHAPTER I



Where Fire Meets Imagination

Urban Affinity is not catering. It is a living culinary universe - built on energy, movement and fearless creativity.

Here, food performs. Flames dance. Smoke tells stories.

From intimate private homes to roaring festivals, from elegant weddings to high-energy corporate stages, Urban Affinity creates immersive food experiences designed to be felt, remembered and talked about.

“

This is not background food. This is centre stage.

”

CHAPTER II THE HAND BEHIND THE FLAME

At the heart of Urban Affinity is Keith Larsen - Executive Chef, Food Technologist, entrepreneur and concept architect.

Keith doesn't simply cook. He designs. He builds. He invents.

With a rare mastery of both culinary artistry and operational science, Keith creates food experiences that are as commercially sound as they are creatively bold.



Keith Larsen - Executive Chef



Lobster Poached in Saffron Butter, Beetroot Risotto and Hip Green Sauce

**SOME CHEFS
FOLLOW RECIPES.
OTHERS WRITE THE
BLUEPRINT.**



Creme Brulee & Honey Comb



Chocolate Eclair



Smashed Avo on Zucchini Fritter

CHAPTER III

What We Create

Every Urban Affinity experience is bespoke - shaped around people, place and purpose.

Private Dining

Intimate, chef-led dining experiences in upmarket homes, crafted with precision and soul.

Catering with Impact

Weddings, jazz shows, corporate events and themed celebrations - executed with flair, flow and flawless detail.

Large-Scale & Bespoke Events

Festivals and gatherings of up to 1,500 guests, delivered with fire, speed, theatre and control.

Backed by a trusted network of chefs and systems, Urban Affinity scales without losing its soul.



BUILD IT. AND they WILL COME.

Big Bubba Looo's

is coming - a high-energy, flavour-driven concept built for crowds, culture and connection. Designed to inspire young entrepreneurs and grow into a national movement, Bubba Looo's blends speed, smoke, fire and personality into a powerful food experience.

- This is food with swagger.
- This is theatre on wheels.
- This is the next chapter.



CHAPTER V

The Making of a Culinary Architect Keith Larsen

The Origin Story.

Keith Larsen's journey began with curiosity - not just about flavour, but about how food works, moves and scales. Trained as both a Food Technologist and Executive Chef, Keith developed a rare dual lens: creative instinct guided by scientific understanding.

His path spans restaurant concept design, food manufacturing, private chef work, vegan development, events and full operational consulting - from front of house to back of house, from idea to execution.



Keith Larsen

“ Where science
meets soul. ”



Baba Ganoush &
Tomato Leaves



Spanikopita
Phyllo Parcels



Dips in Jars



Tomato & Feta
Bruchetta



Beef Carpaccio

His strength lies in seeing the entire ecosystem - menu design, costing, staffing, systems, storytelling and scalability - and weaving them into experiences that last.

More Than a Chef

Keith is a food business creator and entrepreneur. He has conceptualised, built and reimaged multiple food brands, interpreting international trends and translating them into bold, locally relevant South African concepts.

His strength lies in seeing the entire ecosystem - menu design, costing, staffing, systems, storytelling and scalability - and weaving them into experiences that last.

“ Flavour is the hook. Structure is the secret.

”



Chocolate Bomb



Lemon Meringue Tartlets

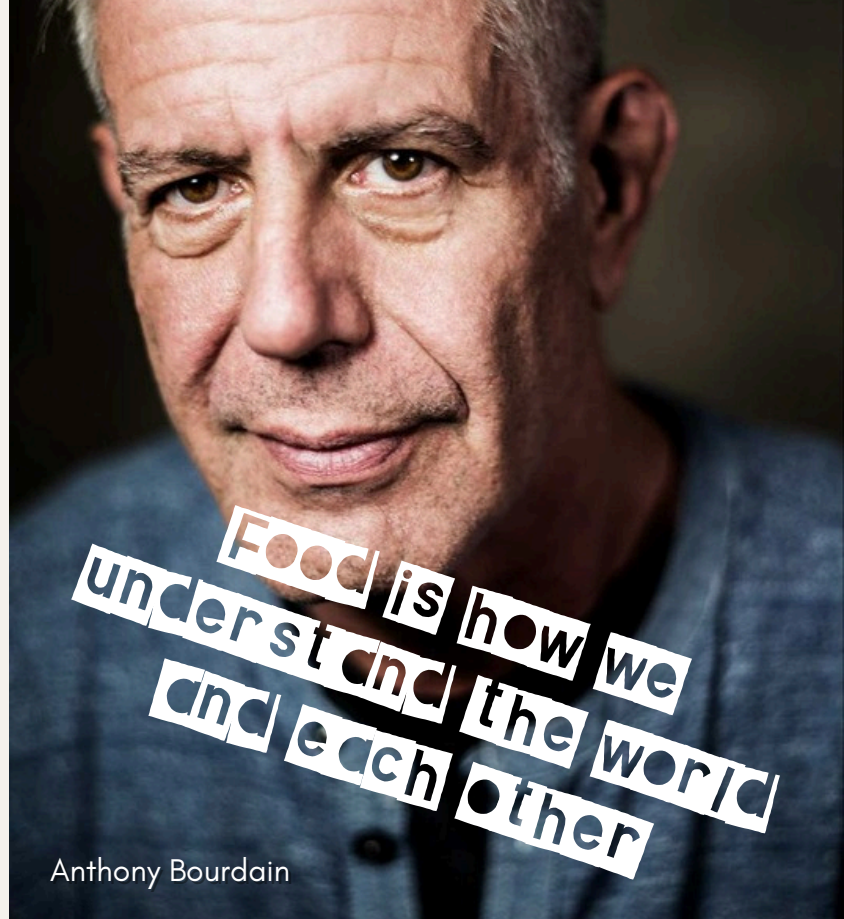
Philosophy & Vision

Keith believes food should move people emotionally - not just impress them. His philosophy is deeply human, shaped by curiosity, kindness, and an unshakable respect for culture, people, and story.

One of Keith's greatest inspirations has always been Anthony Bourdain.

- Not for celebrity.
- Not for perfection.
- But for truth.

Bourdain showed the world that food is never just food - it is identity, history, pain, joy, resilience, and connection. Through unfiltered storytelling, he proved that the most powerful meals are often found far from fine dining, in places where humanity lives loudest.



That philosophy lives on in Keith's work.

Like Bourdain, Keith believes:

- Without new ideas, success becomes stale.
- A chef must balance science, structure, artistry, and instinct.
- And above all - a recipe has no soul unless the chef brings it.

Urban Affinity carries this spirit forward: food that is honest, grounded, and deeply respectful of the people it serves.

COOK **WITH** *courage.*
serve **SOUL**



Upside Dwn Cakes

THE PHILOSOPHY OF FLAVOUR



Where fire, generosity, and bold ingredients come alive

For the past five years, Keith Larsen has embraced a style inspired by Yotam Ottolenghi - a globally celebrated approach known for bold, layered flavours, vegetable-forward dishes, and vibrant, generous plating. Keith has made this style his own, blending it with his signature fire, smoke, and simplicity, transforming simple ingredients into dishes that are expressive, soulful, and unforgettable.

Layers of spices, herbs, citrus, garlic, chilli, tahini, and pomegranate combine with vegetable-led creations where every ingredient shines. Vibrant salads, fresh herbs, yoghurt, and bright dressings bring balance and brightness to every plate.

Signature Ingredients & Techniques:

- Aubergine, courgette, chickpeas, lentils
- Feta, labneh, tahini
- Sumac, za'atar, cumin, coriander
- Cooking with fire, smoke, and fresh, seasonal produce

Keith draws inspiration from global flavours - Middle East, Mediterranean, North Africa, Europe - and adapts them to create dishes that are instantly recognisable yet uniquely his own. Every plate is bold, balanced, and full of generosity.

GLOBALLY *inspired.* **LOCALLY** **ELEVATED.**
Every plate tells a story.



Why Urban Affinity Exists

Urban Affinity was created as a creative sanctuary - a space where collaboration, innovation and long-term partnerships thrive. It stands for real storytelling, fearless food and shared growth.

This is where ideas are tested, refined and brought to life.



Mille Feuille

BUILT
TO *create*
BUILT
TO
GROW.



Keith Larsen

The Road Ahead

The story is far from finished.

With Big Bubba Looo's, Keith is building more than a brand - he is creating a franchise-ready platform, a movement rooted in authenticity, and a gateway for aspiring entrepreneurs.

The fire is only getting stronger.



Keith Larsen

The next chapter is already burning.





Keith Larsen

Begin Your Chapter

Whether you're planning an intimate dinner, a wedding, a festival or a bold new collaboration - Keith Larsen is ready to bring the fire.

Step into our world.
Let's build something unforgettable.

START THE JOURNEY

URBAN AFFINITY

