

Licence to Dine: Data Appendix

The Bond List of Restaurants

While Bond did not dine much in the movies, he did so in the novels. The Bond literary series began in 1953 with Ian Fleming, who wrote twelve novels and two collections of short stories, and has continued to the present with works written by Kingsley Amis (using the pen name Robert Markham), John Gardner, Raymond Benson, Sebastian Faulks, Jeffrey Deaver, William Boyd and Anthony Horowitz. Weiss (2015) compiled a list of all Bond's dining experiences in the novels and short stories. In total there are over 500 dining experiences, including more than 100 in identifiable restaurants, roughly two-thirds of which are still in operation, or were so before the global pandemic of 2020.¹ Twenty-three of the identifiable restaurants mentioned in the novels are located in France and Monaco, with 14 of them in Paris or its *environs* (that is, within 40 km around Paris). All but two of the 23 French restaurants were included in the internationally renowned Michelin Guide, an indicator of restaurant quality and ambience, and a source of consistent data over time. For the UK, there were 23 identifiable restaurants mentioned in the novels, 16 of which were included in the Michelin Guides.² The Michelin Guides include restaurant prices, which enabled us to construct a unique time series centered on the prices of meals at a variety of restaurants ranging from bistros to legendary establishments.

Restaurant Prices

Michelin began publishing its guides in 1900 and they were given away free until 1920.³ The complimentary guides contained primarily maps, information about the roads and locations of automobile services, but also provided some recommendations about

¹ This averages out to roughly 12 times per novel, or once every 21 pages (Weiss 2015, 106-12).

² Our sample, described further below, excludes those that were reported in the guides for only a few years.

³ This historical summary comes from the Michelin websites:

<https://guide.michelin.com/en/about-us> and <https://guide.michelin.com/ie/en/article/news-and-views/celebrating-47-years-of-the-michelin-great-britain-and-ireland-guide>.

hotels and restaurants. Their purpose was to encourage motorists to travel more, which would increase the sale of tires. In 1920, a new version of the Michelin Guide was published and sold for seven francs. It included a list of hotels in Paris as well as lists of restaurants according to specific categories. In 1926, the guide began awarding a single star to the best restaurants, and in 1931 introduced the hierarchy that is used still today: zero, one, two, and three stars. The stars are based on restaurant reviews carried out by anonymous inspectors hired by Michelin.

Guides to the ‘British Isles’ were not far behind the French versions, with the first having been published in 1911 and, like the French version, contained practical driving information. It ceased publication during WWI and was not resumed until 1922 when it was published under the title ‘Great Britain’. Restaurants were not included until 1925, and publication ceased in 1930. The current ‘Great Britain and Ireland’ guide, a restaurant and hotel guide, has been published since 1974. The 1974 edition included 981 restaurants; 25 of which were awarded One Star, based on the same rating system used today.

Our data come from the annual volumes of the Michelin Red Guides.⁴ The French data are from the Red Guides for France in each year, whereas the UK data are from either the Red Guide for Great Britain and Ireland or the Red Guide for Main Cities of Europe.

The menu prices reported in the Michelin Guides describe slightly different meals in different years, and of course, it is not known whether all restaurants had the same sort of meal in mind. Prices could be reported for both a *prix fixe* menu and for a typical *a la carte* meal, but until 1993 (perhaps a year earlier) almost all restaurants listed only one type of meal in the guides. Most of those in our sample reported a *Repas carte price*, which was the sum of the price of individual items that would make up a complete meal. Some reported a single price for the meal, others provided a range with the two prices indicating “the price of a simple meal and that of a more complete one.” Beginning in 1993 (perhaps 1992) it was more common for restaurants to report both a fixed price

⁴ The Guides for France include restaurants in Monaco, two of which are included in the sample.

menu and an *a la carte* price, but still not all restaurants did so.⁵ Some reported only a fixed price *menu* and some only the *a la carte* price. In most of those restaurants that reported both, the range of prices was very similar for the two types of meals, so if the *carte* price was missing, we took the fixed menu price as a reasonable substitute. Thus it was possible to compile a time series of the price of a meal at a set of restaurants. Although we have recorded the prices of all the various designations, we have focused on the price of “a simple meal,” that is the low value of the range reported.

The definition of a simple meal changed somewhat over time, and the definition became more generic; much earlier in the UK than in France. The French and UK prices differed as to the timing of taxes and service being included in the reported prices. Because the French data cover a longer time period, most of the following details pertain to France. Differences in the UK prices are noted at appropriate places.

1953-55: the simple *carte* meal included a cover charge, light *entrée*, *plat du jour* with vegetable, dessert, ½ bottle or *carafe* of house wine, coffee, and service. The higher price meals were somewhat more substantial. There are no UK data for this period.

1960 to 2013/14: In France, the light meal was the same as in 1955, except there were no cover charges, and it did not include the wine or coffee unless indicated with *bc*, meaning with local drink, possibly wine. Service was not included from 1960 to 1987 unless indicated with *stc*, *S*, or *sc* meaning with service included. From 1988 on, service was included in the French prices. The definition of the *carte* meals in the UK was the same as in France in the 1970s, but by 1985 had become very simple, showing only the range of prices “M 65/110” (*Main Cities*, 1985, p. 12) stating only that they ranged “from a simple to an elaborate 3 course meal” (*Guide*, 1998, p.8). The Guides for France adopted a similar sort of definition in 2015 (possibly 2014): the prices, whether the *carte* or fixed menu, are simply the minimum and maximum, with no details provided.

We did not make any adjustments for taxes on the meal price in France. Beginning in 1971 (possibly a year or two earlier) taxes, which we have taken to mean the VAT, were included in all prices. We have not made any adjustment for the years before 1971 because there does not seem to have been a general sales tax of much

⁵ The ambiguity in dating reflects the fact that we have been unable to access the volume for every year. The date we cite in the text is that for the sample year.

consequence. France had adopted a VAT in 1954, but it was limited in coverage and did not apply to the broader retail sector until 1968 (James 2011, p. 16) Because we do not have any observations in 1968, 1969 or 1970, we have omitted any tax adjustment.

In both countries, we adjusted the carte prices in each year in order to have a consistent measure of the cost of a meal over time. For France, we first removed any charges for wine and service that might have been included so that the prices in all restaurants reflected only the price of the food and value added tax. We then added to all these prices the cost of wine per person and an estimate of service for the meal in those restaurants. When we deducted the cost of wine from those prices that had included wine we assumed it was 'house wine,' whereas when we subsequently added an estimate of wine to the cost of Bond's meal we used prices of wine more to Bond's tastes.

In the years 1951 to 1987, only a few places had indicated wine or service was included in the price. For those places, we reduced the reported price by our estimated wine or service charges (15 percent) implicit in that price, thus making them comparable in coverage to prices in all other restaurants. From 1988 on, service was included in all reported prices, and a handful of places included wine in the price. Prices in those latter instances were reduced for the implicit wine charge, thus making them comparable in coverage to all other prices for this period. We then reduced each restaurant's prices to exclude service and thus obtained the food cost of a meal (which includes the implicit VAT). We then adjusted each price upward to include an estimate of the average wine costs, namely the price of a bottle of wine per person, and then a service charge of 15% on the total of food, VAT and wine to produce the fully adjusted price, or as it is known on French menus the price *compris*.

In the UK, we first removed the value of service and taxes included in the reported prices to obtain the price of only the food portion of that reported price. We then added an estimate of wine costs per person. For years 1976-2002, we calculated the wine cost as a percent of the meal price for each restaurant that reported the price of 1/2 bottle, and calculated the average for all those restaurants. That average was used to estimate the cost of a 1/2 bottle in restaurants that had not reported wine costs. The adjustment to each meal price was for a full bottle of wine, twice this estimated percentage. The unweighted average of the wine costs as a percentage of the food price

for 1976-2002 was used to estimate the cost of a bottle in years after 2002, which is then added to the meal price. The VAT is then calculated on the value of the food plus wine. The pertinent VAT rates are shown in Table A-1. Service is then estimated as 12.5 percent of the total meal plus wine, plus VAT, which is what restaurant receipts indicate was done by those restaurants that included service in the final receipt. The meal price and the various adjustments are summed to obtain the price *compris* in the UK.

The restaurants in both France and the UK were evaluated by anonymous reviewers, but the prices were supplied by the restaurants. It was noted in most years that prices were collected in Autumn, sometimes specified as September, of the preceding year. “They are subject to alteration if goods and service costs are revised. [But] by supplying the information, hotels and restaurants have undertaken to maintain these rates for our readers.” (2007, p.11) So, although they most accurately represent prices for the autumn of the year preceding publication, given the intention that they hold for the year of publication, we have dated them by year of publication. Moreover, beginning in 1995, possibly earlier, prices were to reflect the high season, which would be summer for many restaurants, not the autumn in which they were reported.

Calculation of a price index for a meal at a group of restaurants is beset by several problems. The definition of a simple meal changed over time, as did its interpretation by individual chefs. Not all restaurants reported the carte price in all years. Over the years, some restaurants went out of business or were dropped from the Michelin Guide: a few permanently even though they may have remained in business, but some were reinstated at a subsequent date.⁶ We adjusted the samples in a number of ways to cope with these issues.

The French sample

We dropped five restaurants from the Bond List for France because they were not listed for more than a few years, or not at all in the case of the Blue Lagoon in

⁶ Maxim’s, which had held 3 stars from 1953 to 1977, requested to be dropped from the Guide and has not been included since 1978.

Disneyland Paris and Le Petit Machon in the 8th *arrondissement* in Paris 8.⁷ Three restaurants were included early on, but were missing thereafter. Pavillon d'Armenonville was reported in 1953 and 1955, but not in 1960 or after; au Caneton was included from 1953 to 1960 but not afterwards; and Le Chambord in Strasbourg was included from 1953 to 1967 but not afterwards and appears to have gone out of business. In all three cases their inclusion or exclusion would have little impact because their prices were very close to the average in the years they were included in the Guide.

We did not drop two restaurants, Maxim's and Chez Andre, even though we were lacking data for a good portion of the period. Maxim's requested that it be left out of the guide beginning in 1978, and the request was honored. We did not make an estimate for Maxim's for any year thereafter even though it remained in existence. We did, however, keep it in the sample for earlier years as it provided a continuous series for 24 years, from 1953 to 1977. Based on the data for 1977, if Maxim's were removed it would lower the group average for that year from 81.7 FFs to 80.5 FFs. So its dropping out in 1978 suggests the sample average price may be 1 to 2 percent lower from thereon, but there is no reason to think its continued absence alters the trend. We did not drop Chez Andre, a restaurant for which prices were given for only 6 years in the period 1972 to 1981. Its inclusion however, combined with the data for Terminus Nord gives a nearly complete annual series for the period 1953 to 2009 for a restaurant of this quality and price range. In the end, the French sample consists of the 18 restaurants, listed below in Table A-2.

For those restaurants in the sample that might have been dropped for a period of time and then reinstated, we estimated a price for the years they were omitted. This was done in a variety of ways, most of which consisted of straightforward interpolation or extrapolation. In some cases, the menu price was used in those years in which the *repas carte* was not reported (e.g. Le Grill and the Salle Empire in 2013). In other cases, we used the simple average of the values for the two surrounding years (Lucas Carton, 1953, La Rotonde 2013, Le Grill in Hotel de Paris, 2015 and 2017). And for L'Oasis we

⁷ There was a listing in a few years in the 1990s for another restaurant named Le Petit Machon in the 15th *arrondissement*, but this was not the one where Bond dined.

assumed a constant rate of growth over short intervals of missing prices between 1988 to 1991. A few estimates were a bit more complex.

Cochon d'Or was included before 1960 and from 1967 through 1995, and it closed soon thereafter. We estimated its carte price for 1960 and 1964 by apportioning the change from 1955 to 1967 into the subperiods based on the proportional changes that took place in the price at Le Grill, in the Hotel de Paris, whose values were similar in 1955 and 1967, and both restaurants began the period with 2 stars in the Michelin Guide. We have not estimated its price for the years after 1995. Based on the data for 1993 and 1995 its inclusion lowered the group average by 3.5 percent, so its exclusion in the years after 1995 suggests the level may be 3.5 percent higher than it would have been had the restaurant remained in the calculation.

La Rotonde de Montparnasse was included in 1953 and 1955, but then dropped until 1999. We did not estimate its carte price for any of that long intervening period. It was included in most years since 1999, except for 2013 and 2019. We estimated its carte price for 2013 year as equal to the average of its reported prices in 2011 and 2015, and the price for 2019 was assumed to equal the reported price in 2017.

Café Terminus Nord was included in 1960 and 1964, but not again until 1985, after which it was included every year up to 2009. We estimated the prices for 1967 to 1982 using a constant rate of change between the prices reported in 1964 and 1985. The extrapolation yielded estimates close to the prices reported by Chez Andre for 1972-75 and 1979-81 lending some confidence to the interpolations. In turn, the changes in the estimated series for Terminus Nord were used to estimate prices for Chez Andre for 1976-78. For the years after 2009, we extrapolated the Terminus Nord 2009 price based on the change in the price for La Rotonde in the Negresco Hotel in Nice whose prices were similar in other years. We estimated Terminus Nord's price for 1953 and 1955 by extrapolating the 1960 price back on the change in the price for Café de la Paix.

With a sample of only 18 restaurants, their coming and going could have affected the average price for the group, depending on where their prices stood in comparison to the group's average, but this appears not to have been the case. We calculated an average price for a smaller sample of 10 restaurants that excluded those that were included for only some portion of the time period, and it mirrored very closely that for the entire

sample. Over the two long subperiods, one when the currency was the French Franc (1960-2001) and the other when it was the Euro (2002-2019), the average prices for the smaller sample were 15 to 18 percent higher, but the rate of growth for the reduced sample was 7.8 percent per year versus 7.6 for the full sample in the Franc period, and 2.1 versus 2.2 in the Euro period.

The UK sample

There were 23 restaurants in the UK and Ireland mentioned in the novels, including a number of restaurants located in prominent hotels, such as the Connaught or Dorchester. Seven of these restaurants never appeared in the Michelin guides so were not included in the sample. Seven others were dropped from the sample because they appeared in the Guides infrequently in our sample years: Café Royal, Tiberio and Trattio, were listed in only one or two years; the restaurant in the Mayfair Hotel appeared in the guides only 4 times, the last being 2001; the New Park Motor Lodge in Ireland, appeared 4 times, the last in 2006; the University Arms in Cambridge provided 5 observations, the last in 2007; and the Malmaison Restaurant in the Central Hotel in Glasgow provided only 3 observations early on, in 1976, 1985 and 1995.⁸ Bond dined frequently in hotels, often in his room, but also in the “hotel’s restaurant.” Some of these, notably the Dorchester and the Savoy, have had more than one restaurant in every year, but Bond did not always mention in which he had dined. The Grill is probably the pertinent one in both of these hotels, and as it was mentioned in the guides in almost every year, we have included the Grill from each of these hotel in our sample.⁹ In the end we were left with nine restaurants. See Table A-2 for the list.

The UK sample had very few gaps in the series, and we had no need to estimate most of the missing observations for this paper. Our interest lies in the changes in prices over the long term from 1976 to 2019 and two sub periods, so we needed to estimate

⁸ These restaurants likely appeared in the Guides in many more years for which we have been unable to collect data.

⁹ In both the Dorchester and the Savoy there was also a listing for another restaurant in almost every year, but the name changed over time, so we have not included them in the sample.

prices for only a handful of cases at the terminal dates of the period and subperiods. We estimated the price for Veeraswamy in 2001 and 2002 by apportioning the change in its price from 1998 to 2003 based on changes in the prices of the restaurant in the Mayfair Hotel whose prices changed from 1998 to 2003 by about the same percentage as did Veeraswamy's. Only four of the sample restaurants made it into the Michelin Guide in 2019 whereas all nine had been included in 2016, the last year before that for which we have sample data, and all are still in operation. Two of the four that appeared in the guide in 2019, the restaurants in the Connaught and the Ritz, were typically well above average, especially in the Euro era, so gave undue weight to the calculation of the average price. To obtain a better estimate of the average price, but at the same time not bias the rate of growth of prices between 2016 and 2019 evident in the data of the four observed restaurants, we assumed that the price for the other five restaurants in the sample changed between 2016 and 2019 at the same rate as those four.

Wine Costs

To account for wine consumption we calculated its value as a percentage of the value of food costs, including VAT. For France, we have made estimates of that percentage based on evidence from three sources. One is the Weiss sample of receipts for meals taken in restaurants in France from 1994 to 2018. A second is a set of fixed price menus for 2020, that included the option to buy wine to accompany the set meal. These were taken from the websites of the restaurants. The third are prices of a half-bottle of the house wine at restaurants on the Bond list and reported in the Michelin Guides for 1964 and 1967. In all there were 102 observations from restaurants in France: 70 receipts in the Weiss sample, 19 fixed price menus found on restaurant websites, and 13 reported in the Michelin Guides for 1964 and 1967.

The sample of restaurants covers a wide array of quality, ranging from a few that were 3 star restaurants, or had been at one time, to some that did not merit inclusion in the Michelin Guide. To a large extent the average cost of food at these sample restaurants was similar to the average carte price calculated from the Michelin Guides for the restaurants on Bond's list.

Insert Figure 1 here.

The data on the receipts were adjusted to obtain the food and wine costs per person. When the receipt was for a single diner, the food costs were taken as reported. In most cases with multiple diners the food eaten by a specific individual, namely one of the authors, could be identified and summed up, but in a few the individual's food costs were taken to be the *pro rata* share of the total. For wine, we wanted the cost of a standardized volume of wine, which we set at one bottle per person. In most cases this meant inflating the average costs of a glass of wine, or a half-bottle, to the price for a bottle of 75cl. In a few cases, the receipt noted the size of the glass serving as 25 cl and the price was multiplied by 3; when the glass size was not specified we assumed that the serving size was 15 cl (5 ounces) and the price was multiplied by 5. The conversion of a half-bottle price to a full was simply a doubling of the price. In both of these instances, the wine costs are likely biased upward somewhat as the half-bottle price was often a bit more than half the price of a full bottle, and the price per glass was a bit more than it would be if based on its proportionate share of the bottle.

The same general rules were followed for estimating the wine costs using the wine pairings with the menus *prix fixe* for 2020. Only 5 of the 19 menus specified the size of the serving with each course. If the glass size was not specified, we assumed it was 10cl for these wine pairings, instead of 15cl used for those restaurants in the Weiss sample. The reason for the slightly lower figure is because the only sizes reported were 8, 10 or 12 cl; none of menus reported a serving size as large as 15cl. We used the average of the three reported sizes.

Although there was a fairly strong relationship between the price of a meal and the costs of the wine, there was also a great deal of variation, which is to be expected. Small, neighborhood bistros might have low food prices in general, or they might offer a special formula price which discounts the food but not the wine prices. This is most evident at lunch in many restaurants. Even highly rated restaurants offer a fixed price menu at lunch that is a fraction of the price that would prevail at dinner, but the wine

prices are not usually discounted. The wine share can easily exceed one hundred percent. For this reason, we excluded a number of receipts that were for these sorts of lunches.¹⁰

Despite the wide variation, the average wine share of the bill was roughly the same over the entire period, especially from 1994 forward. The weighted average shares for the period 1964 to 2020, and several subperiods are shown in Table A-3. A regression of the LN values of the wine shares over the period 1994 to 2020 indicates a gradual trend of 0.7 percent per year; when the data for 1964-67 are included, the trend is a bit faster at 1.1 percent per year. We think the lower trend seems more appropriate because the data for 1964-67 reflect the price of the house or ordinary wine, not the sort of wine that Bond was likely to choose. We have prepared two times series, one assuming that the wine costs were equal to a constant 67 percent of the food costs (the unweighted average for the entire sample), and the other incorporating a 0.7 percent trend in the share.

Implicit in these estimated shares was the price of a bottle of wine. And perhaps their reasonableness can be judged by comparing them to prices found on some restaurants' wine lists. So far we have only one wine list. Our estimates imply a price per bottle of 19.5 FFs in 1964 using the constant wine share, and 13FFs using the trend estimate. These can be compared to prices on the wine list for Allard, which in 1964 had 2 stars in Michelin and a carte price of 27-39 FFs. Using the low carte price for Allard, the constant share estimate of 67 percent for wine implies a price of 18 FFs (the trended estimate would be 13FFs).¹¹ Allard had a short wine list of 8 wines, ranging from a Cote de Brouilly at 8FFs to a Clos de Bart (sp?) at 40FFs, with an average price of 19 FFs.

¹⁰ The Weiss French Restaurant sample has a total of 77 receipts. Seven of these were dropped from this calculation because the food portions were too small to constitute anything resembling the sort of full meal underlying the Michelin menu prices, and as a result showed very high wine costs relative to the food.

¹¹ Allard reported that one could purchase ½ bottle of house wine for 4 FFs, which would make the cost of a bottle equal to only 30 percent of the low carte price of 27FFs. This suggests the house wines for 1964 and 1967 were of lesser quality, and prices lower, than those in the sample for the years 1994 to 2020.

Bond could have bought the ‘average’ wine, or any of six on the list. Only the Clos de Bart and a Chambertin at 30FFs were above the estimated wine cost.

(insert Table A-3 here)

The estimate of wine costs in the UK was arrived at similarly. Evidence in the Michelin Guides allowed us to calculate wine spending as a percentage of food costs for a portion of the period, and that information was used to estimate wine spending in other years. The wine costs for 1974 to 2002 were estimated from evidence on the “Price of ½ bottle or carafe of ordinary [or house] wine provided in many of the listings in the Michelin Guide. In those years, for restaurants that reported the wine data we added the price of a bottle (estimated as two times the ½ bottle price) to the meal price. For each of those years we calculated the average wine costs as a percentage of the meal costs and applied that percentage to the meal price for restaurants that had not reported a wine price in that year. We used the unweighted average percentage (84.6%) for the 1974-2002 period to estimate wine costs in the years 2003 to 2019. (See Table A-4.) The average percentage would be lower if we excluded two years that had unusually high percentages: 101% in 1998 and 130% in 2002. Because we think that the wine prices reported in the Guides were for bottles of house wine, we used the higher average to better reflect the cost of the higher quality of wine that Bond was likely to choose.¹²

Insert Table A-4 here.

¹² Wine prices were much higher in 1998 and 2002, than in other years. While wine prices were up, the average meal price fell slightly in 1998 and showed only small increases in 2002. We do not have an explanation for this, but it is worth noting that it happened across most of the restaurants. If we ignored those two years, the average wine share cost would be only 69% and the average price *compris* would be lower, but the rates of growth would be very much the same.

3. *Bond's Salary*

Bond's salary in the 1950s was described as equal to that of a Principal Officer in the Civil Service. With that in mind, we used the evidence on Civil Service salaries for those employed in comparable grades, which today would be grade G7. We wanted a continuous time series for the median salary of a full time male employed in the Civil Service at grade G7 for the period 1953 to 2019. We could not locate such a series in official sources, but were able to compile what we wanted from the available evidence. First, we were fortunate enough to have obtained a series compiled by Martin Stanley, the Editor of the Understanding Government websites.¹³ His series provides the average earnings for male and female employees in grade G7 from 1970 to 1994.¹⁴ We adjusted these upward slightly (1.01 percent) to represent male employees, the percentage being that found for 2000-02, years in which male salaries for Grades 6 and 7 could be compared to those for male and female combined. From that date forward, we constructed a series for median salaries for male employees at grade G7. For the years before 1970, we assumed that Bond's salary remained unchanged at £1,500 until 1959, as per the Fleming novels, and then increased at a steady annual rate to reach the known median salary for 1970.

For the period 1994 to 2019, G7 salaries were not reported separately, except in the years 1995-97, but salaries for males in Grades 6 and 7 combined were reported in all

¹³ <https://www.understanding-government.org.uk/> Martin's data were taken from Hansard.

According to Martin (<https://www.civilservant.org.uk/information-pay-general.html>)

Civil service pay has been pretty well frozen since 2010, bonuses have been sharply reduced, and pension contributions have increased. As a result, the real pay of UK civil servants has, like that of most of their private sector counterparts, fallen very significantly in real terms. The Senior Salaries Review Body (SSRB) has calculated, for instance, that the pay of a fairly typical member of the Senior Civil Service (the SCS) will have seen the real value of their pay fall by 20-25% over the four years to 2014 as a result of the pay freeze, inflation, tax and National Insurance changes, reductions in bonuses and increases in pension contributions.

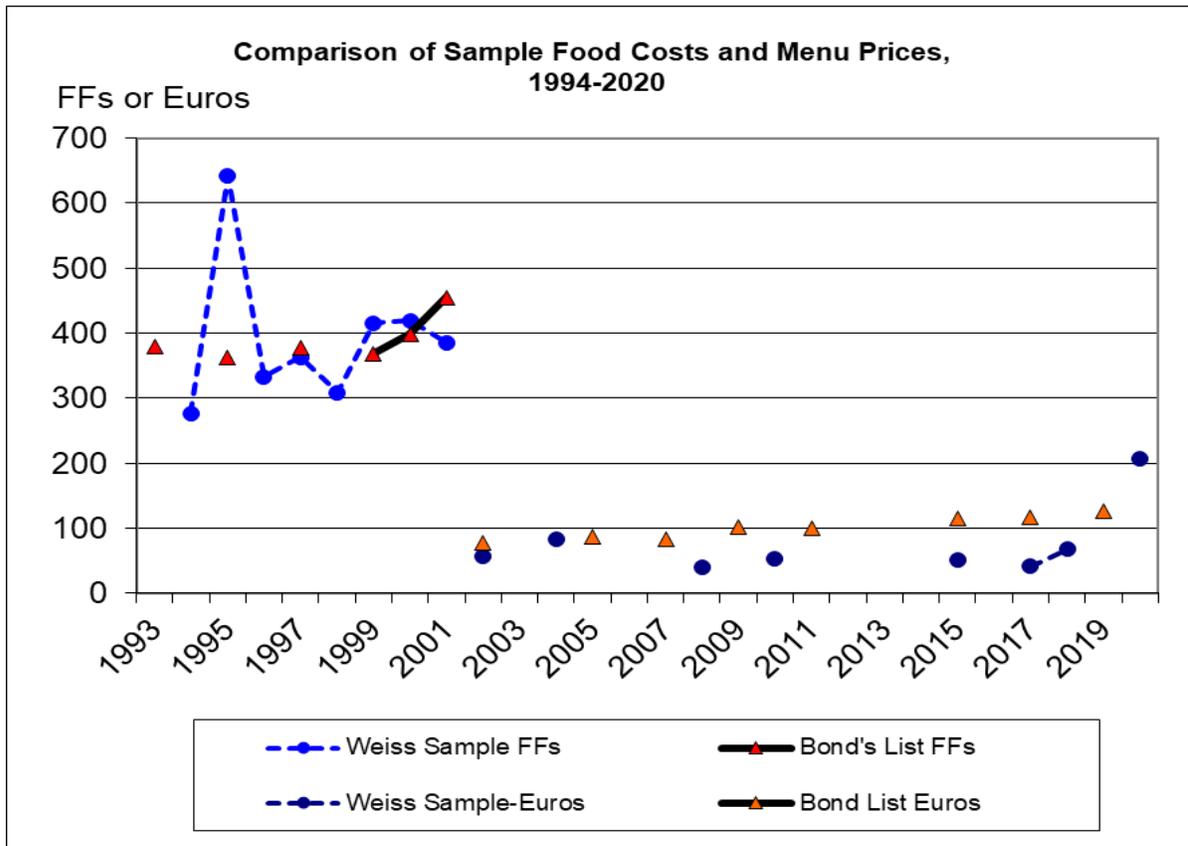
¹⁴ He also extrapolated that series to 1997 based on the changes in the G7 salaries in the DTI.

We have used instead the data reported for G7 employees for 1995-97 in the Civil Service Statistics, 1996 and 1997, Table 6.

years, except 1998-99 and 2003-06. For 1998 and 1999, the male salary was estimated as 101.01% of that reported for males and females combined, (the percentage calculated from the data for 2000-02). For the years 2003 through 2006 we interpolated between the salary for males in G6 and G7 in 2002 and 2007 based on the change in the median salary for males in all grades. The G7 proportion was then calculated as 94.5 percent of the median for G6 and G7 combined, the share based on the data for 1994-97 when those salaries were reported separately.

To cover the possibility that Bond's salary was above average, perhaps because of the risky nature of the position, we have also constructed a series on the top quartile salary at the G7 grade. In the years for which we have data for both median and top quartile, the latter salary was very consistently 28 percent above the median, so we assumed that was true for the entire period.

Figure 1



Notes and Sources for Figure 1A: see the accompanying text of the appendix.

Figure 2A

Wine cost as Percent of Food
LN values 1994-2020

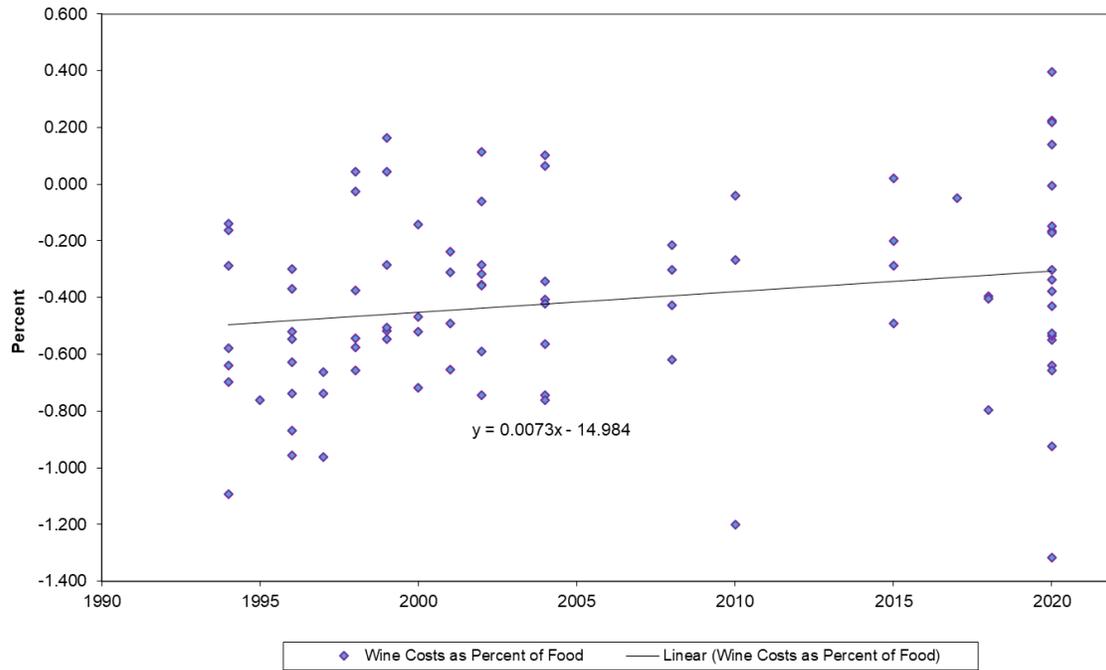
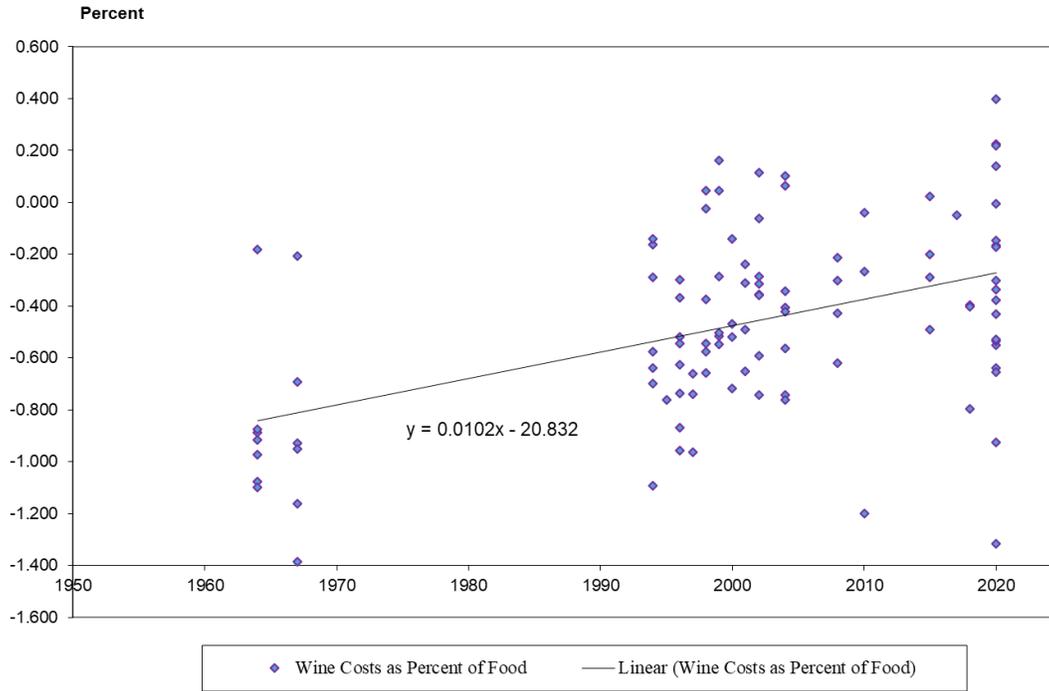


Figure 2B

Wine cost as Percent of Food
LN values 1964-2020



Notes and Sources for Figure 2B: see the accompanying text of the appendix.

Table A-1					
Standard Value Added Tax Rates (VAT)					
France			United Kingdom		
From	Through	Rate	From	Through	Rate
1/1/68		16.7			
1/12/68	1969	19.0			
1/1/70	1972	23.0			
1/1/1973	1976	20.0			
			4/1/1973	7/18/74	10.0
			7/19/74	6/17/79	8.0
1/1/1977	6/30/81	17.6			
			6/18/79	3/18/91	15.0
7/1/1982	7/31/95	18.6			
			3/19/91	11/30/08	17.5
8/1/1995	2000	20.6			
4/1/2000	2011	19.6			
			12/1/08	12/31/09	16.0
			1/1/10	1/3/11	17.5
			1/4/11	2020	20.0
1/1/2012	2013	19.6			
1/1/2014	2020	20.0			

Sources for Table A-1: see the accompanying text of the appendix.

Table A-2			
List of Restaurants in the Bond Samples for France and the UK			
Restaurant	Author	Publication Date	City
The France Sample			
Oustau de Baumaniere	Fleming	1959	Les Baux de Provence
Grand Vefour	Fleming	1960	Paris 01
La Rotonde de Montparnasse	Fleming	1960	Paris 06
Lucas Carton	Fleming	1960	Paris 08
Fouquet's	Fleming	1960	Paris 08
Café de la Paix	Fleming	1960	Paris 09
Le Dome	Fleming	1960	Paris 14
Cochon d'Or	Fleming	1960	Paris 19
La Salle Empire in Hotel de Paris	Gardner	1980	Monte Carlo
Le Grill in Hotel de Paris	Gardner	1980	Monte Carlo
Chantecler in the Negresco Hotel	Gardner	1980	Nice
La Rotonde in the Negresco	Gardner	1980	Nice
Restaurant des Rois in La Reserve	Gardner	1984	Beaulieu-sur-mer
L'Oasis	Gardner	1984	La Napoule / Mandelieu
Le Galion	Gardner	1984	Menton
Café Terminus Nord	Gardner	1992	Paris 10
Maxim's	Gardner	1992	Paris 08
Chez Andre	Faulks	2008	Paris 08
The UK Sample			
Scott's	Fleming	1964	London
Royal Roof in the Royal Garden	Gardner	1983	London
Inn on the Park/ Four Seasons	Gardner	1983	London
Veeraswamy	Gardner	1984	London
The Connaught	Gardner	1984	London
The Ritz	Gardner	1984	London
The Grill at the Savoy	Gardner	1985	London
Le Caprice	Gardner	1988	London
The Grill at the Dorchester Hotel	Gardner	1984	London

Café de la Paix is located in the Grand Intercontinental Hotel and was reported under different names in some years: 1988 - Relais Capucines-Café de la Paix; 1997 Brasserie Café de la Paix

Fouquet's was also referenced by Markham (1968).

The Grill at the Dorchester was also referenced by Boyd (2013).

Table A-3				
Estimated Wine Costs as Percent of Food Costs in France, 1964-2020				
	Sample Coverage	N	Weighted averages	Unweighted averages
1964-2020	All Years	103	63%	66.8%
1964-1967	Bond's restaurants in Michelin Guides	13	41%	44.4%
1994-2020	The FF and Euro eras	90	63%	70.0%
1994-2001	The FF era	39	60%	64.1%
2002-2018	The Euro era, Excluding 2020	32	67%	72.3%
2002-2020	The Euro era, Including 2020	51	71%	74.7%
2020	2020 (wine-paired menus)	19	73%	78.6%

Notes and sources for Table A-3: see the accompanying text of the appendix.

Table A-4			
Wine Costs as a Percentage of the Reported Meal Price			
UK 1976-2002			
	Average Wine Price £	Average Meal Price £	Wine as % of Meal Price
	1/2 bottle		full bottle
1976	1.6	4.6	69.1%
1985	4.9	14.7	66.9%
1995	8.4	26.1	64.1%
1998	10.4	20.4	101.5%
2001	9.8	26.0	75.8%
2002	18.6	28.6	130.0%
Average of the Above	8.9	20.1	84.6%
Average, excluding 2002	7.0	18.4	76.4%
Average, excl 1998 and 2002	6.2	17.9	69.3%

Notes and sources for Table A-4 UK: Michelin Guides, various issues 1976-2002.

See the accompanying text of the appendix for details.

Table A-5
Nominal Civil Service Salaries and Annual Earnings in £s, 1953-2019

	Median Civil Service Salaries			UK Average
	Bond's Salary (Median G7 Male Salary)	Males and Females in Grade 7	Males in Grades 6 and 7	Male and Female Annual Earnings
1953	1,500			400
1954	1,500			414
1955	1,500			434
1956	1,500			478
1957	1,500			489
1958	1,500			514
1959	1,500			535
1960	1,638			545
1961	1,788			562
1962	1,953			633
1963	2,132			652
1964	2,328			706
1965	2,542			751
1966	2,775			798
1967	3,030			829
1968	3,309			895
1969	3,613			962
1970	3,945	3,902		1,080
1971	4,448	4,400		1,202
1972	4,760	4,708		1,351
1973	4,962	4,908		1,539
1974	5,839	5,775		1,809
1975	7,532	7,450		2,291
1976	7,532	7,450		2,651
1977	7,532	7,450		2,894
1978	8,825	8,729		3,269
1979	9,620	9,515		3,775
1980	11,879	11,750		4,542
1981	15,175	15,010		5,129
1982	16,123	15,948		5,613
1983	16,839	16,656		6,087
1984	17,681	17,489		6,452

1985	18,565	18,363		6,997
1986	19,679	19,465		7,551
1987	20,520	20,297		8,140
1988	22,177	21,936		8,853
1989	22,855	22,606		9,663
1990	24,340	24,075		10,601
1991	26,408	26,121		11,417
1992	28,125	27,819		12,088
1993	29,883	29,558		12,447
1994	30,481	30,150		12,900
1995	33,161	30,964	35,055	13,302
1996	34,869	31,970	36,980	13,777
1997	35,911	33,172	37,939	14,367
1998	35,836		37,916	15,098
1999	36,899		39,041	15,825
2000	37,806		40,000	16,276
2001	39,346		41,630	17,108
2002	40,839		43,210	17,680
2003	41,488		43,896	18,200
2004	44,961		47,571	19,032
2005	43,572		46,101	19,864
2006	45,100		47,718	20,800
2007	47,531		50,290	21,840
2008	47,663		50,430	22,672
2009	49,034		51,880	22,620
2010	50,111		53,020	23,140
2011	51,359		54,340	23,660
2012	51,283		54,260	23,972
2013	51,264		54,240	24,232
2014	51,538		54,530	24,544
2015	51,330		54,310	25,064
2016	51,746		54,750	25,688
2017	51,746		54,750	26,312
2018	51,992		55,010	27,040
2019	52,304		55,340	27,976

Average Salary by Author Era

Fleming 1953-1967	1,912			583
Gardner 1981-1996	23,555	23,027	36,018	9,439
Benson 1997-2002	37,773	33,172	39,956	16,059
Euro era 2002-2019	48,603		51,425	23,019

Notes to Table A-5

1953-59: figures reported in the Bond novels (Fleming 1955 and 1959; Horowitz 2018)

1960-69: salary was assumed to have increased at a steady rate between the known values for 1960 and 1970

1970-94: Martin Stanley, private correspondence

1994-97: Civil Service Statistics, 1996 and 1997, Table 6. The reported salaries for males and females in G7 grade were adjusted upward by 1.011% to represent male salaries.

1998-99: the male salary was estimated as 101.01% of that reported for males and females combined, (the percentage calculated from the data for 2000-02).

2000-19: The salary for males and females in Grade G7 was estimated as 94.5 % of the salary for the combined Grades G6 and G7. The male salary for Grade 7 was calculated as 101.01% of that estimated for males and females combined. For 2003-06 the salary for males and females in the combined Grade of G6 and 7 was estimated by interpolation. For the years 2003 through 2006 we interpolated between the salary for males in G6 and G7 in 2002 and 2007 based on the change in the median salary for males in all grades.

UK Average Earnings: Greg Clark, 'What Were the UK Earnings and Prices Then?' *MeasuringWorth*, 2021.

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