

NEW HONEY-BASED CONCEPT RESTAURANT TO LAUNCH AT SELFRIDGES.

[17 November 2020] Hive at Selfridges, a new honey-based culinary concept restaurant complete with onsite bee hives and keepers, will open its doors this December.

The menu incorporates a range of fresh dishes, all creatively incorporating the highest-quality natural honey, whilst diners will be able to experience an immersive honey-inspired environment, with the modernist interior paying homage to the key ingredient of honey through botanical statement walls, decadent golden bee structures, and plant boxes with florals pollinated by the restaurant's own bee population – which can be viewed dwelling just outside the window.

The restaurant welcomes diners to enjoy an all-day menu, which encompasses a range of innovative dishes that are healthy and comforting, and made with quality organic ingredients. Additionally, Hive will also offer a range of honey and cheese pairings to be enjoyed throughout the day, including Comte and Chestnut Honey, and Fourme d'Ambert with Buckwheat honey. For a truly unique honey-based dining experience, Hive will also be offering a cheese and honey afternoon tea experience, with diners able to choose from a range of delicious teas, pastries and cheeses to compliment the exquisite range of natural honeys.

Khalid Samata, founder and owner of HIVE tells, 'A few years ago, I fell in love with Honey. I discovered buckwheat honey and that tasting experience marked the beginning of my evolving journey. I enjoyed the taste of buckwheat honey so much that I became obsessed with how monofloral honeys are made.

For a year, I spent almost every weekend back home in the French Pyrenees, where I am originally from, to discover this buzzing ecosystem, to meet the local experts, to learn about bees, about flowers, about honeys, about the use of honey and its benefits to our health and wellbeing.

I wanted to bring my findings to the UK market. I partnered with Michelin Star Chefs to create the finest honey desserts that are now, served in the best restaurants in London. Because honey is a healthy ingredient, I wanted to expand its use to all dishes and after much experimenting and imagination, HIVE Restaurant was born! After a difficult year, we are so excited to open our doors and celebrate living life again with such a beautiful concept, amazing food and good company.'

Alex Gilmour, Selfridges Head of Restaurant Operations comments: "We're excited to be working with new brand Hive on the launch on their first restaurant. Hive's innovative honey inspired menu is sure to be very popular with our customers who we look forward to welcoming back to the store."

Honey has earned a reputation as one of the purest and most natural ingredients for over 5,000 years, and is known to offer unique remedial qualities, including reducing anxiety, calming insomnia, and combating fatigue. The exceptional range of honeys utilised in Hive's menu will be both harvested on-site from the restaurant's own rooftop hives and procured by the artisanal farm Le Miel des Français, who's selection offers a range of rich natural flavours, chosen to perfectly compliment Hive's menu.

For further information and images please contact:

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The rooftop bees are looked after by experienced beekeeper and conservationist Mark Patterson, who will be using his expertise and knowledge to hold monthly talks in the restaurant about the critical importance of bees in the ecosystem.

Hive can be found on the third floor of Selfridges and will be open from 4th December.

ENDS

Notes to Editors

Safety measures:

The health, safety and wellbeing of customers and teams remains Selfridges' priority. Carefully considered safety measures have been put place to help minimise the risk of coronavirus, in line with guidance from PHE and relevant authorities. Throughout Selfridges' bars and restaurants in London these include:

- Seating areas in all restaurants and bars have been reconfigured to maintain social distancing at 2m. Where this is not possible, for example in bar areas, screens have been installed.
- In bar areas, countertop screens are in place, along with moveable screens for positioning in between customers
- Staff provide table service, facilitating minimal contact with customers
- Menus are one-use and made from fully recyclable materials
- Hand sanitiser stations have been installed throughout stores
- Customers will be encouraged to make contactless payments if possible
- Clear signage is in place throughout all restaurants and bars
- All team members handling or preparing food and drink will be required to wear face masks or visors
- In line with Government guidelines, Selfridges will securely retain customers details for 21 days to assist the NHS Test and Trace scheme

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