

SELFRIDGES WELCOMES PABELLÓN TO NEW POP UP KITCHEN AT LONDON FOODHALL



[12 March 2021] Selfridges announces the launch of a new dedicated pop up site in its London Foodhall with a roster of exciting street food and chef collaborations programmed for 2021. The space, 'The Pop Up Kitchen at Selfridges' launches with Venezuelan street food brand Pabellón.

Following an extremely popular appearance at Selfridges Christmas Market last year, award-winning purveyors of Venezuelan street food Pabellón will be the first eatery to take over the space with a three month residency from 12 March.

Pabellón's menu features two classic Venezuelan dishes. Firstly the Arepa; a traditional corn bread prepared freshly by hand and filled with a choice of beef, chicken or beans and topped with cheese, salad, avocado and fried plantains. Secondly, its namesake Pabellón; a Venezuelan rice bowl that is served with meat (or black beans), plantain, pico de gallo, avocado and a half arepa to mop up all the delicious flavours. All dishes are served in sustainable packaging and can be made vegan or vegetarian. Everything on the menu is also gluten free.

Pabellón is the first in a series of exciting foodie collaborations which will launch at The Pop Up Kitchen at Selfridges, with more details to be announced in the coming months.

Selfridges Head of Food, Andrew Bird comments, 'We're very excited to be launching our new dedicated pop up site in the Foodhall. The space has been designed to be a launch pad for new brands as well as a destination for the capital's best street food and exciting chef collaborations. We look forward to welcoming visitors to discover something new and delicious.'

For further information and images please contact:

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MENU

PABELLON £11.50

Venezuelan rice bowl

BEEF – Slow cooked shredded Brisket, Black Beans, Plantains, Half Arepa, Pico de Gallo, Avocado.

CHICKEN - Slow cooked shredded Chicken, Black Beans, Plantains, Half Arepa, Pico de Gallo, Avocado.

VEGAN - Black Beans, Plantains, Half Arepa, Pico de Gallo, Avocado.

AREPA & SWEET POTATO TEMPURA £11.50

Handmade grilled corn bread with side of batter sweet potato fries

BEEF – Slow cooked shredded Brisket, Avocado, Cheddar Cheese, Plantains, Pico de Gallo.

CHICKEN - Slow cooked shredded Brisket, Avocado, Cheddar Cheese, Plantains, Pico de Gallo.

VEGGIE/VEGAN – Black Beans, Avocado, Cheddar Cheese (optional), Plantains, Pico de Gallo.

SWEET POTATO TEMPURA £5

Hand cut sweet potatoes dipped in gluten-free batter, twice deep fried for extra crisp texture and season with smoked paprika.

-ENDS-

Notes to Editors:

About Pabellón:

Pabellón was founded in 2017 by Karla and Helios, a young Venezuelan couple who decided that they wanted to bring the culinary traditions and flavours of Venezuela to London. Since launching, Pabellón have won several British Street Food Awards in both 2019 and 2020.

Selfridges Foodhall Opening Hours:

Selfridges London Foodhall remains open

Monday – Saturday 10am – 8pm

Sunday 11.30am – 6pm

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