

PRESS RELEASE

FIRST GREEK EATERY TO LAUNCH AT SELFRIDGES BIRMINGHAM

A Greek-inspired street food company will be launching brand new restaurant Kouzina at Selfridges Birmingham once lockdown restrictions on hospitality are lifted.

From Street Kitchen Brothers, a West Midlands-based Greek-Cypriot family run business, Kouzina will be the first eatery to serve authentic Greek food at the iconic department store.

Once Selfridges doors reopen, shoppers will be able to indulge in Greek Mezze cuisine – including the famous moussaka (as seen on The Hairy Bikers show) souvlaki, stifado, and a range of traditional sweet treats from the Greek Bakery such as baklava and kadaifi.

The restaurant will launch with a takeaway offer until government guidelines allow for indoor hospitality, when customers will be welcomed in for all-day dining. The restaurant will seat 50 covers.

The company was founded by brothers Paul Polyviou and Chris Butcher, who are regulars at The NEC, Digbeth Dining Club, BBC Good Food Show, and Lichfield Food Festival, and are keen to get back into the kitchen and feed hungry shoppers in the city centre.

Paul Polyviou and Chris Butcher, owners of Street Kitchen Brothers, stated “We’re incredibly excited to be bringing Kouzina to the Selfridges store. Opening a restaurant in Birmingham is something that we have always aspired to do and this has provided us with the perfect opportunity to take our business to the next level. We are extremely passionate about food and we do everything with our customers in mind. We’re thrilled to finally bring a taste of Greece and Cyprus to the city with our street food and taverna favourites”

Sam Watts, Selfridges Birmingham General Manager, says: “I was first introduced to Street Kitchen Brothers, my local Greek takeaway, by a friend and was hooked immediately, making my way through all the dishes on the menu. I got to know founders Chris and Paul and as testament to my love for their food, have worked with them to launch Kouzina at Selfridges Birmingham.

“We’re excited to welcome customers back to store with the addition of Kouzina and its delicious authentic Greek meze, wraps and specials. With vegan and vegetarian dishes making up half of the menu, it aligns with our sustainability commitments to offer more planet-friendly food.”

Throughout the Covid-19 lockdown, Street Kitchen Brothers were able to keep customers satisfied with their unique ‘Kouzina’ Cook at Home Range and takeaway service.

The online shop has proved to be a huge success for Street Kitchen Brothers, who wanted to recreate their Grandmother’s Greek feasts from their childhoods in Greece and Cyprus, where the dinner table would be filled with memorable dishes and shared by the whole family. Now these memorable dishes will be shared by family, friends and colleagues in Birmingham’s iconic department store.

Further information and full menu can be found on the Street Kitchen Brothers website at <https://streetkitchenbrothers.co.uk>

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