

PRESS RELEASE

PAELLA IN A BOX TAKES OVER THE LUNCHES OF THE CITY

Oh'Lola Spain is about to open their first fast-food paella restaurant in London. Using their experience from their hugely successful restaurants in Benidorm, this trio of entrepreneurial Spaniards have perfected a way to make paella for takeaway, efficiently and effectively, but without compromising its quality.

The restaurant is located in 58 Hatton Garden, just a few metres from Leather Lane, which over the last few years has seen an influx of street food stalls and restaurants and become a haven for food lovers. The area is a hugely popular, particularly with city workers who flock to the area in their hundreds at lunchtime.

Javier Vilanova, CEO at Oh'Lola said: "We present for the first time a modern Paella concept, which is highly visual, with massive pans exposed to the public while the food is in preparation, and serving the dish for the first time in branded ready to go boxes. We have spent years perfecting our recipe and the logistics to serve the finest paella to hundreds of customers during the hectic London lunchtime."

Javier Lauret from Hurford Salvi Carr, who represents Oh'Lola in all their retail acquisitions, said: "we are very excited to see this new concept arriving in the City. Having high quality Mediterranean food in a convenient takeaway form is good news for Spanish food lovers and Oh'Lola is a great addition to the area. The location was specifically chosen by Oh'Lola because of the area's potential; they wanted to target the city workers and take advantage of the arrival of Crossrail in 2018."

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About Hurford Salvi Carr:

Hurford Salvi Carr are an independent firm of property advisors and development consultants who specialize in the Central London property market. They have been selling and letting residential and commercial property in London since 1996 and pride themselves on their customer service and in depth knowledge of the local markets that make up the West End, City and Docklands.

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