

CEVICHE OPENS EARLY MARCH AT 17 FRITH STREET, SOHO

WE'VE GOT THE KEYS, LET THE FUN BEGIN



Ceviche, the hotly tipped Peruvian restaurant, announces today that it will be serving up Ceviche, Pisco Sours and many other Peruvian classics at the beginning of March 2012 at No.17 Frith Street, London. The site that was formerly known as Café Emm will be transformed into a space that will be bright, fresh, cheeky and vibrant...just like the food it will serve and the people within the business.

It has been designed to reflect the vibe of Lima with all its colours, flavours, and *chicha* – its edge. A key highlight will be a unique Ceviche Bar, where diners can sit and watch as chefs fillet fresh fish and prepare it ready to marinate it to make the *ceviches*. Thanks to owner Martin Morales' love of good tunes, music will be hard-to-find 60's tracks and the latest songs fresh from the *Peñas*.

Ceviche promises the very best that Peruvian cuisine and drinks have to offer. Tipped as the next great food trend by the world's most famous chefs such as Ferran Adrià, René Redzepi and Nobu, Peruvian cuisine will finally have a permanent home in London's foodie heartland thanks to a twitter campaign, a series of pop-up restaurants and the relentless passion for Peruvian cuisine by restaurateur Martin Morales and chef Alejandro Bello.

Head Chef Bello will serve up a selection of mouth-watering Peruvian *Ceviches* - freshly caught sustainable fish cold-cooked in *Tiger's Milk* marinade made from lime juice and Peruvian aji chilli. "Lovers of sushi and sashimi will be blown away by our *Ceviches*" he says. Other dishes include *Anticuchos*; the melt-in-your-mouth sizzling marinated beef heart BBQ brochettes and selections of *Causas*; whipped cool potato cakes made from some of the 2500 potato varieties found in Peru and delicately stuffed with fresh crab or prawns.

Peru's national drink, the *Pisco Sour*, which has been tipped this year by Restaurant Magazine as 'the new mojito' will sit at the top of the Pisco-led cocktail list which will also feature vintage cocktails and punches. Some like the *San Francisco Pisco Punch*, will be emerging for the first time in Europe in almost 100 years. These will be served at Ceviche's *Pisco Bar*; also the first of its kind in Britain.

Food will be served mainly as small sharing plates but larger plates, such as succulent *Beef Saltado* and the traditional *Arroz con Pato* will also be available. Peru's superfood *Quinoa* will be served in a variety of salads and *Peruvian Giant Corn Choclo with Huancaina Sauce* will be served as one of several sides. *Pumpkin Picarones Donuts* and *Lucuma Ice Cream* will be just some of the tantalising desserts available.

All will be served in a *Chicha* style. As well as *Chicha* being a drink, in Lima, Peru's capital city where Morales grew up, *Chicha* means fun, cheeky and playful. The design by award-winning London based Peruvian Jack Schneider will reflect this with the help of contemporary Peruvian artists, musicians and poets helping create its atmosphere.

Martin Morales, the Peruvian former Apple executive and ex-DJ who has been working to launch this for the best part of two years, has realised a 10 year dream by opening Ceviche. This most passionate ambassador of Peruvian cuisine has received messages of support from El Bulli's Ferran Adria, who is currently making a film on Peruvian cuisine. He also recently received an email from the world's number 1 chef, René Redzepi saying "For me ceviche is one of the best foods of the world, I utterly love it. Fresh, spicy, textural and healthy. What's not to love about it. When are you opening?"

Peruvian cuisine is known as the gourmet cuisine of South America. Its phenomenal variety of dishes and flavours come from over 7000 years of cooking in which its Indigenous cuisines blended with those of immigrant traditions from Spanish, African, Chinese, Japanese and Italian peoples. This has created one of the world's most unique and healthy cuisines proclaimed as "one of the best cuisines in the world" by the legendary chef Auguste Escoffier and by critics alike. Martin says, "When you first try Peruvian food it's like love at first bite. This is still a secret in Britain but we want to change that with Ceviche. With every dish, our unique flavours, passion and history will be served".

Morales has been cooking Peruvian food for his family and friends since the age of 11 when he moved to Britain. In mid 2010 he set up the @martinceviche Twitter account and tweeted "do you care about Peruvian cuisine?" The response was fantastic, with known chefs, restaurateurs and food lovers replying a unanimous "yes" and sending messages of support. This was the catalyst to quit his job, sell his home to fund the new business and start Ceviche. "I was overwhelmed by the feedback so I said to myself: stop talking about it and just do it" he says.

In June, Ceviche held a London pop up restaurant which was sold out in one day. The Evening Standard in London cited that "with Ceviche, Martin Morales is doing for Peruvian cuisine what Thomasina Miers did for Mexican food with Wahaca." The hospitality industry bible M&C Report stated recently that "Peruvian is the new Korean, which is the new Vietnamese, which is the new Mexican, which is the new South Indian".

And just a few days ago, the restaurant industry bible Restaurant Magazine wrote "Latin American restaurants, in particular those serving Peruvian cuisine are set to take London by storm in 2012".

Ceviche will be hosting a press evening at launch and we will be in touch about this nearer the time.

www.cevicheuk.com

Twitter: @martinceviche

Ends

For more information, menu, images, tips or advice, to chat to Martin or Alejandro, or to book a table to experience Ceviche for yourself, please contact Hannah Norris at Nourish PR on 020 8840 0454/07881 805000 or email at Hannah@nourishpr.com