



28°-50° Wine Bar & Kitchen to open in Chelsea this spring

By BigHospitality

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Wine-focused restaurant and bar 28°-50° Wine Bar & Kitchen will open a venue in Chelsea this spring with locations in Kensington and Oxford Circus set to launch later this year.



Located in a late Victorian bank on the Kings Road, the new 80-cover wine bar and kitchen will be spread over ground and lower ground floors, complete with vaults on the lower ground floor, which will be converted to PDRs.

There will be a countertop bar seating up to 12 guests, plus a small private terrace opening onto a courtyard on the ground floor.

It will join the two existing 28-50s in Marylebone and Covent Garden when it opens once the national lockdown restrictions are lifted.

The new restaurant will serve a European, brasserie-style menu overseen by executive chef Julien Baris, alongside a diverse wine selection of both old and new world wines plus a small range from the company's own specialised vineyard in the French Alps.

A la carte dishes will include charcuterie and cheese selections, seafood platters of mussels, rock oysters, prawns, clams, crab, and a grill section.

The 28-50 band was founded by Texture owners Xavier Rousset and Agnar Sverrisson back in 2010 and at its height operated in four locations across London. It is now owned by Riviera Restaurants and Luxury group. The group says it has **plans for further London expansion of the brand later in the year, in Kensington and Oxford Circus.**

"Many of our guests in Marylebone and Covent Garden live in Chelsea so we're delighted to bring the 28°-50° experience a little closer to home for some of them," says Richard Green, founder and owner of Riviera Restaurants and Luxury.

"We're currently putting the team together and are very excited to welcome many new faces to our 28-50 family."

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The new venue is part of a strategy to create a strong mix of retail and dining brands across the King's Road and Fulham Road, according to Hannah Grievson, property director at Sloane Stanley

"Due to the pandemic, more than ever we are responding to, and investing in community interest, this signing fulfills the desire for premium bar and restaurant fare."

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