

Expansion by degrees for 'wine workshop' group

September 23, 2021  HardensBytes



Wine-led restaurant group 28°-50° is adding two new venues to its growing London portfolio in the coming months – 28°-50° By Night, a jazz bar in Marylebone, and a “wine workshop and kitchen” near Oxford Circus. These will be the group’s fifth and sixth sites following the most recent opening over the summer in Draycott Avenue, South Kensington.

Originally founded in 2010 as a wine-bar chain spun off from Icelandic chef Aggi Sverrisson’s Marylebone restaurant Texture (RIP), the 28°-50° name refers to the latitudes between which wine grapes can grow in both northern and southern hemispheres.

The business was bought in 2018 by Richard Green’s Riviera Restaurants and Luxury to spearhead his move into London restaurants. Green, 55, started out with a pub in a French ski resort in 1989, and two years later launched Eurogroup SAS, a French-based luxury villas and ski holidays operator.

Green takes a very hands-on approach to management, including personal responsibility for interior design. His managing director at 28°-50°, Emiliano Isufi, is a 15-year veteran of the London hospitality sector.

