Ergon Joins The London Food Scene

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Ergon, the eagerly anticipated new restaurant-come-deli from Greece, joins the eclectic London food scene (http://ergonproducts.co.uk). Nestled a stone's throw away from the hustle and bustle of Oxford Street, at 16 Picton Place, the innovative concept is the perfect place to refuel, relax and re-establish a love for Greek cuisine.

Ergon is both a celebration and reinvention of Mediterranean culture, as the finest ingredients sourced from small independent producers are used in every plate. The menu, created by executive chef Dimitris Skarmoutsos (formally of French Laundry and a judge on Greek Masterchef) and chef de cuisine Dimitris Katrivesis (who honed his craft at El Bulli), has been meticulously crafted to offer diners authentic recipes with a twist. Gone are the typical village meze offerings and in their place contemporary and unique creations await customers.

These range from black tzatziki flavoured with squid ink to fava topped with truffle oil and caramalised onions – and that's just for starters. For the main event, slow-cooked lamb that effortlessly melts off the bone and the fresh catch of the day succeed in treating taste buds with every bite. Signature dishes that have got customers in Greece talking include: Gruyere cheese rolled with oats and drizzled with syrup and fried egg with staka cream which makes the perfect dipping alternative.

With every dish made for sharing, the best way to immerse yourself in the delicious and moreish menu is to sample a host of plates, dips and sides (prices starting from £5). To complement your meal a selection of refreshing beverages are available, from homemade pink lemonade to wine sourced from Crete, Rhodes and Thessaloniki. Or for a playful take on classic cocktails, a Tsipouro martini and Bloody Maria will go down a treat.

The London restaurant follows the huge popularity of the brand's six outlets that have opened in Greece since 2011. The brainchild of entrepreneurial brothers Thomas and Giorgos Douzis, Ergon has won over critics. Founder Thomas Douzis believes the diversity of London offers the perfect backdrop for further growth.

He said: "The support we've had from our customers in Greece is truly overwhelming and completely exceeded our expectations. With this demand and driving factor, we just knew we had to expand our food venture and what better place to begin than in the multi-cultural hub that is London?"

"We're excited to welcome the Great British public and visitors to our vibrant store and spread our passion for Greek gastronomy around the city!"

Staying true to the Ergon branding, already instantly recognisable and well received by natives, the stripped-back décor does not detract from the quality and experience of the food. Instead the combination of exposed light bulbs, white-painted brick walls and stainless steel features taps into an industrial chic aesthetic. Taking a seat at the minimalist wooden benches allows diners to focus purely on the plates in front of them, heightening the senses and overall experience.

And once appetites have been rewarded, customers have the option of purchasing the unique Ergon products to try their hand at authentic Greek cuisine in the comfort of their own home - a niche that's not been tapped into within the UK until now.

Notes to editors

ABOUT

- The idea for Ergon was born in Thessaloniki, Greece. Inspired by Greece's authentic gastronomy, entrepreneurial brothers Thomas and Giorgos Douzis identified a niche to create a brand that could guarantee a unified and unique quality in a wide product variety.

- Sourcing goods from the best, independent producers in far-flung regions, Ergon branded products became available in 2008 and were an instant hit with natives. Including more than 300 lines from olive oil to pasta, the products promise to bring the authentic flavours of Greece into every customer's kitchen.

- The first concept store opened in Thessaloniki in 2011 and within months of opening world-renowned

Dimitris Skarmoutsos was added to the Ergon team.

- Since the launch of the first there are now 6 Ergon stores (Thessaloniki, Halkidiki, Skiathos, Rhodes, Mykonos, Athens) in total located in Greece and the London launch adds to the existing portfolio.

LONDON DETAILS

- Ergon is located at 16 Picton Place, London W1U 1BP
- Ergon opening: Monday 18th November
- Opening hours: Mon-Sun 11am – 11pm
- Bookings: Only accept booking for parties for 6 people + (020 7486 9210)

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