

Maroush Restaurants make Christmas with a PanLevant Twist

Saturday 23 November, 2019

Lebanon has been a melting pot for many cultures over 3 millennia. It has also had much-publicized troubles in recent years.

However, out of all adversity comes strength and as a beautiful dandelion flower, Lebanon's ill wind cast many millions of sons and daughters to the four corners of the earth. Just one such "seed" landed in London in the Mid 70's. Marouf Abouzaki came with a few pounds to his name but through hard work and skill (he was a classically trained chef) he opened his first restaurant in 1981: Maroush 1 on the Edgware rd in London's West end, as Andrew Lloyd Webber was launching his new musical Cats. Maybe it's a nine lives thing, but they are both still going strong some 40 years on- I guess you can't beat a winning formula. Marouf Abouzaki puts his Pavement to Penthouse story, down to the quality of service and putting the customer first, not rocket science, right? However, there is more, it's about family. It's still a family business and the next generation of "Young Turks" (yes Lebanon was an Ottoman possession until c 100 years ago) are forging ahead with their own Culinary revolution, underpinned by the launch shortly of a new factory in London in the early 2020 and the creation of a culinary development team, elevating the heart and soul of Lebanese cooking and adding a PanLevant twist.

Rana Abouzaki, Marouf's eldest daughter and Head of Marketing said- " we are really excited by the changes happening in Maroush, and just one such exciting development is our Christmas food promotional campaign. Lebanese food is about family, and what better time than the forthcoming holiday period to bring the family together at one of our restaurants, or enjoy our "Christmas on the go" sandwich range. For me it's all about " from our family to yours since 1981"

The promotional campaign starts on the 29th of November and carries through the entire month, over the 16 Restaurants in London.

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