

LUSSMANN'S

FISH & GRILL

NEWS RELEASE – 1 July 2016

Lussmann's Fish & Grill Restaurant and Diners' Bar opens in Hitchin, Hertfordshire



Lussmann's Fish & Grill, the award-winning independent group, has opened a new restaurant and diners' bar at 25b-26 Sun Street, Hitchin.

Situated just off Market Place in the centre of this thriving market town, the partially Grade II listed historic building provides the perfect setting for the popular blend of ethical, affordable and sustainable dining that Lussmann's provides.

A full refurbishment has transformed the interior décor while maintaining the character and integrity of the building, which provides space for approximately 70 covers. A palette of soft, muted Farrow and Ball colours has opened up the two main dining areas; one of which may be curtained-off for private dining.

The mixture of marble, wood, leather and glass creates a contemporary, relaxed feel and the personal touches of Managing Director, Andrei Lussmann are also evident in hand-blown glass ceiling pendants, painted wall graphics and a gallery of work by local artists.



Unlike the group's other locations in Hertford, St Albans and Harpenden, the new restaurant features a stylish diners' bar where patrons may enjoy an aperitif, or linger over coffee and brandy after their meal.

Following a successful preview period from 22 to 30 June, where guests were offered a 25% discount, Lussmanns in Hitchin officially opened today (1 July 2016) under the helm of experienced manager Matt Mager.

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Managing Director Andrei Lussmann said: *“We are committed to making sustainable dining a reality on the high street and we are delighted to now be open in Hitchin. Initial feedback has been very positive, with many diners commenting on the value-for-money of our set menu – 2 courses for £12.50 – which is available from 12-7pm every day of the week.*

“Although our dedication to providing first class food and service to everyone will be consistent with the reputation we have established in Hertford, St Albans and Harpenden, this restaurant provides a different dining experience. We hope that the local community appreciates our offering and we look forward to establishing ourselves in this lovely market town.”

Recommended by The Good Food Guide since 2010, described by *The Times* food critic Giles Coren as ‘everything a modern local restaurant should be’, and voted ‘People’s Favourite’ in the recent Independent on Sunday / Food Made Good Awards, Lussmanns has established a loyal local following since 2004 that is set to grow with the opening of this new Hitchin venture.

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Notes

About Lussmanns Fish & Grill Restaurants

- Giles Coren, food critic for *The Times*, described Lussmanns as ‘everything a modern local restaurant should be’ and rated us 8/10.
- We have been recommended by *The Good Food Guide* since 2010.
- We are founder members of the Sustainable Restaurant Association (SRA), SRA Three Star Sustainability Champions and won UK Sustainable Small Restaurant Group of the Year at the SRA Awards 2014 & 2015.
- We were voted ‘People’s Favourite’ at the national Food Made Good Awards 2016 and described by the awards partner, the Independent on Sunday as ‘Ethical, delicious and preach-free’.
- We are rated as one of the UK’s top restaurants by Fish2Fork, the campaigning restaurant guide for people who want to eat fish – sustainably.
- For more information, including supplier details, please visit our website at www.lussmanns.com, join us on facebook at <http://www.facebook.com/LussmannsRestaurants> and twitter @lussmanns and @AndreiLussmann.

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