

For Immediate Release... May 7, 2019

## OLIVA RESTAURANTS ANNOUNCES OPENING DETAILS FOR AZIZA

The Modern Israeli Restaurant is Set to Open at Westside Provisions District in June

**ATLANTA:** Oliva Restaurants is pleased to announce the opening of its second restaurant concept in Atlanta. Following their award-winning Italian market and wine bar Bellina Alimentari in Ponce City Market, **Aziza** will provide a fresh take on traditional Israeli cuisine. The restaurant will open in the **Westside Provisions District** in late June 2019.

Born and raised in Israel, owner Tal Postelnik Baum is coming back to her roots with the opening of Aziza. Meaning 'happiness' in Arabic, the restaurant will feature a menu designed around the Israeli tradition of sharing and bring together patrons for a meal that utilizes all of their senses. With Executive Chef Brandon Hughes at the helm, Aziza's culinary offerings will be a true crossroads of culture with influences from across the Middle East. The full menu will explore the non-traditional side of Israeli cuisine with modern spins inspired by local ingredients and Chef's personal take on Israeli dishes.

"Aziza will be a wonderful addition to Atlanta's already incredible dining scene. We plan to fully celebrate Israeli food and culture in a fun and welcoming atmosphere," Baum said. "I wanted to create a space that highlights the dishes that I grew up with and those that many may not necessarily be familiar with. Diners will experience exciting, complex yet ethnic flavors and leave feeling as if they've just been welcomed into someone's home in Israel."

Designed by Smith Hanes, the 3,938 square foot space will be focused around an open kitchen with a wood-burning oven and comfortable indoor seating. As a bonus, there will be outdoor seating and a neighboring falafel stand, named Falafel Nation, with to-go items including hummus bowls, falafel, pitas, and other vegetarian street food.

"I have truly enjoyed working with authentic Italian cuisine at Bellina Alimentari and I am thrilled to add on this new challenge at Aziza. It is a completely unique concept with nothing quite like it in the city," said Executive Chef Brandon Hughes. "Discovering Israeli culture has been an inspiring journey that I am excited to share with our guests at Aziza. The menu will be a reflection of me as a chef while paying homage to Tal's upbringing."

Baum plans to continue her expansion in Atlanta with the opening of a third restaurant, **Rina**, this fall. The Israeli street food concept will open along the Eastside BeltLine trail in the **Ford Factory Lofts**, across from Ponce City Market.

About Oliva Restaurants: Oliva Restaurants is a collection of restaurants in Atlanta, Georgia owned by restaurateur Tal Postelnik Baum. While each restaurant concept differs from the other, each Oliva Restaurants concept is inspired by Baum's own story. Born and raised in Israel with many years spent in Italy, she found the inspiration for her first Atlanta restaurant, Bellina Alimentari, an award-winning Italian market and wine bar located in Ponce City Market. The 2018 Restaurateur of the Year Award nominee will open two new concepts that nod to her Israeli roots – Aziza (opening June 2019) will serve modern Israeli cuisine in a lively and energetic setting at Westside Provisions District and Rina (opening Fall 2019) will server casual, Israel street food at the Ford Factory Lofts. Executive Chef Brandon Hughes will bring his culinary acumen and oversee all three restaurants.

## **MEDIA CONTACTS:**

Tara Murphy, Morgan Fayard + Katie Cline | 360 Media, Inc. – 404-577-8686 or morgan@360media.net