

# A Z I Z A

## OLIVA

RESTAURANTS  
ATLANTA  
GA.

FOR IMMEDIATE RELEASE...

July 23, 2019

### **UNCOVER THE MYSTERY OF MODERN ISRAELI CUISINE**

*The Israeli Restaurant and Accompanying Falafel Stand Set to Open Thursday, July 25*



*A look at some featured menu items including Zaatar Laffa, Hummus No. 1, Jerusalem bagel, Okra, Kubaneh, and Watermelon at Aziza. (Photography by Andrew Thomas Lee)*

**ATLANTA:** On the west side of Atlanta, the city's most anticipated restaurant is set to open its doors this Thursday, July 25. **Aziza**, a modern Israeli concept from restaurateur Tal Baum, will be a culinary experience like no other. Upon opening the restaurant's massive wooden door, guests will immediately be transported to a beautiful, romantic space with arched entryways, luxurious fabrics, and dimmed lighting. Between the inviting décor and the delicious smells coming from the restaurant's wood-burning oven in its open kitchen, you will feel as if you have been welcomed into someone's home in Israel.

Executive Chef Brandon Hughes is orchestrating Aziza's kitchen. A native of Macon, Georgia, Hughes has an impressive background of working at acclaimed Atlanta restaurants, Aria and Bacchanalia, before joining Baum at Bellina Alimentari. As a part of his philosophy in the kitchen, Hughes values strong relationships with local farmers and attentively selecting the ingredients that he works with. He believes the choices chefs make have a strong impact on our local surroundings and on what we eat, and Aziza is no exception.

"Over the past few years, Atlanta has become more and more recognized as an international culinary destination. You don't have to look far to experience almost any kind of cuisine. One exception, however, until now, is elevated Israeli cuisine. Aziza is here to change that," said Hughes. "I am thrilled to bring guests a modern take on the Israeli experience that Tal grew up with. Each dish is thoughtfully prepared with powerful, complex flavors that will leave guests wanting to discover more."

In advance of the opening, Hughes is proud to reveal the restaurant's menu which has been designed around the Israeli tradition of sharing. Explore Israeli culinary culture through small plates including a variety of hummus dishes; Halumi with tomato, Pearson Farms peaches, and pecan dukka; Roasted Eggplant with charred tahina, Pearson Farm peach amba, pickles, and egg; Kibbeh Nayyeh (a traditional Israeli lamb dish) with bulgar crisp, sumac onions, and Ras Al Hanout; Watermelon with feta, harrisa, salad burnet, and nigella seeds; and Octopus with sunchokes, allepo, and squid ink tahini. If that isn't enough to whet your appetite, larger dishes include Chicken Tagine with Nablus olives, lemon, and fingerling potato; Half Duck (Roasted breast and confit leg) with Moroccan carrots and spiced jus; Lamb Strip with Basmati rice, sultanas, hawayej, and green tomato; Trout with charred fairytale, brown butter, lemon, and pistachio; and the m25 (a 30-day dry-aged 48oz. porterhouse) with fire-roasted vegetables. View the full menu [here](#).

Opening Aziza has been a long-standing passion project for Baum. Four years after opening the wildly successful Bellina Alimentari, she is eager to share another piece of her story. The restaurant will pay homage to Baum's childhood in Israel. Every detail in the restaurant, from the plush banquettes to the locally-sourced dinnerware, will bring guests to the crossroads of Baum's past and present.

“This restaurant is a concept I have been working on for a long time. Everything is how I envisioned it would be – from the fabulous interiors to the highly skilled staff,” explained Baum, owner of Oliva Restaurants. “We have hand-selected an extraordinary team of industry leaders including Demario Wallace leading our bar program, Zibaa Sammander creating delectable pastries, and Jeremy Iles as General Manager. I’m unbelievably excited to share this with Atlanta, and beyond.”

If a seated dining experience isn’t what you’re looking for, head to accompanying falafel stand, **Falafel Nation**, set to open on **July 25** in conjunction with Aziza. The fresh, colorful space will be serving up a limited menu of to-go items including hummus bowls, falafel, sabich (an Israeli eggplant sandwich), and other vegetarian street food. Soak up the rest of the summer in the patio area with quick grab-and-go bites during the day. Then, follow the bright neon beacon to your new late-night addiction after a night out.

The restaurant will be taking reservations through OpenTable beginning today, July 23. Aziza will be open for dinner from 5 pm to 10 pm (Lunch and Brunch hours to be added soon) and Falafel Nation will be open from 11 am to late.

Beyond Aziza, Oliva Restaurants plans to continue its expansion in Atlanta with the opening of a third concept, **Rina**, this fall. The Israeli street food diner will open along the Eastside BeltLine trail in the **Ford Factory Lofts**, across from Ponce City Market. Rina will be serving a menu featuring modern tweaks on personal family recipes, including a falafel recipe from Baum’s grandmother.

For more information on Aziza, visit the restaurant’s [website](#) and follow along on [Instagram](#) and [Facebook](#). If interested in speaking with owner Tal Baum or Executive Chef Brandon Hughes, please email Lindsay Gordon at [lindsay@360media.net](mailto:lindsay@360media.net) or call 404-577-8686.

**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 restaurant 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 and Executive Chef Brandon Hughes will open two new concepts that nod to Baum’s Israeli roots – Aziza (opening July 25) will serve modern Israeli cuisine in a lively and energetic setting at Westside Provisions District and Rina (opening Fall 2019) will serve casual, Israel street food at the Ford Factory Lofts. Hughes will bring his culinary acumen and oversee all three restaurants.

**MEDIA CONTACTS:**

Tara Murphy, Lindsay Gordon + Katie Cline | 360 Media, Inc. – 404-577-8686 or [lindsay@360media.net](mailto:lindsay@360media.net)

###