



For Immediate Release...

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OLIVA RESTAURANTS REVEALS OPENING DETAILS FOR RINA

The Casual Israeli Diner-Style Eatery is Set to Open on the Eastside BeltLine in January 2020

ATLANTA: Picture yourself taking a stroll down the BeltLine and suddenly you're drawn in by upbeat Israeli tunes and fresh scents of falafel and sizzling skewers. You feel as if you've been instantly transported to a vibrant beach café in Tel Aviv, Israel, right in the heart of Atlanta. This scene becomes reality with the opening of Oliva Restaurants' latest restaurant concept, **Rina**, opening on **January 13, 2020**.

The eatery will be tucked into the **Ford Factory Lofts**, directly across the BeltLine from Ponce City Market. Named for restaurateur Tal Baum's grandmother, the restaurant is a tribute to the woman who instilled a passion for cooking in Baum and follows in the footsteps of her other recent Israeli concepts, Aziza and Falafel Nation, at Westside Provisions District.

"I wanted to expose Atlanta to the fun, lively, delicious part of my culture that is not always the focal point. I want everybody to know what a magical and beautiful place Israel is and share the recipes that were first served at my family's falafel stand in Israel in the 1950's," said Baum. "It means so much to me to continue to expand the flavors of this city and be a part of this Atlanta's tremendous restaurant scene."

Executive Chef Brandon Hughes oversees all of Oliva Restaurants' ventures (Bellina Alimentari, Aziza, Falafel Nation), and is expanding his culinary creativity even further with Rina. Inspired by traditional skewer houses (or shipudiyah) in Israel, the menu will feature classic Middle Eastern dishes such as pita sandwiches, skewers, seasonal mezze, hummus, salads, Israeli-inspired milkshakes, and more.

"After 6 months at the helm of Aziza, Israeli culture and cuisine continues to excite and inspire me. I can't wait to share this concept with Atlantans," said Hughes. "This concept takes more traditional Israeli food offerings, and brings things up a notch, adding in an element of fun and color."

The good vibes continue with frozen drinks, draft cocktails, boozy milkshakes, and house-made sodas behind the restaurant's large bar. Demario Wallace, who oversees the bar program at both Aziza and Rina, is no stranger to originality when it comes to utilizing Middle Eastern flavors in unexpected ways, and the menu will include authentic ingredients such as harissa, tahini, turmeric and tamarind.

Renowned Atlanta-based designer, Smith Hanes designed the relaxed and family-friendly 2,700 square-foot space which includes an inviting outdoor patio with BeltLine access. Incorporating bright and airy colors, traditional Israeli textures, and ample natural light from the large windows, the welcoming and energetic setting represents a piece of Baum's childhood. Translating to 'joy' in Hebrew, that is exactly how you'll feel once you step foot into Rina and have a taste of this cuisine.

Interviews with owner Tal Baum and Executive Chef Brandon Hughes available on request. Follow along with Rina at rinakitchen.com and on [Facebook](https://www.facebook.com/rinakitchen) and [Instagram](https://www.instagram.com/rinakitchen).

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 has three more concepts that nod to her Israeli roots – Aziza serves modern Israeli cuisine in a lively and energetic setting at Westside Provisions District, Falafel Nation is a quick bite of middle Eastern street foods and Rina (opening January 2020) will serve casual, fresh and bright plates at the Ford Factory Lofts. Executive Chef Brandon Hughes brings his culinary acumen and oversees all three restaurants. Follow along with the restaurant group at olivarestaurants.com.

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