



FOR IMMEDIATE RELEASE:

From the family that brought you the 2010 Vendy Award Winning Rookie Food Truck of the year...

Souvlaki GR is announcing the opening of their flagship location in New York City's famed Lower East Side. With the same dedication to authenticity of experience, this latest endeavor from Kosta, Pavlos and Abby intends to bring the streets of Greece and the "culture of souvlaki" to life.

Slated to open in early 2011, the restaurant will be an inexpensive and casual option for all; a cozy, and utterly one-of-a-kind destination representative of Greece in its simplest, least touristic manner.

As part of their commitment to the traditional, this project completes their vision by serving souvlaki in the same environment from which it came. The design is less about décor than it is about ambiance – a place that is real, true to its roots and emblematic of everyday life in Greece. Conjure the tiny meandering streets, the shops and pockets of tables, and the sound of syrtaki as part of the entire experience at Souvlaki GR. Greece as it truly is, in Downtown Manhattan.

The menu will expand just slightly. An addition of a few salads, sweets and Greek coffee will only compliment their famed pork and chicken pitas. Souvlaki GR is creating for its customers, that which they could not offer from the truck – a place to hang out, without the hassle of lines and the intrusion of weather. No frills, just their same set standards of flavors and service.

As they did with the creation of their Souvlakitruck, this will be another all-hands-on-deck approach to bring this new space to life. As construction progresses, the crew plans to return the truck to the streets full-time, in mid-January. The Souvlakitruck holds a special place in the hearts of its creators, who plan to remain a constant figure in the New York City street food culture indefinitely.

END

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