

Novikov's Brompton Quarter Brasserie Set to Open



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Russian restaurateur will open Kensington establishment to capitalize on the success of 'Novikov' in Mayfair

March 08, 2013, 11:24 am -- /[EPR NETWORK](#)/ -- Following on from the success of his hugely successful self-titled Mayfair restaurant, Arkady Novikov is set to open a new eatery in neighbouring Kensington. The Brompton Quarter Brasserie has been given the Novikov treatment, and will be wowing Londoners and tourists from March.

Novikov, who also works as Putin's personal caterer, will be expecting a jammed restaurant if the success of his first London venture is anything to go by. The chef will bring together the best Pan-Asian cuisine with European favourites, but rather than offering a direct fusion of flavours, he plans to offer the best of both worlds: European cuisine for breakfast, and Asian for lunch and dinner.

Set across two bustling floors, the sprawling Brompton Asian Brasserie promises to be one of the most ambitious [London restaurants](#) in the West End. On the ground floor is the main restaurant, with an open kitchen and private dining room. In the basement is a moodier, more relaxed cocktail bar, and next door is the deli, open from 7.30am to 11pm each day. Charcuterie, cheeses, sandwiches and meals from the kitchen are on offer, as well as a dim sum counter.

The restaurant is part of the same complex as the [Egerton House Hotel London](#), which offers luxury accommodation, typically at West End prices. However, to mark the opening of Novikov's new venture, the

Egerton has teamed up with LondonTown.com to offer a 32% on double rooms. The reduction makes the cost of a night's stay £260.

For diners planning to make a weekend of it, a quick browse on LondonTown.com shows a number of nearby hotels offering similar discounts. Among the highlight in terms of price and standard, the [Rembrandt Hotel London](#) in Thurloe place (around 2 minutes' walk from the Brompton Asian Brasserie) is offering double rooms from £99 – 75% less than the standard nightly rate.

To view more London restaurants, hotels and events, visit LondonTown.com.

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