

# Chaiiwala Makes Its Debut at Luton Airport

London Luton Airport (LLA) will further expand the availability of food offerings, which is already quite diverse, with the addition of Chaiiwala, an expert in Indian street food.

The new Chaiiwala restaurant will offer a taste of India, enhancing the global dining experience LLA's passengers can get.

The new outlet is located at LLA and has a floor area of 1,500 sq ft and eating capacity of 30 people, making Chaiiwala a new entrant in the airport food and beverages sector.

This first outlet combines traditional Indian food with elements of street food and also includes both sit-down and take-away cuisine designed for the rushing tourist.

Among other novelties, the new LLA travel tiffin box for exclusive use in the railway carriages is already expected to meet the demand of passengers who prefer tasty and easy to consume meals during their journey.



Picture Credits: Chaiiwala.co.uk

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## Delving deeper into the culinary world at LLA

Chaiiwala has enriched the range of LLA's food offers, as the airport serves a great variety of cuisines for different guests' taste.

The new restaurant is a great addition to the impressive list of food service establishments that include a diverse range of international foods to complement the travel experience.

With Chaiiwala at LLA, customers can enjoy some of the restaurant's specialties such as the Karak Chaii, Caramel Chaii, English-Ish Breakfast, Masala Chips and the most famous Karachi Bun Kebab.

It is noteworthy that besides the above favourites, the menu also consists of a list of sweets and snacks, which would meet everyone's taste.



Picture Credits: Chaiwala.co.uk

# Job Generation and Enlarging the Opportunities

From the introduction of Chaiiwala at LLA not only a new dimension has been added to the food and beverages available at the airport, but also has provided employment to 40 people.

This move falls in line with Chaiiwala's growth plan where the brand aims to cover the best travel destinations to reach more people.

Jonathan Rayner, Chief Commercial Officer at London Luton Airport, expressed his enthusiasm for the new addition: Chaiiwala comes to LLA with a loyal fan base and a successful concept of Indian street food with a modern twist to it, we are delighted to be Chaiiwala's first partner at the airport and the addition of this restaurant before the summer underlines our commitment to continually improve our offering of a large choice of new and interesting food.

This launch at LLA is a very important step for Chaiiwala, which is constantly developing its business strategy. Muhammed Ibrahim, Chief Executive Officer at Chaiiwala, shared his excitement about this new venture: "We are very much looking forward to entering a new area of interest for Chaiiwala and its fans.

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This will be the first time any food brand will be introducing dedicated Indian street food in an airport setting so we are especially looking forward to getting started at London Luton Airport.

We believe the vibrant and tasty menu items we have planned will appeal to all palates and will be a hit with new and returning customers. Our first

London Luton Airport has stated that the partnership with Chaiiwala is in line with the airport's strategy to enhance the experience of passengers on a regular basis.



Picture Credits: Chaiwala.co.uk

In order to achieve this, LLA has set a goal of developing a partnership with new and interesting brands in the food industry to provide an atmosphere that is warm and inviting for travellers.

This is evident from the introduction of Chaiiwala which is an Indian street food joint that has been designed to offer passengers Indian delicacies.