

## JIMI FAMUREWA TO LAUNCH THE SOHO FOOD SCENE

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For immediate release

Award-winning food writer, broadcaster, and former *Evening Standard* restaurant critic [Jimi Famurewa](#) is stepping into a new role as the official ambassador for the [Soho Food Scene](#), celebrating the neighbourhood's unmatched culinary offering.

Known for his sharp, insightful writing on food and culture, Jimi has built a reputation for uncovering the stories behind the UK's most exciting restaurants and his writing has earned multiple awards, including Restaurant Writer of the Year at both the Fortnum & Mason Awards and the Guild of Food Writers Awards. Now, as the face of the **Soho Food Scene**, Jimi will curate an exclusive guide to the neighbourhood's most exciting culinary offerings. Through editorial features and social-first video content, he'll spotlight insider favourites, behind-the-scenes moments, and the evolution of Soho's hospitality scene—further cementing its status as a must-visit global food destination.

At the heart of the Soho Food Scene Guide, Jimi will be delving into the neighbourhood's rich culinary landscape through conversations with some of its most exciting chefs. He'll uncover their go-to spots in Soho, [Carnaby Street](#) and [Kingly Court](#), the hidden gems and insider hacks they've picked up from years of working in the area, and the late-night haunts they retreat to after service. The guide will also spotlight the best-value dishes Soho has to offer, alongside expert tips and tricks for recreating some of the district's most iconic plates at home.

**Jimi Famurewa, Ambassador for the Soho Food Scene**, said: *"Soho has always been the beating heart of London's food culture, an ever-changing, ever-exciting hub where the city's most ambitious chefs and restaurateurs come to make their mark. From legendary institutions to boundary-pushing newcomers, it's a place that celebrates creativity, diversity, and bold flavours in a way no other part of London quite does. I'm excited to be shining a spotlight on the people and places that make Soho such an essential dining destination; unearthing hidden hacks, behind-the-scenes stories, and the dishes that define this incredible neighbourhood."*

As Jimi uncovers the neighbourhood's best-kept secrets, the Soho Food Scene Guide will also celebrate the independent spirit that defines the area exploring how Soho's unique blend of location, energy, and diverse audience makes it the city's ultimate testing ground for ambitious food concepts. Soho has long been a launchpad for independent restaurateurs, and at the heart, Kingly Court has been home to some of London's pioneering dining spots. Most recently, talents like Florence Mae Maglanoc ([Donia](#) and [Panadera](#)) and Maxime and Yannis Alary ([Goldies](#) and [Blanchette](#)) have joined stalwarts such as Asma Khan of [Darjeeling Express](#) and Imad Alarnab of [Imad's Syrian Kitchen](#), bringing their own creative culinary visions to the space.

This culture of innovation continues with a wave of new openings shaping Soho's next chapter. [Himi Izakaya](#), from the team behind [Roji](#), brings a fresh take on Japanese dining, while [Breadstall](#) channels New York with pizza by the slice. [La Maritxu](#) offers nothing but authentic Basque cheesecakes, and viral sensation [Donutelier](#) continues to

draw queues for its ornate pastries. The months ahead will also see several new exciting concepts announcing their openings this Summer; further proof that Soho remains London's most exciting food destination.

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#### **About Soho**

Soho is a world-famous shopping and dining destination in the heart of London's West End, synonymous with culture, creativity and innovation. Made up of one square mile of vibrant interconnecting streets including the globally renowned Carnaby Street, it's home to a multi-dimensional mix of international flagships, independent boutiques and innovative, new concept stores. The epicentre of London's dining scene, its unique day-to-night hospitality offer comprises high-quality restaurants, cafés, bars and pubs.

[ThisisSoho.co.uk](https://thisissoho.co.uk) / @ThisisSoho

#### **About Jimi Famuwera**

Jimi Famurewa is a British-Nigerian author, broadcaster and freelance journalist. His writing has appeared in the *Guardian*, *Wired*, *GQ*, *Empire* and *Time Out London*. He is the former restaurant critic for the *Evening Standard*, regular guest judge on the BBC One series *MasterChef* and was also one of the lead judges on Channel 4's *The Great Cookbook Challenge* with Jamie Oliver. He hosted the award-winning podcast *Where's Home Really?*, and, in 2021, he won Restaurant Writer of the Year at both the Fortnum & Mason Awards and the Guild of Food Writers Awards. His first book, *Settlers: Journeys through the Food, Faith and Culture of Black African London*, was published by Bloomsbury in 2022 and was shortlisted for Foyles Non-Fiction Book of the Year. He has a newsletter called Seconds.