

For immediate release

AROMA GROUP OPENS *ALISAN* FLAGSHIP RESTAURANT OPPOSITE WEMBLEY STADIUM

The Aroma Group of restaurants has announced the addition of 'Alisan', a flagship establishment. Offering Dim Sum and fine Chinese cuisine, adjacent to Wembley Stadium, Alisan launches with a grand opening on Saturday 11th November complete with fire crackers and traditional Lion dance, which according to legend, will chase away evil spirits and bring good luck

The name Alisan is taken from of a mountain in Taiwan made famous in an old Mandarin folksong. The song is about the aboriginal women living on Alisan mountain being very beautiful. The word "san" means mountain or hill in Chinese. The letters "*LIS*" in the *ALISAN* logo form the Chinese character for mountain.

The Dim Sum Head Chef, CC Wong, was the Dim Sum Head Chef at Yauatcha Michelin-starred Soho restaurant. Dim sum is served throughout the day until 5pm. The restaurant Head Chef, GW Dai, was previously at the Mandarin Oriental, a five star hotel, in Singapore.

The split-level establishment seats up to 200 on the ground floor. The first floor features a cocktail lounge, with sofa seating, serving drinks and snacks.

A function room is available for private hire, complete with karaoke facilities.

The décor of Alisan creates a modern yet Oriental setting. The restaurant successfully combines an Eastern feel with modern European features. .

Commenting on the new opening, which is directly opposite of the new Wembley stadium, Aroma Director Colin Wong said, "The area deserves a first rate modern Chinese restaurant offering fine dining and good dim sum.

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Editors' Notes: Photos and copies of the menu available.

The Aroma Group, which opened its first of its eight restaurants under the Aroma brand in Stevenage in 1997, also has locations in Wood Green and Shepherd's Bush in London, Luton, Northampton, Braintree and Hemel Hempstead.

Lion Dance Background - A traditional accompaniment to restaurant openings, the lion dance is performed by a pair of dancers inside a lion costume. The dance is a precise demonstration of stylised movements performed by skilled performers, trained in martial arts. The eyelids, mouth and ears of the lion's head all move.

The dance is accompanied by loud music played on large drum, gong and cymbals plus of firecrackers - evil being afraid of loud noise. The dance climaxes with the Choi Cheng or 'Picking the Green', with vegetable leaves tied to a piece of string with a red packet containing money, being eaten by the lion. The lion explodes into activity while spitting out the leaves, signifying future abundance.

Wembley Stadium and the developments around it are fast becoming a major success story for London. Planning permission for a £1.3b regeneration will create 6,000 new jobs, 4,200 new homes and new shops, leisure and community facilities including a multiplex cinema, a refurbished Wembley Arena, bars, restaurants and new public squares. Improvements in local transport will help to ensure the area becomes a world-class leisure destination.

Wembley Retail Park, Engineers Way, Wembley, Middlesex HA9 0ER
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ALISAN Opening Times:

Mon to Thurs	12 noon - 5.00pm & 6.00pm - 11.00pm
Friday	12 noon - 5.00pm & 6.00pm - 11.30pm
Saturday	11.00am - 5.00pm & 6.00pm - 11.30pm
Sunday	11.00am - 5.00pm & 6.00pm - 10.30pm