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Yehuda Sichel's New Venture "HUDA" Opens this Week



Chef Yehuda Sichel / HUDA fare

September 8, 2020 [Philadelphia, PA] – Chef Yehuda Sichel is stepping out on his own this fall with a new restaurant, HUDA opening this Thursday. The Colliers retail team of Jason Fox and Evan Steinberg assisted Chef Yehuda in the location of his new space.

With almost two decades of experience in the restaurant industry, Sichel made waves in Philadelphia as Executive Chef and Partner of CookNSolo's Abe Fisher. While at the helm, the restaurant earned numerous accolades, including three bells and a "Feast of the Year" title from *The Inquirer's* Craig Laban, and a James Beard Award semi-finalist nod for Best New Restaurant. But what most don't know about Sichel is that he got his start in the industry working at a deli as a teenager which has inspired his long-time vision for this concept.

Located at the former Hai Street Kitchen outpost at 32 S.18th Street, HUDA will feature globally-inspired sandwiches on house made breads such as robust sourdough and light and fluffy milk bread, as well as vegetable-rich sides and seasonal salads. Smoked Salmon with Nori Cream Cheese and Pickled Corn and Black Radish, Grilled Swordfish with Kimchi Tartar and Napa Cabbage Slaw, Neiman Ranch Brisket with Dijonaise and Garlic Pickles, sides like Melon Salad with Lime Yogurt - all are flavors hungry patrons can expect.

Sichel will continue to partner with the local farmers and purveyors that he has worked with over the years, in order to support local farmers and be able to use produce at their peak. HUDA will thus carry on Sichel's legacy of sourcing high-quality, seasonal ingredients at a local level whenever possible."



Huda house-made milk bread and sourdough

“HUDA is an expression of my personal experiences, but it isn’t limited to the scope of Jewish cuisine. I’m proud to have told my ancestors’ stories through food, but now it’s time to tell mine – and that’s through stripped down, honest flavors paired with the bread I’ve been working on all throughout quarantine.”

Opening amidst a pandemic was not what this chef originally had in mind – but has crystallized his vision and allowed HUDA to be proactive to COVID-era practices in the development of the restaurant space.

“Given everything that’s going on, it’s going to be a while before most people are back to their normal dining routines. A sandwich, though, is a microcosm of a dish in one bite. What better way to deliver the essence of a restaurant meal to the masses than through a sandwich?”

The Colliers retail team of [Jason Fox](#) and [Evan Steinberg](#) assisted Huda in the location of its new space. “Helping a talented chef like Yehuda realize his vision and bring an exciting new food option to Philadelphia is a great feeling – we will be the first in line” cited Jason.

The grand opening of HUDA is set for Thursday, September 10th.

HUDA is located at 32 S. 18th Street and will be open Tuesdays through Saturdays for delivery and takeout only. Operating hours will be from 11:30 am – 6:00 pm (or until sellout). Orders can be made by phone 445-544-8025 or via Caviar and Door Dash. Food fans are encouraged to subscribe to the [HUDA email list](#) for the first word on daily pop-up offerings and special events. When ordering in person or taking out, guests are reminded to maintain proper social distancing and to wear masks.



For more information

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