

MASALA ZONE RATED AS MOST POPULAR RESTAURANT CHAIN 2014

See extracts from The Zagat Survey below

This underlines the unusual achievements of MW Eat in developing successful highly regarded fine dining as well as brasserie restaurants



New Survey Results: London's Best Restaurants

By Claire Coleman
September 9, 2013

Today sees the release of the 2014 Zagat London Restaurants Survey, covering 1,290 restaurants, as rated and reviewed by 10,271 avid diners. Read on to find out which restaurant surveyors rated best for Food, Service and Decor, and to learn more about the trends emerging from this year's survey, as well as the capital's hottest new culinary neighbourhoods.



Most Popular Chain: **Masala Zone**

When it comes to favourites among the chains, Indian street-food group, Masala Zone, has this year come from nowhere to oust Wagamama - now down in third place, below Wahaca. With **seven properties** around town, including a self-service counter in Selfridges, the Masala Zone chain - which is part of the same group that owns **Chutney Mary**, **Veeraswamy** and **Amaya** - prides itself on serving inexpensive thalis and small plates.

Masala Zone

Indian | Soho

FOOD	DECOR	SERVICE	COST
22	20	21	£22

Ratings are out of 30. Key to ratings [?](#)

One way to sample the "fragrant", "interesting" "potpourri" of sub-continental flavours at this "buzzy" Indian street-food purveyor, ranked as London's Most Popular chain, is to order the "huge" grand thali, which is "enough for two people" and "decently priced"; the "contemporary" decor "changes depending on location", but the service, which is "prompt" and "professional", is "consistent throughout".