

going out

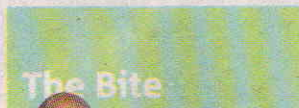
Tiffin hits the big time

- ▶ The beloved Indian takeout restaurants are set to start franchising
- ▶ Plus, a higher-end concept is in the works ▶ Bring on the biryani!

When Munish Narula opened his first Tiffin, did any of us think we were witnessing the birth of an empire?

The Wharton-educated restaurateur opened his first outpost on the outskirts of Northern Liberties in late 2006, to the excitement of some food nerds (you know a few: always looking for that next food trend, critiquing and bemoaning the lack of whatever authentic cuisine they are grousing about that day).

Those first devotees found Tiffin and became fans — big fans. From that storefront on a lonely stretch of Girard, Tiffin delivered authentic Southern



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Indian staples to an increasing number of Philadelphians who found that they were, suddenly, always craving Indian food. The store's delivery zone expanded, and more of the city began getting dinner delivered by well-dressed Indian men.

Today, there are five Tif-

fin locations scattered across Mt. Airy, Elkins Park, Wynnewood and Bryn Mawr. And now comes word that Tiffin has been selected from 170 concepts as "America's Next Top Restaurant Franchise" in a contest sponsored by SYSCO and The Franchise Edge. As part of the honor, they'll receive \$100,000 in development services.

Could that mean we will see a Tiffin on every corner as Indian truly becomes the next Chinese, accepted into American cuisine and culture? More and more, we're hearing exactly that, and with the success of Tiffin, why would you believe differently?

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Not just takeout

It isn't just Tiffin that Munish Narula is creating. He recently held an open house at **777 S. Broad Street** where he will be opening a new, higher-end Indian restaurant complete with a liquor license and lounge. The space is still just a concrete shell for now and the restaurant doesn't have a name yet. It does have a chef, but Narula isn't divulging that either. What we can tell you: The renderings do show an exciting space with an open kitchen and seats for more than 100.

— Arthur Etchells is a local food blogger. Read more at www.foobooz.com.



▶ Munish Narula's mysterious new restaurant is coming soon to 777 S. Broad Street.