# Atis to reach 15 London sites this summer as Southbank opens with steep launch discounts



atis, the fast-growing, health- and community‑focused food-to-go brand, has announced a fresh wave of openings in London this late summer, starting with atis Southbank on 26 August 2025. According to Hospitality & Catering News, the Southbank site will open close to the Thames and will run launch promotions — the first 100 customers will receive a free bowl or plate and there will be 50% off bowls and plates between 11:00–15:00 from 26–31 August — as the company seeks to drive immediate footfall to the new riverside location. The company describes its food offering as “build‑your‑own” bowls alongside chef‑curated plates intended for quick lunches, grab‑and‑go dinners or picnics by the river.

The Southbank opening is the first of three London sites slated for rapid rollout, with further sites planned in September at King’s Cross and North Audley Street. The company says the programme will leave it operating 15 London locations by the end of summer — a claim that sits alongside publicly available location listings and recent press coverage that chart atis’s swift rollout across the capital. The brand’s customer service location page confirms a multi‑site footprint that already includes outlets such as Old Street, Eccleston Yards, Notting Hill, Canary Wharf, Borough Yards, Regent Street, Eastcheap, Moorgate, Covent Garden and Mayfair. Independent reporting earlier in 2025 also records a Battersea riverside opening on 30 June, described as the group’s eleventh London outlet, underscoring how quickly the estate has expanded in recent months.

Eleanor Warder, co‑founder of atis, framed the expansion in energetic terms in the company’s messaging, saying to Hospitality & Catering News that “healthy eating should never be dull — it should be bold, vibrant and full of energy,” and describing Southbank as “the next step” in bringing that proposition to Londoners. That language reflects the brand’s positioning as a flavour‑forward alternative to conventional fast food; editorially, it is worth noting this is the company’s characterisation of its offer rather than an independent assessment.

Alongside bricks‑and‑mortar growth, atis has broadened its commercial model. In June 2025 the company launched “Atis Catering Feasts”, a group catering arm aimed at five‑plus covers and available from multiple central London sites. Reporting on the catering launch explained ordering mechanics (via Ordit with a minimum spend) and highlighted exclusive dishes for larger orders; the co‑founder described catering as “a natural next step” for the business. The catering move signals an attempt to diversify revenues beyond walk‑in lunchtime trade and capitalise on corporate and group catering demand in central London.

Design and rollout detail have also featured in coverage of the openings. Retail Times reported that the Battersea site’s interior was designed by Daytrip Studio and that opening offers there mirrored the promotional approach used at other launches. Industry newsletters tracking the brand’s progress have additionally flagged further development sites — including Monument, Moorgate and another North Audley Street location — and noted that the group is exploring regional opportunities beyond London, suggesting the current wave of openings is part of a broader growth strategy rather than isolated one‑offs.

Taken together, the announcements and recent openings paint a picture of an aggressively expanding small chain positioning itself in the “real food to go” segment that has gained traction in central London. The company’s own press materials emphasise growth since its 2019 founding and present the Southbank launch and catering offer as natural extensions of that trajectory. While promotional offers and riverside locations are likely to generate immediate curiosity and footfall, the long‑term test for the brand will be sustaining repeat custom and profitable trading as competition in the healthy fast‑casual market remains intense.

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## Reference Map:

* Paragraph 1 – [[1]](https://www.hospitalityandcateringnews.com/2025/08/atis-set-to-hit-15-london-locations-with-major-autumn-expansion/), [[2]](https://www.hospitalityandcateringnews.com/2025/08/atis-set-to-hit-15-london-locations-with-major-autumn-expansion/)
* Paragraph 2 – [[4]](https://getintouch.atisfood.com/hc/en-gb/articles/7752412259101-WHERE-ARE-YOUR-LOCATIONS), [[5]](https://retailtimes.co.uk/atis-londons-leading-real-food-to-go-brand-will-be-opening-new-site-in-battersea-on-monday-30-june/), [[1]](https://www.hospitalityandcateringnews.com/2025/08/atis-set-to-hit-15-london-locations-with-major-autumn-expansion/)
* Paragraph 3 – [[1]](https://www.hospitalityandcateringnews.com/2025/08/atis-set-to-hit-15-london-locations-with-major-autumn-expansion/), [[3]](https://atisfood.com/latest-press/)
* Paragraph 4 – [[6]](https://www.restaurantonline.co.uk/Article/2025/06/24/london-based-salad-bowl-brand-atis-has-launched-a-new-catering-offer/), [[3]](https://atisfood.com/latest-press/)
* Paragraph 5 – [[5]](https://retailtimes.co.uk/atis-londons-leading-real-food-to-go-brand-will-be-opening-new-site-in-battersea-on-monday-30-june/), [[7]](https://www.propelinfonews.com/pi-Newsletter-tue.php?datetime=20250603080000)
* Paragraph 6 – [[3]](https://atisfood.com/latest-press/), [[4]](https://getintouch.atisfood.com/hc/en-gb/articles/7752412259101-WHERE-ARE-YOUR-LOCATIONS), [[1]](https://www.hospitalityandcateringnews.com/2025/08/atis-set-to-hit-15-london-locations-with-major-autumn-expansion/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.hospitalityandcateringnews.com/2025/08/atis-set-to-hit-15-london-locations-with-major-autumn-expansion/> - Please view link - unable to able to access data
2. <https://www.hospitalityandcateringnews.com/2025/08/atis-set-to-hit-15-london-locations-with-major-autumn-expansion/> - This Hospitality & Catering News piece (9 August 2025) reports atis’s planned autumn expansion across London. It states atis will open three new sites, beginning with atis Southbank on 26 August 2025, and that the chain expects to operate 15 London locations by the end of summer. The article outlines launch promotions at Southbank, including a free bowl/plate for the first 100 customers and 50% off bowls and plates between 11:00–15:00 from 26–31 August. It quotes co‑founder Eleanor Warder on the brand’s mission to make healthy eating bold, vibrant and energetic.
3. <https://atisfood.com/latest-press/> - atis’s official press page gathers the brand’s recent media coverage and social announcements. It lists press items and links to external features, highlights the company’s growth since its 2019 founding and points readers to social posts about new store openings. The page acts as a hub for media enquiries and signposts atis’s wider communications, including links to the company’s news, menu updates and Instagram content announcing new sites. It therefore functions as an authoritative source for atis’s corporate announcements, public statements by founders and the company’s ongoing expansion activity across London.
4. <https://getintouch.atisfood.com/hc/en-gb/articles/7752412259101-WHERE-ARE-YOUR-LOCATIONS> - atis’s official customer service locations page lists current London sites, addresses and typical opening hours, confirming the brand’s multi‑site footprint across the capital. The Zendesk article enumerates atis outlets such as Old Street, Eccleston Yards, Notting Hill, Canary Wharf, Borough Yards, Regent Street, Eastcheap, Moorgate, Covent Garden and Mayfair, demonstrating how the chain has grown since its 2019 launch. The page provides practical visitor information and supports claims about atis operating numerous London restaurants, underlining its expansion from a single Old Street site into a wider city network of bowl and plate venues.
5. <https://retailtimes.co.uk/atis-londons-leading-real-food-to-go-brand-will-be-opening-new-site-in-battersea-on-monday-30-june/> - Retail Times reported on 3 June 2025 that atis would open a new Battersea site on 30 June 2025, describing the riverside location close to Battersea Power Station and confirming this as the brand’s eleventh London outlet. The article notes the store design by Daytrip Studio and details the celebratory offer of 50% off in‑store between 11:00–15:00 during opening week (30 June–4 July). It highlights atis’s signature bowls and plates and frames the Battersea opening as part of a continued rollout of new sites across central London, reinforcing the chain’s rapid expansion.
6. <https://www.restaurantonline.co.uk/Article/2025/06/24/london-based-salad-bowl-brand-atis-has-launched-a-new-catering-offer/> - Restaurant Online covered atis’s June 2025 launch of ‘Atis Catering Feasts’, a group catering arm for five or more people available from multiple central London sites. The article explains ordering mechanics (via Ordit with a minimum spend), menu highlights including chicken and vegetarian options, and exclusive catering dishes. It quotes co‑founder Eleanor Warder describing catering as a natural next step, and records that atis operated ten sites at the time with an eleventh due to open at Battersea on 30 June. The piece helps verify leadership quotes and the brand’s ongoing rollout across London.
7. <https://www.propelinfonews.com/pi-Newsletter-tue.php?datetime=20250603080000> - A Propel Info News newsletter (3 June 2025) summarises atis’s development, noting the imminent Battersea opening and citing prior expansion earlier in the year. The item reports that atis had openings lined up across London, referencing further sites planned for Monument, Moorgate and another Mayfair location on North Audley Street. It quotes company commentary about a strong start to 2025 and mentions the group’s exploration of regional opportunities. The newsletter therefore corroborates reporting of multiple forthcoming openings and the brand’s strategic intent to continue growing its estate in London and beyond.