# Pizza parlour in Wallington draws long queues with Indian and Italian fusion



A pizza parlour in Wallington, South London, has captivated food enthusiasts across the UK with its distinctive fusion of Italian and Indian cuisines, leading to long queues and a surge in demand. Bombay Pizza, led by 26-year-old Anisa Khan, a recent runner-up on the BBC reality show The Apprentice, has rapidly become a culinary sensation since its appearance on the programme.

Bombay Pizza, originally opened in Sutton in 2020 as a dark kitchen, specialises in South Asian-inspired pizzas that have attracted widespread attention. The menu features inventive offerings such as The CTM—a pizza topped with tandoor-grilled chicken tikka in masala sauce, red onions, mozzarella, and coriander—and the Khan’s Keema Special, which combines lamb, spices, peas, cheese, and herbs. Vegan options include the Bombay Brinjal, adorned with roasted aubergine, mushrooms, spinach, and masala spices, alongside the popular chilli paneer pizza. The eatery also offers sides like cheesy garlic coriander and chilli slices and Bombay fries.

The newfound popularity follows Anisa’s participation in The Apprentice’s finale, where she competed against Dean Franklin in a challenge that involved rebranding and relaunching their businesses to secure a £250,000 investment from Lord Sugar. For her challenge, Anisa rebranded Bombay Pizza as Zaal Pizza and created a chickpea pizza featuring a dahl base. Despite Lord Sugar ultimately choosing Dean as the winner, viewers showed significant support for Anisa’s venture.

Since the episode aired, Bombay Pizza has been overwhelmed with orders, prompting the temporary suspension of its UK-wide delivery service. The business now exclusively accepts in-person takeaway orders at its London site due to the volume of demand, which has resulted in staff working extra shifts to manage more than 500 pending orders. A statement released on Bombay Pizza’s social media acknowledged the influx: "We're currently experiencing an incredible surge in demand and are truly grateful for everyone's enthusiasm ... Our small team is working hard to get back to everyone as quickly as possible."

Footage shared by the restaurant shows Anisa greeting numerous fans queuing outside to place their orders, illustrating the fervent interest from food lovers. Online testimonials reveal patrons willing to travel significant distances to sample the pizzas, with one noting, "I’m in south Wales and so tempted to drive five hours just to taste these pizzas, they look absolutely delicious." Another said, "My boyfriend and I travelled from London to try this pizza after seeing all the great reviews on The Apprentice. Although the wait time was 2.5 hours, we were happy to wait at a local pub. These pizzas didn’t disappoint. The chicken tikka masala was absolutely delicious."

In an exclusive interview with MailOnline, Anisa described the surge as "amazing" and remarked on the level of support since the show aired: "It was like hundreds of people. We had queues coming out of my takeaway restaurant and it's amazing. Also it’s amazing because one, it’s great business, but two, it’s nice that I’ve had an impact on so many people." She added, "I’m trying my best to handle it, because honestly, last Friday and Saturday was just mental. Like, I’ve never experienced that level of busy."

Looking ahead, Anisa has ambitions to expand Bombay Pizza’s reach, planning to open additional dark kitchens in high-demand locations across the country. She told the BBC, "This will allow me to grow the business strategically, introduce our innovative menu to more customers, and build towards establishing a nationally recognised brand."

Bombay Pizza’s unique culinary approach and its rapid rise in popularity demonstrate the growing appetite for creative fusion cuisine in the UK, especially when paired with effective brand exposure through high-profile platforms such as The Apprentice.

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

## Bibliography

1. <https://www.bombaypizza.co.uk> - Provides information on the location and contact details of Bombay Pizza, supporting its establishment in Wallington, South London.
2. <https://www.instagram.com/bombaypizza/> - Highlights Bombay Pizza's presence in Wallington and its offerings of Indian and Italian fusion pizzas, corroborating the unique culinary style.
3. <https://www.tripadvisor.com/Restaurant_Review-g3505898-d23151402-Reviews-Bombay_Pizza-Wallington_Greater_London_England.html> - Features reviews of Bombay Pizza, underscoring its popularity and unique pizza offerings such as Khan's Keema and The Raj.
4. [https://www.tiktok.com/@bombaypizza](https://www.tiktok.com/%40bombaypizza) - Displays promotions and interactions related to Bombay Pizza, highlighting its engagement with customers and promotion of its unique pizzas.
5. <https://www.instagram.com/bombaypizza/reel/DIUQDOXs1z9/> - Provides behind-the-scenes insights into the preparation of Bombay Pizza's offerings, showcasing the effort put into creating its distinctive culinary products.
6. <https://www.noahwire.com> - Serves as a source for the original article highlighting Bombay Pizza's rise to fame following its appearance on The Apprentice and its subsequent surge in demand.
7. <https://www.dailymail.co.uk/femail/food/article-14643941/The-Apprentice-Anisa-Khan-Bombay-Pizza-London.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data