# Punk Royale to open permanent Mayfair outpost, bringing its theatrical fine dining to London



Stockholm’s rule‑breaking dining phenomenon Punk Royale is bringing its brand of theatrical fine dining to Mayfair, announcing a permanent outpost at 6 Sackville Street with a planned London opening on 12 September 2025. According to the restaurant’s announcement and coverage in the Evening Standard, the move formalises years of intermittent London activity — pop‑ups and a sold‑out residency — into what the group describes as its first permanent site outside Scandinavia.

Punk Royale has built its reputation on high‑energy performance alongside luxury ingredients: think caviar served from the hand, ice‑cold vodka chasers and an atmosphere that favours disco lights, smoke machines and DJs over hushed formality. Industry and press descriptions underline that the concept is deliberately transgressive, part fine dining, part immersive club night, and unapologetically designed to provoke as much as to delight.

The London menu is billed as an extended tasting experience — the company has described it as roughly a twenty‑course tasting menu with lavish drink pairings — and early reports flag a line‑up of playful, technically ambitious dishes that recall the group’s earlier pop‑ups: chawanmushi tart, green curry oysters and langoustine nigiri among them. Food writers who attended previous events in the brand’s circuit emphasise that the culinary standard sits alongside the spectacle rather than beneath it.

The new restaurant is the latest step in a quickening expansion. Punk Royale began in Stockholm and, according to the brand’s own materials and trade reporting, has since opened sites in Copenhagen and Oslo, plus a café and related projects. Its Carousel residency in London in 2020 was widely publicised as a sell‑out stunt that introduced the UK dining public to the group’s mix of irreverence and technical kitchen craft.

There is some variation in how the team behind the project is described in different accounts. The company’s website traces Punk Royale to founders including Joakim Almqvist and Erik Gustafsson, while recent press pieces have named Joakim (sometimes styled Jokke) Almqvist alongside Katherine Bont. Those slightly different line‑ups reflect the collaborative, evolving nature of the operation rather than a single spokesperson or ownership change, industry observers say.

Part of the restaurant’s theatre has been explicit house rules. Earlier London pop‑ups locked away phones on arrival and discouraged photography; the organisers present this as a way to encourage immersion. Other recurring features of the brand’s shows — the occasional prank, games such as a “Wheel of Misfortune,” and a performative service style that can involve guests directly — have attracted both fervent fans and raised eyebrows in equal measure. The company frames these elements as central to the experience; critics have characterised them as deliberately divisive.

The Sackville Street site will occupy the former Amethyst premises, and while some coverage has characterised the launch as an “autumn 2025” debut, the brand and local reporting currently cite 12 September 2025 as the opening date. The move to Mayfair positions Punk Royale in one of London’s most prestigious restaurant neighbourhoods, a conscious contrast to the founders’ stated aim of disrupting conventional fine dining with riotous, party‑orientated service.

Reactions to the announcement have ranged from excitement to cautious curiosity. Supporters say the concept fills a gap for experiential dining in the capital and will bring a welcome dash of unpredictability to Mayfair; others warn that the model’s performative excesses may not suit all diners or neighbourhood sensibilities. Speaking to the Evening Standard, Joakim Almqvist framed the step as a natural progression: “We’ve always done things our way, and with all the love and very positive response from our patrons to a couple of pop‑ups in London throughout the years, this just seems like the natural and exciting next step in our journey.” The company presents the London site as an opportunity to transplant that ethos to a permanent stage — while acknowledging, through previous coverage and its own materials, that the concept will inevitably court both acclaim and controversy.

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## Reference Map:

* Paragraph 1 – [[1]](https://www.standard.co.uk/going-out/restaurants/punk-royale-cult-swedish-restaurant-to-open-outrageous-new-venue-in-london-b1242999.html), [[3]](https://punkroyale.com/en/about-us/), [[5]](https://www.factlondon.com/food-london-united-kingdom/scandinavian-spot-punk-royale-brings-caviar-bumps-to-london)
* Paragraph 2 – [[4]](https://carousel-london.com/whatson/punk-royale/), [[6]](https://andershusa.com/punk-royale-oslo-scandinavias-raunchiest-restaurant-opens-in-norway/), [[3]](https://punkroyale.com/en/about-us/)
* Paragraph 3 – [[1]](https://www.standard.co.uk/going-out/restaurants/punk-royale-cult-swedish-restaurant-to-open-outrageous-new-venue-in-london-b1242999.html), [[5]](https://www.factlondon.com/food-london-united-kingdom/scandinavian-spot-punk-royale-brings-caviar-bumps-to-london), [[3]](https://punkroyale.com/en/about-us/)
* Paragraph 4 – [[4]](https://carousel-london.com/whatson/punk-royale/), [[2]](https://www.standard.co.uk/going-out/restaurants/punk-royale-cult-swedish-restaurant-to-open-outrageous-new-venue-in-london-b1242999.html), [[7]](https://www.propelinfonews.com/pi-Newsletter.php?datetime=2025-07-04+08%3A00%3A00)
* Paragraph 5 – [[3]](https://punkroyale.com/en/about-us/), [[1]](https://www.standard.co.uk/going-out/restaurants/punk-royale-cult-swedish-restaurant-to-open-outrageous-new-venue-in-london-b1242999.html), [[7]](https://www.propelinfonews.com/pi-Newsletter.php?datetime=2025-07-04+08%3A00%3A00)
* Paragraph 6 – [[4]](https://carousel-london.com/whatson/punk-royale/), [[2]](https://www.standard.co.uk/going-out/restaurants/punk-royale-cult-swedish-restaurant-to-open-outrageous-new-venue-in-london-b1242999.html), [[5]](https://www.factlondon.com/food-london-united-kingdom/scandinavian-spot-punk-royale-brings-caviar-bumps-to-london)
* Paragraph 7 – [[7]](https://www.propelinfonews.com/pi-Newsletter.php?datetime=2025-07-04+08%3A00%3A00), [[1]](https://www.standard.co.uk/going-out/restaurants/punk-royale-cult-swedish-restaurant-to-open-outrageous-new-venue-in-london-b1242999.html), [[3]](https://punkroyale.com/en/about-us/)
* Paragraph 8 – [[2]](https://www.standard.co.uk/going-out/restaurants/punk-royale-cult-swedish-restaurant-to-open-outrageous-new-venue-in-london-b1242999.html), [[5]](https://www.factlondon.com/food-london-united-kingdom/scandinavian-spot-punk-royale-brings-caviar-bumps-to-london), [[1]](https://www.standard.co.uk/going-out/restaurants/punk-royale-cult-swedish-restaurant-to-open-outrageous-new-venue-in-london-b1242999.html)

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## Bibliography

1. <https://www.standard.co.uk/going-out/restaurants/punk-royale-cult-swedish-restaurant-to-open-outrageous-new-venue-in-london-b1242999.html> - Please view link - unable to able to access data
2. <https://www.standard.co.uk/going-out/restaurants/punk-royale-cult-swedish-restaurant-to-open-outrageous-new-venue-in-london-b1242999.html> - This Evening Standard piece announces that Stockholm’s theatrical restaurant Punk Royale is opening a Mayfair site, detailing its reputation for caviar bumps, vodka shots and theatrical service. It notes the brand’s sell-out Carousel residency in 2020 and expansion beyond Sweden to Copenhagen and Oslo. The article names founders Jokke Almqvist and Katherine Bont, describes a roughly twenty-course tasting menu with opulent drink pairings, and highlights house rules such as a no-phones policy used at earlier pop-ups. It lists the Sackville Street address and gives the London opening date as 12 September 2025, framing the venture as a bold, ambitious step.
3. <https://punkroyale.com/en/about-us/> - Punk Royale’s official 'About us' page outlines the brand’s origins and ethos, tracing its beginnings in Stockholm and naming Joakim Almqvist and Erik Gustafsson among its founders. The page describes Punk Royale as deliberately chaotic and theatrical, with caviar served on the hand, vodka chasers and an unapologetic, party-like dining atmosphere. It documents expansion to Copenhagen and Oslo, mentions a café and sister projects, and announces the London outpost at 6 Sackville Street with an opening date of 12 September 2025. The tone emphasises experiential dining, theatrical service and a refusal to conform to traditional fine dining norms and mischief.
4. <https://carousel-london.com/whatson/punk-royale/> - This Carousel listing documents Punk Royale’s guest residency at the venue, promoting a limited run where Joakim Almqvist brought his disruptive fine-dining experience to London. The listing describes the restaurant’s practice of locking away phones on arrival, discouraging photography, and serving theatrical, luxury-driven dishes such as caviar eaten from the hand accompanied by ice-cold vodka. It emphasises high energy, smoke machines and loud music, noting the restaurant’s reputation for unorthodox service and decadent ingredients. Carousel invited diners to sign up to a waitlist for the event, presenting the pop-up as an exclusive, sold-out opportunity to experience Punk Royale in London.
5. <https://www.factlondon.com/food-london-united-kingdom/scandinavian-spot-punk-royale-brings-caviar-bumps-to-london> - This Fact London article reports Punk Royale’s plan to open in Mayfair, presenting the brand as the Stockholm‑born 'brutal bistro' known for its caviar bumps, vodka shots and playful theatricality. It notes the group’s previous London pop-up at Carousel and confirms the new Mayfair location at 6 Sackville Street, describing the interiors as colourful and playful, with sculpture and slogan art. The piece explains signature dishes previously served at punkroyale pop-ups, such as chawanmushi tart, green curry oysters and langoustine nigiri, and highlights the group’s first permanent site outside Scandinavia, scheduled to open in autumn 2025, with excitement and anticipation.
6. <https://andershusa.com/punk-royale-oslo-scandinavias-raunchiest-restaurant-opens-in-norway/> - This Andershusa feature covers Punk Royale’s Oslo opening and captures the restaurant’s intentionally transgressive theatricality, quoting founders Joakim Almqvist and Katherine Bont about the contrast between posh Frogner and their riotous concept. The piece details smoke machines, disco lights, DJs and the notorious 'Wheel of Misfortune' which can award shots, pranks or even nudity, and explains the practice of serving caviar on the hand with vodka chasers. It stresses the small, intimate capacity of the venue, the chefs’ open pass and the performative service style that encourages guests to let go, highlighting why Punk Royale courts both controversy and acclaim.
7. <https://www.propelinfonews.com/pi-Newsletter.php?datetime=2025-07-04+08%3A00%3A00> - This Propel Info News item reports Punk Royale’s UK restaurant debut in Mayfair later in autumn 2025, noting the group will occupy the former Amethyst premises at 6 Sackville Street. The short report summarises Punk Royale’s expansion since opening in Stockholm in 2015 through Copenhagen and Oslo, references the 2020 Carousel pop-up in London, and names founders Joakim Almqvist and Erik Gustafsson. It characterises a Punk Royale meal as a wild, raucous affair not for the faint-hearted, underlining the distinctiveness of the concept and the ambition behind launching a permanent UK site in an esteemed London neighbourhood.