

KHAO-SŌ-I BRINGS BOLD NORTHERN THAI FLAVOURS TO LONDON



November 2025 | Chiang Mai's cult-favourite noodle bar, **Khao-Sō-i**, has opened its first international outpost in London's Fitzrovia. Just a stone's throw from Oxford Circus, the 40-cover restaurant showcases the bold flavours and vibrant culture of Northern Thailand, from cherished family recipes to iconic street-food classics, making it an exciting new addition to London's flourishing Thai dining scene.

Khao-Sō-i first opened its doors in 2021 in Chiang Mai, the birthplace of the signature Khao Soi soup: a coconut curry noodle soup, voted '*best soup in the world*' by online travel guide TasteAtlas. Founded by husband and wife duo Chef Win Srinavakool and Por Haruethai Noicharoen, the brand has since grown to four locations in Bangkok, with the London opening marking its first venture outside Thailand.

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Founder Win Srinavakool commented: *“We started Khao-Sō-i with one goal, to create the perfect bowl of Khao Soi that the world will come to know and love. Fitzrovia is the next step in that story, and we’re excited to bring the flavours of Northern Thailand to the heart of London.*”

Our vision is to create a space that feels warm and welcoming, a place where guests can feel truly at home. By incorporating elements of Northern Thailand and Lanna culture, the space represents the best of our heritage while highlighting the craftsmanship that defines who we are. From the materials we use to the handcrafted details, every part of the space tells the story of the care and dedication that goes into each bowl of Khao Soi. It embodies our pride in sharing a piece of home with the world.”

Heading up UK operations is Oliver Darrington, formerly of Fallow, who brings deep operational knowledge and first-hand cultural insight after spending over 16 years living in Thailand.

The all-day menu begins with a selection of Gub Glam (£4-£21) or small plates, featuring *Tue Ka Co*, a beloved street-side dish of fried taro root and rice flour cakes; *Larb Dib*, a raw, spicy beef salad; and *Sai Oua*, a fragrant northern Thai sausage. Additional plates include *Tum Khanun*, a jackfruit salad that highlights the versatility of the young fruit-blanching, then stir-fried with a fiery mix of chilli, lemongrass, turmeric, and Thai bergamot leaf. Another standout, *Pla Som*, or Thai sour fish, is fermented with sticky rice for several days to achieve its distinctive tangy, savoury depth.

The restaurant’s eponymous dish will be available in several variations, crafted from a treasured 20-year family recipe. Made with fresh egg noodles, 32 Thai spices, and house-pressed coconut milk, Khao Soi is celebrated for its balance of spice and soul - perfect for a working lunch or a leisurely evening meal.

Highlights include the Signature *Beef Nong Lye & Bai Pye* (£20.50), a joyful pairing of slow-braised beef shank and flame-seared sliced beef. Other options include bowls topped with tofu (£16.50), chicken (£16.50), scallops (£22), or tiger prawns (£28). Traditionally enjoyed at midday gatherings, Khao Soi remains a beloved symbol of Chiang Mai’s culinary heart, where spice and spirit meet in perfect harmony.

Sweet treats include a *Cha Thai Cheesecake* (£9), with indulgent notes of sweet, milky black tea, or the *Bai Toey Custard Ice Cream and Kanom Pang* (£7), a beloved Thai dessert combining fragrant pandan with toasted brioche-style bread.

The drinks menu offers something for every taste. The concise, approachable wine list focuses primarily on Old World regions, with prices starting at £6.50 per glass and £32 per bottle. Beer enthusiasts can enjoy large bottles of LEO lager - the first available outside Thailand - alongside non-alcoholic Lucky Saint, Singha, and a Pale Ale on draft.

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Cocktails (£8-£13) offer contemporary interpretations of classic drinks with a Thai twist. The *Chiang Mai Highball* reworks the Whisky Soda with Thai whisky and lemongrass water, while The *Lanna Old Fashioned* marries coconut milk and peanut butter, celebrating the iconic Thai duo, and is finished with a refreshing coconut sherbet. *The Kaad Margarita* brings the vibrant flavors of green curry to life, featuring fragrant pandan and zesty kaffir lime.

Designed by co-founders Win and Por, the restaurant's interior reflects the warmth and soul of Northern Thailand, with an open kitchen. Inspired by the culture and craftsmanship of Chiang Mai, the space combines authenticity with modern comfort through natural woods, stone, and earthy tones of dark tobacco brown and gray beige. Locally sourced UK materials are complemented by handcrafted furniture and decorative pieces from Thailand, personally selected by Por to add authenticity and heart. The restaurant also features a 30-cover heated terrace and counter dining, overlooking a custom-made charcoal barbecue and wok station.

Khao-Sō-i, London is now open for walk-ins and reservations.

Address: 9-10 Market Place, W1W 8AQ

Opening times: Monday-Sunday, 12:00-22:30

Website: www.khaosoilondon.com

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