
HOSPITALITY GROUP
UPHOLD

MISSION & VISION

We are the turnkey solution for setting up and operating culinary businesses in Greece.

To be consistent in offering exceptional and innovative experiences.

To exceed our guests' expectations by providing innovative and delicious cuisine, paired with impeccable service and a commitment to sustainability and community engagement.

4
HOSPITALITY BRANDS

300
PEOPLE

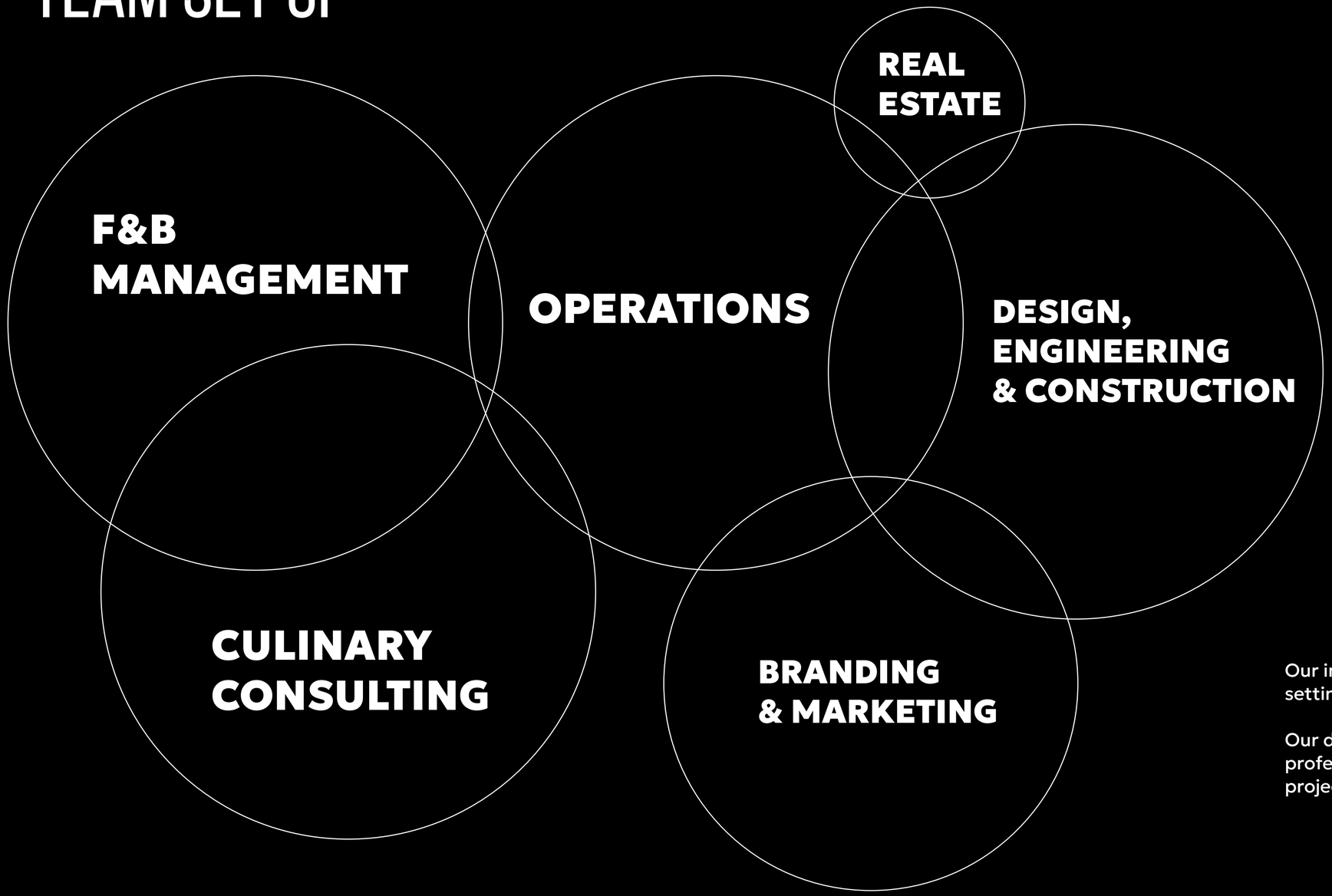
2
SHARED FACILITIES



TEAM SET UP

UPHOLD

HOSPITALITY GROUP



Our in-house team provides end-to-end services for setting up and operating hospitality businesses.

Our departments bring together experienced professionals who work across the group’s own projects.

FACILITIES



400sqm
3 levels
Palaio Faliro



Our 400 sqm headquarters in Palaio Faliro feature fully equipped training stations for bar and coffee, storage units and office spaces for our in-house teams.

1

Offices &
Meeting Room

0

Coffee & Bar
Training Center

-1

Storage







THE LAB











Our 300 sqm culinary lab in Palaio Faliro is the group’s central hub for food production, preparation, storage and distribution to our venues. It also trains kitchen staff for their roles in our stores, building skills and sharing our hospitality culture, values and standards.

MENTA
COFFEE

COFFEE CHAIN

HANKY PANKY

BURGERS & STREET FOOD

upon
once upon a time

ATHENS, GREECE

ALL DAY BISTRO

upon
once a time

PAPHOS, CYPRUS

M BOUTIQUE HOTEL



MEΛINA
SEAFOOD

GREEK SEAFOOD



menta

MENTA
COFFEE

Menta is a modern and creative space that stands out noticeably from other coffee stores. It inspires a sense of calmness and promotes a friendly and hospitable environment.
It forms an interactive and supportive frame, into which the wider social community is dynamically integrated.

MENTA COFFEE STORES

7 COFFEE STORES

After four years, MENTA cafés, having quickly developed a remarkable network of shops in the center of Athens, are entering a new era. They are reintroducing themselves to the public that made them stand out with its trust, upgrading their image, menu, and communication.

2.000.000 CUPS PER YEAR

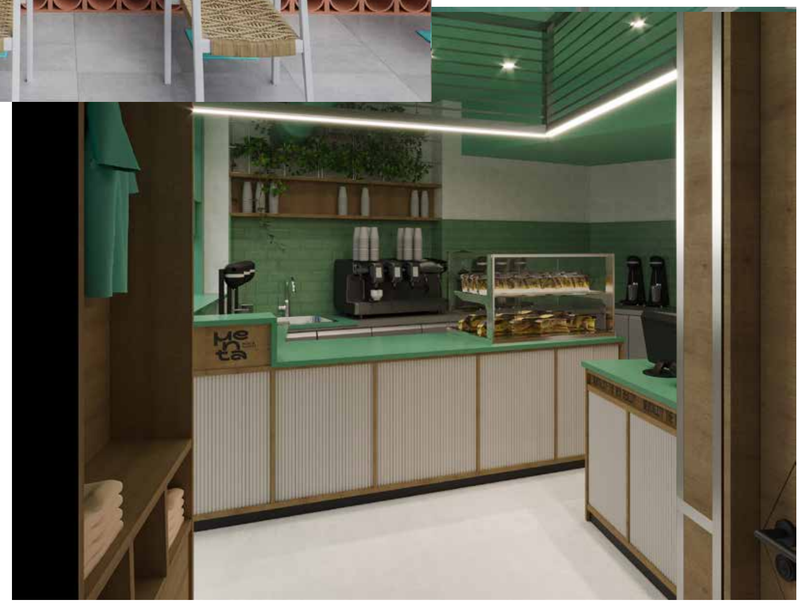
Already, MENTA constitutes a dynamic franchise with positive growth indicators through the expanding of the trademark, due to new locations. We are observing high customer consistency, which is often engaging with our cafés daily—whether in person or via delivery.



THE CONCEPT





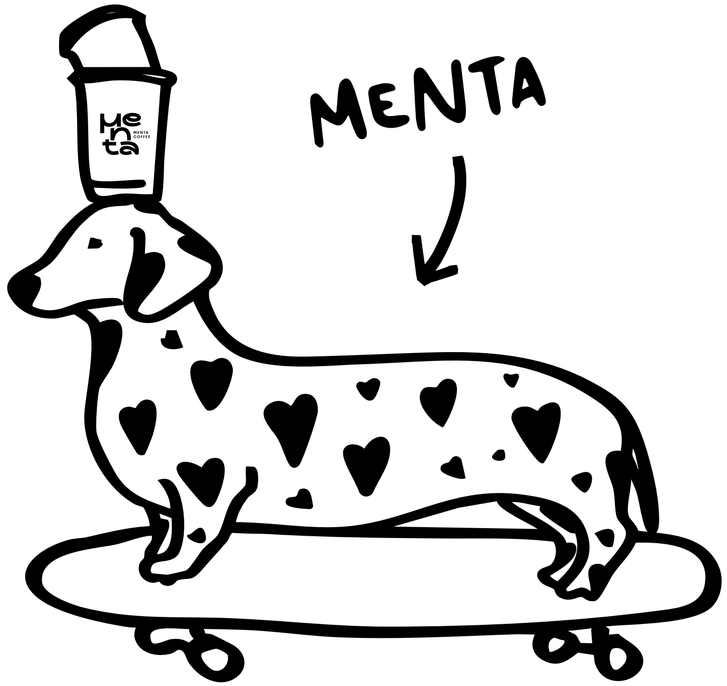


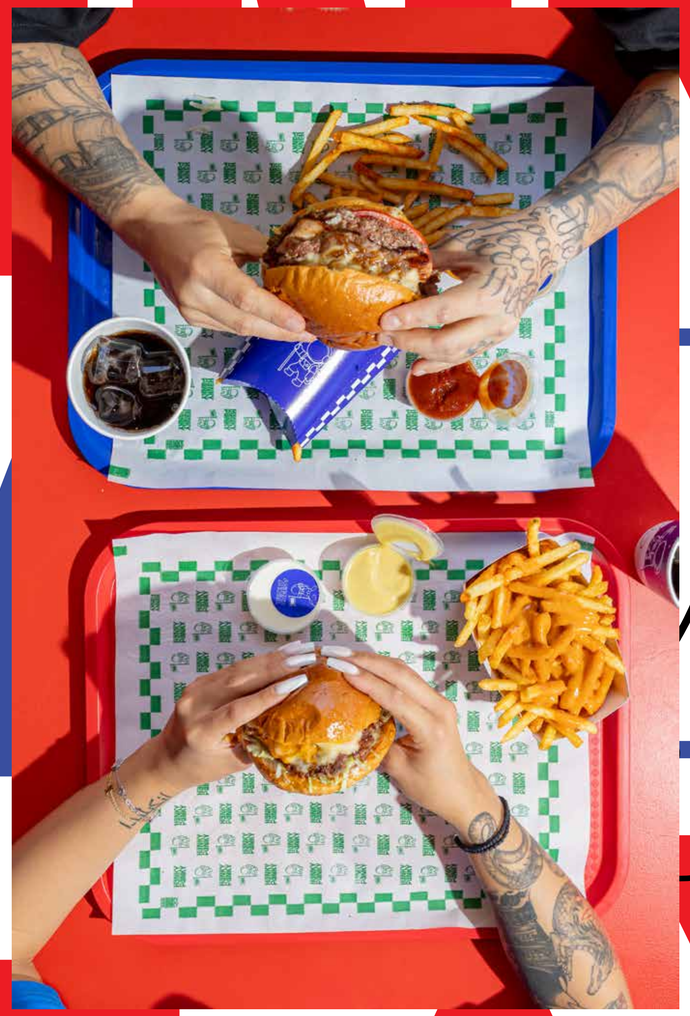
STORE RENDERS

ΕΣΥ ΕΧΕΙΣ MENTA;











Hanky Panky is a modern eatery with an American diner aesthetic and a street-culture identity. Its welcoming atmosphere brings together all ages, with a menu of smashed burgers and a wide range of finger food.

HANKY PANKY BURGERS

SIGNATURE TASTE

Hanky Panky is known for its bold flavours and smashed burgers, prepared with high-quality ingredients and generous fillings.

2 STORES IN ATHENS

With two branches now open—at 1 Deinokharous Street in Petralona and 2 Davari Square in Palaio Faliro—its network is constantly expanding. Its fan base is growing rapidly, as anyone who tries its dishes, quickly becomes a regular, forming a loyal customer chain.



THE ASTRO-NAUGHTY XP



BURGERS





STORE





MERCH

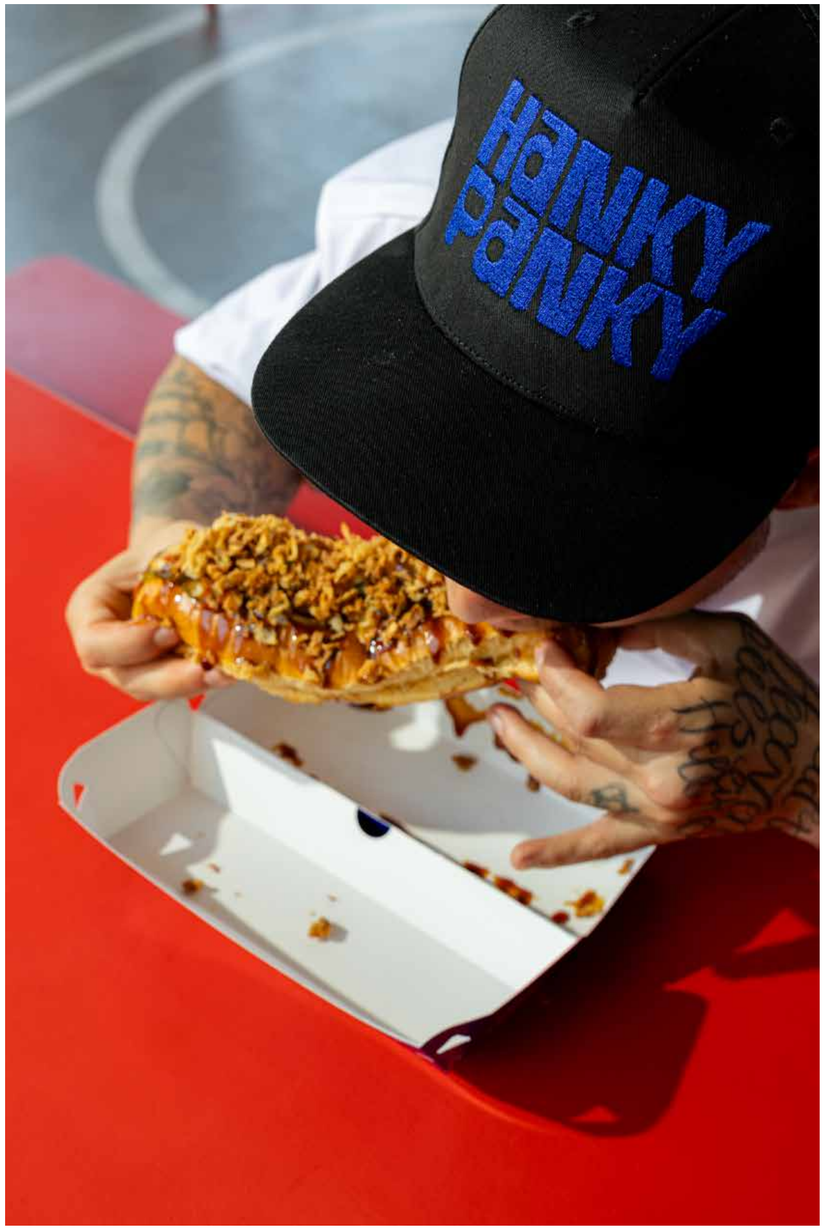






MENU

COMMUNITY





upon

once upon a time

A sharing concept with a laid-back luxurious character takes you on a journey in the world of flavors, through diverse cuisines, with unique touches and aromas from 180 different wine labels.

UPON ATHENS

GRIGORIS KIKIS
Head Chef

Grigoris Kikis The youngest Greek chef awarded with a Golden Cap and a Michelin Star Forbes 30 under 30, Winner of the S.Pellegrino Young Chef Academy Regional Competition 2022–23

GIANNIS NATSIS
Bar Manager / Owner of Bar College

Second place in the World Cocktail Championship Certified chief by the International Bartending Association Four-time.

PANAGIOTIS VASILAKIS
Sommelier

Sommelier

The first Greek sommelier ambassador for AWT 2024. Wine Consultant for 20 hotels and restaurants across Greece.

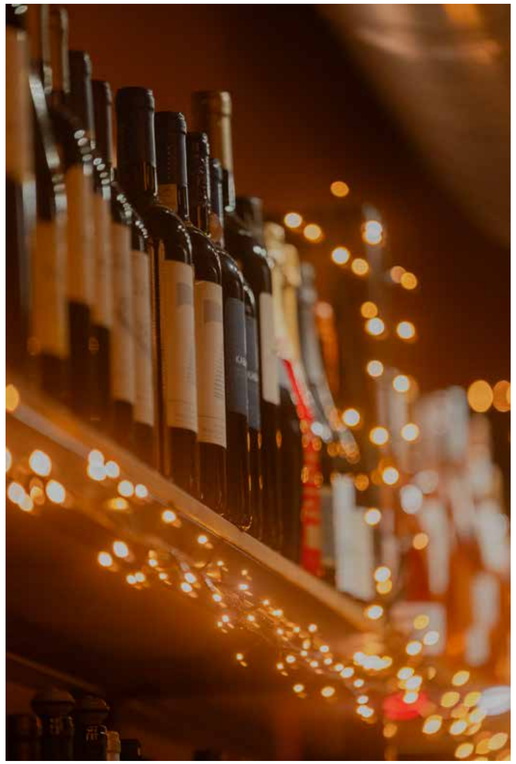




THE CONCEPT







A group of friends in Palaio Faliro gathered together and created a unique gastronomic concept, led by Grigoris Kikis and Chef Thodoris Karai.

From dusk till late Upon is a busy corner offering unique delights and so is suitable for any kind of meeting.

BIB GOURMAND 2027

UPON joins the MICHELIN Guide with a Bib Gourmand in 2027.

MICHELIN GUIDE
2027





UPON PAPHOS

HOTEL DINING PROJECT / CYPRUS



M BOUTIQUE HOTEL / FIVE-STAR HOSPITALITY

uponcy.com / @upon.cy

HOSPITALITY WITHIN HOSPITALITY

UPON AT
M BOUTIQUE HOTEL

UPHOLD brought its restaurant expertise into a five-star hotel in Paphos, creating a dining concept for hotel guests and local visitors.

CONCEPT & MENU
Concept and menu development.

KITCHEN ORGANISATION
Operational setup of the kitchen.

COCKTAIL & WINE LISTS
A beverage offering aligned with the dining concept.

KEY ROLES & TRAINING
Staffing key positions and training the team.

MONTHLY MANAGEMENT
Ongoing management and quality control.

M Boutique Hotel: awarded One MICHELIN Key in 2025.






MEAINA
SEAFOOD
MEAINA
SEAFOOD
Greek seafood and family hospitality, with roots in Skopelos
and a home in Palaio Faliro.

MELINA SEAFOOD

A FAMILY STORY

Melina brings the flavours of the Greek sea to Palaio Faliro. With roots in Skopelos, its story centres on fresh seafood and the warmth of a family table.

GREEK SEAFOOD

Discover Melina at 10 Agias Triados & 116 Ivis Athanasiadou, Palaio Faliro.
melinaseafood.gr





THE CONCEPT











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