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Coming soon: New branding appears in food hall windows



Maya Derrick



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The Yalm unit in Norwich's Royal Arcade was once home to Jamie's Italian - Credit: Maya Derrick

Boards have been put up in the windows of a new food hall to keep the work inside under wraps as the big opening day looms.

The black-out boards are emblazoned with Yalm branding - the name of the new venture. They are designed to keep shoppers who wander through the Royal Arcade [in the dark about renovations happening inside](#).

Work began to ready the unit in July, transforming the former Jamie's Italian into a what the team behind the project hope will become a firm favourite.



Works to ready the food hall began in July - Credit: Maya Derrick

[The food hall will host 300 diners and drinkers](#) - 220 in the first floor dining hall and a further 80 in bars on the ground floor.

Plans include a cheese and wine bar as punters enter, with a vast communal dining space with window perch bars upstairs. There will be six Norfolk-based kitchens with a seventh held back for pop-ups and guest chefs.



New boards have gone up in the windows of Yalm - the new food hall coming to Norwich's Royal Arcade later this year - Credit: Maya Derrick