

TERANGA CHAMPIONS PAN- AFRICAN CUISINE

By Livvy Houghton and Alex Hawkins

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Teranga, New York



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New York – The new restaurant in Harlem’s Africa Center aims to introduce the continent’s unique culinary offerings to a wider audience.

Created by Pierre Thiam, the co-founder of **Yolélé Foods**, Teranga’s menu is inspired by the foods of Mali, Ivory Coast, Guinea and Nigeria. Traditional West African ingredients such as fonio, betel leaves and attiéké, made from fermented cassava, are served in convenient, fast-casual formats such as grain bowls and market plates, which are familiar to Western consumers.

This Pan-African approach runs throughout the concept. In addition to a bar stocked with Kenyan beer, and wine from Morocco and South Africa, the restaurant’s drinks menu includes private-label coffee grown in Rwanda and Ethiopia, as well as baobab juice and moringa lattes made with steamed oat milk. A small retail marketplace also sells African-made housewares and pantry staples.

For more how African ingredients such as fonio can appeal to Western markets, read our [interview with Noah Levine](#), chief marketing officer at Yolélé Foods.