

Press Release

## **Introducing Mandilicious**

**For the first time ever, authentic 'mandi' (the traditional cuisine of Arabia) is available in a food court setting – thanks to Mandilicious LLC**

**Dubai, UAE - March, 2013**

Coming soon to a food court near you: Mandilicious is a unique new concept, offering authentic Arabian 'mandi' in a quick service restaurant setting for the first time in the world.

Well-loved across the Middle East and beyond, mandi is the traditional cuisine of Arabia. At Mandilicious, the focus is on dishes that are cooked very slowly according to traditional methods, but are delivered very quickly at food courts.

Healthy and full of flavour, Mandilicious uses only the freshest ingredients, the best quality produce, and natural seasonings, herbs and spices; with no artificial ingredients, no additives, or preservatives, and no frozen meats or canned ingredients (except for tomato paste). Every dish prepared by the skilled chefs in the state-of-the-art central kitchen of Mandilicious, takes between four and six hours to prepare.

“Today’s consumers are looking for more than just another convenient fast food outlet,” says Fayez Al Nusari, Managing Director of Mandilicious LLC. “At Mandilicious, we are using the quick service restaurant format to offer food that tastes great, is healthy AND is also affordable. By maintaining the highest standards of food quality and customer service, and by staying true to the heritage of mandi, we hope to introduce the ‘cuisine of Arabia’ to an international audience at food courts.”

Alongside mandi, Mandilicious will also be serving a wide array of popular dishes from across the Arabian Peninsula, including madhbi, kabsa, zurbian, majboos, madfoon and camel mugalgal, to name but a few. The cuisine will be available at food courts, as well as for home delivery and catering.

Currently, Mandilicious LLC is in advanced negotiations with several malls and shopping centres, with plans to open at least eight 'own' outlets across the UAE within the next two years, as well as several more franchises across the GCC.

Mandilicious launched its first outlet in Dubai on March 1, 2013 at Times Square Centre, Sheikh Zayed Road.

## Ends ##

### **About Mandilicious LLC**

Mandilicious is the brainchild of Mr Fayez Al Nusari, combining his deep knowledge of the region and a passion for good food. Given his marketing background, from the start his plan was to go global, expanding the brand's footprint through international franchising.

The involvement of Sheikh Ahmed bin Farid has added enormous value to the brand. He believed in the concept and through his pioneering spirit, decided to become a partner in the venture. And with Walid Al Shaibani on the Board, Mandilicious LLC is poised for international success.

Mandi is known as the original 'cuisine of Arabia'. Mandilicious is the first-ever quick service restaurant (QSR) in the world to serve traditional, authentic mandi. Mandilicious offers its customers Arabian cuisine prepared to the highest international standards of quality. All ingredients are fresh; none are frozen, processed or artificial. From ingredient choice, menu offering and authentic cooking methods, to experienced chefs, outlet design and overall quality, Mandilicious delivers the 'Cuisine of Arabia' to the world.

### **Contact**

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