

Press release

Mandilicious LLC signs agreement with Franchise Middle East

*Strategic alliance to expand the brand's presence,
both regionally and internationally*

September 5, 2013. Dubai, UAE

Mandilicious, the world's first quick service food court restaurant to serve slow-cooked mandi and the traditional 'Cuisine of Arabia', has entered into a strategic alliance with Franchise Middle East. As organisers of the upcoming Franchise UAE Expo 2013 on September 25 and 26, Franchise Middle East will help Mandilicious meet potential regional and international franchisees.

As a homegrown success story, Mandilicious was launched in Dubai at the beginning of 2013, and now operates three restaurants in the emirate – at Times Square Center, Jebel Ali, and Arabian Center – with nine more outlets planned over the next few months. Mandilicious has quickly become renowned for its menu of much-loved dishes from across the Arabian Peninsula, including mandi, madhbi, kabsa, zurbian, haneedh and sayadiyah.

"From the start, the plan was to launch a brand that was synonymous with great quality, authentic and traditional Arabian cuisine. We are very excited about growing our brand far and wide – and working with Franchise Middle East is going to be a major factor in the way our company moves forward. We are looking forward to meeting new franchisees at the Franchise UAE Expo at the end of this month and taking Mandilicious LLC to the next level."

The Franchise UAE Expo will be an opportunity for potential franchisees to come together with like-minded businesses that are looking to expand. By partnering with Franchise Middle East, which specializes in assisting both local and international brands through successful partnerships, Mandilicious LLC will be able to grow its operations at an accelerated rate, as well as opening channels to other markets around the world.

"Following the success of the past four editions, the 5th Franchise UAE Expo will be much bigger in scale and scope, and taking place at a larger venue," said Mr Mana Al Suwaidi, CEO of Franchise Middle East, organisers of the Franchise UAE Expo. "Our partnership with franchising organisations from different countries will naturally bring a larger number of exhibitors to the 5th Franchise UAE Expo, as the UAE and the GCC region are high on the radar of international franchisors that are looking for new markets."

Contact

For review requests, interview opportunities, further information and high-res images, contact Claire Glasby at claire@theprclinic.ae or call +971 50 289 2314.

About Mandilicious LLC

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 in a food court setting. 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 to menu offering and authentic cooking methods, to experienced chefs, outlet design and overall quality, Mandilicious delivers the 'Cuisine of Arabia' to the world.

For more information, visit:

www.mandilicious.net

Facebook www.facebook.com/mandiliciousCOA

Twitter @mandiliciousCOA.

About Franchise ME

Franchise Middle East offers end-to-end solutions to Brands on feasibility study, business strategy, Franchise system development, Brand Development, Brand Communication, Public Relations, Advertisement & Marketing and Recruitment services through its five main divisions including Advisory, Media & Dot-com, Transaction services and Events division.

Franchise Middle East focuses on assisting local and international brands for expansion through franchising to create long-lasting and successful partnerships. Likewise, the company also helps international franchisors with their franchising expansion plans in the Middle East and International market.