

Mandilicious LLC reaches new milestone in UAE expansion plans

Home-grown brand announces new outlet at Lamcy Plaza

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The world's first ever restaurant to serve the traditional, slow-cooked 'Cuisine of Arabia' in a quick service, food-court setting is further expanding its presence in the UAE. Mandilicious has just announced they will be opening a new outlet in Lamcy Plaza in December 2013. The new outlet joins the company's growing restaurant portfolio which consists of popular outlets in operation at Arabian Center, Times Square Center and Jebel Ali Free Zone; two further outlets under construction in Abu Dhabi at Madinat Zayed Shopping Center and Bawabat Al Sharq; and nine further outlets planned across the UAE in the next 12 months.

The latest outlet at Lamcy Plaza is located in the bustling heart of old Dubai, perfectly positioned to service the busy, multinational communities of Karama, Bur Dubai and Oud Metha. Well known as a melting pot for cultures and cuisines, this area will be a fitting showcase for Mandilicious' authentic, traditional dishes from across the Arabian Peninsula.

'We are very pleased to announce our latest outlet at Lamcy Plaza,' says Fayez Al Nusari, founder and CEO of Mandilicious LLC. 'We chose Lamcy very much because of its strategic location, high footfall and popularity with residents in the surrounding areas of Karama, Bur Dubai and Oud Metha. As a restaurant that prides itself on preserving and promoting the traditions and flavours of old Arabia, it is exciting to be opening in one of the districts of Dubai well known for its history and the role it played in the creation of the Dubai we live in today.'

Mandilicious has become famed for its 'slow-cooked food served fast', with a menu of traditional dishes from across the Arabian Peninsula, including Mandi, Madhbi, Zurbian, Kabsa, Haneedh and Camel Mugalgal. All of the dishes are prepared by expert chefs at the state-of-the-art Mandilicious Central Kitchen daily; cooked for hours in accordance with traditional methods to seal in all the flavours and juices, to recreate those authentic Arabian flavours that people know and love.

There are nine additional outlets scheduled to open across the UAE over the coming year in Al Ain, Fujairah and Sharjah and further expansion in Dubai, Abu Dhabi and Ras Al Khaimah as well as ambitious franchising plans across the GCC and rest of the world.

Contact

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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:

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To find out more about traditional Arabian dishes, search for #cuisineofarabia