

Jumeirah Restaurants' franchise to open in Kuwait, Bahrain, Oman and Turkey

Submitted by: pr-sending-enterprises

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Jumeirah Restaurants LLC, the branded restaurant division of Jumeirah Group, has signed two franchise agreements that will see Urbano, its Italian restaurant concept that is at Souk Al Bahar in Dubai, open soon in Kuwait, Bahrain, Oman and Turkey.

Jumeirah Restaurants signed a licensing agreement with a key Food & Beverage market leader in Bahrain to open Urbano restaurants in Kuwait, Oman and Bahrain. The first Urbano in Bahrain will open in Seef District in late 2012.

Meanwhile, in Turkey, Jumeirah Restaurants signed with BCF Group to open the Urbano restaurant in Aqua Florya Mall, located in an affluent neighbourhood of greater Istanbul. The restaurant is scheduled to open in October 2012.

Urbano serves authentic Italian cuisine using the freshest seasonal ingredients with traditional cooking techniques that enhance the natural flavour of food. The first outlet of Urbano opened in Souk Al Bahar (Dubai) in 2008, combining three elements - caffè, trattoria and pizzeria - to deliver authentic, tasty and simple Italian cuisine in a modern environment.

Urbano is the second restaurant concept developed by Jumeirah Restaurants to gain international awareness. Starting out as a UAE home-grown brand in 2002, the noodle house is currently operational in 13 countries and is set to enter Russia, Lebanon, Great Britain, Morocco and Bahrain in the coming months. The brand was awarded Superbrand status in 2012 in the UAE.

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About Jumeirah Restaurants LLC:

Jumeirah Restaurants LLC is the branded restaurant division of Jumeirah Group, the global hospitality company and a member of Dubai Holding.

Jumeirah Restaurants is tasked with setting up and licensing innovative and successful casual dining concepts to its international network of partners. The noodle house was the first restaurant brand to be developed and is the flagship of Jumeirah Restaurants, with licence agreements already signed in 13 countries globally. The company also has the rights to develop a number of brands from the Caprice Holdings group across the Middle East and North Africa. This stable includes world-famous restaurants and clubs such as Rivington Grill, Scott's, Annabel's and The Ivy. Other concepts that have been developed by Jumeirah Restaurants include Urbano, Sana Bonta, AllFreshCo, Rice + Spice and The Flaming Revolution.

About Jumeirah Group:

Jumeirah Group, the Dubai-based luxury hospitality company and a member of Dubai Holding, operates a

world-class portfolio of hotels and resorts, including luxury resorts in London (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/London/>), a 5 star hotel in Shanghai (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/Shanghai/Jumeirah-Himalayas-Hotel/>), a Mallorca hotel (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/Mallorca/Jumeirah-Port-Soller-Hotel--Spa/>) and a hotel in Abu Dhabi (<https://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/Abu-Dhabi/>).

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