

Jumeirah Restaurants announces expansion into Turkey for the noodle house



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October 12, 2012, 2:11 pm -- /[EPR NETWORK](#)/ -- Jumeirah Restaurants LLC, the dedicated branded restaurant division within the Jumeirah Group, has announced it has signed a new licensing agreement with current franchise partners the BCF Group to take its flagship brand, the noodle house, to Turkey.

The agreement was signed between Phil Broad, Managing Director of Jumeirah Restaurants LLC, and Ilke Toklu Onal, spokesperson for the BCF Group. It will see three noodle house restaurants opening across the Turkish metropolis and reinforces Jumeirah Restaurants LLC's ongoing commitment to establishing the successful United Arab Emirates (UAE) brand across the international dining scene.

Offering exceptional street-style South-East Asian cuisine, the noodle house is known for its healthy and lively fresh food that draws inspiration from energetic cities such as Hong Kong, Shanghai, Bangkok and Jakarta. Served in a friendly communal setting, the noodle house successfully offers a combination of fine dining and affordable fast food, providing the perfect casual dining experience for guests.

Phil Broad, Managing Director of Jumeirah Restaurants LLC, said: "Extending the brand's global footprint into Turkey marks

a really exciting milestone for the noodle house. The brand has seen immense growth since it first launched in the UAE ten years ago, firmly establishing itself within the GCC and beyond. Our expansion into Istanbul is possible due to our strategic collaboration with our outstanding partners, the BCF Group, with whom we are already working to bring into Turkey another Jumeirah Restaurant brand, Urbano; the first Urbano will soon open in Aqua Florya Mall in an affluent neighbourhood of Istanbul. We are delighted to continue to work with BCF to develop and operate our brands in Istanbul."

The noodle house first struck a chord with diners in the UAE in 2002 and the brand's ambition continues to stretch beyond the region, with a presence in eight countries including Cyprus, Pakistan, and the GCC. In the near future, Jumeirah Restaurants LLC is set to branch further afield, with international franchises in Asia, North Africa and outlets in Europe, including Russia and Morocco, and a further 27 new restaurants in the UK opening soon.

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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 16 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 a [Frankfurt hotel](#), [Maldives hotels](#), an [Istanbul hotel](#) and a [hotel in Rome](#). Jumeirah Hotels & Resorts also includes Burj Al Arab, Jumeirah Beach Hotel, Jumeirah Creekside Hotel, Jumeirah Emirates Towers, Jumeirah Zabeel Saray and Madinat Jumeirah in Dubai; Jumeirah Himalayas Hotel in Shanghai; Jumeirah Frankfurt in Germany; Jumeirah Port Soller [Mallorca hotel](#) and spa; Pera Palace Hotel; as well as Jumeirah Carlton Tower and Jumeirah Lowndes in London. Jumeirah Group also runs the luxury serviced residences brand Jumeirah Living; the spa brand Talise; Jumeirah Restaurants; Wild Wadi Waterpark; The Emirates Academy of Hospitality Management; and Sirius, its global loyalty programme.

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