

Jumeirah Group signs restaurant licensing agreement in Saudi Arabia and Kuwait



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Jumeirah Group's dedicated branded restaurant division, **The Taste Department**, has announced new licensing agreements to open **'The Noodle House'** restaurant branches in Saudi Arabia and Kuwait.

The announcement comes shortly after the signing of the ['The Noodle House'](#) management agreements in Lebanon, Egypt and Cyprus, making a total of 11 countries globally now welcoming 'The Noodle House' brand.

The licensing agreement with Mira Foods will allow [Jumeirah](#) to open seven outlets in Saudi Arabia, with the first outlet scheduled to open mid-2009 and located at Centria Mall, Riyadh. Similarly, the agreement with Al-Ghunaim Trading Co.Ltd will see up to six outlets opening in Kuwait, with the first outlet scheduled to open June 2009.



An award winning concept already popular in Dubai, 'The Noodle House' is an energetic dining experience with a menu and ambience inspired by the food and nightlife of exciting South East Asian cities such as Hong Kong, Shanghai, Bangkok and Jakarta. 'The Noodle House' offers a vibrant atmosphere where diners can watch as the chefs prepare aromatic dishes over an open flame in full view of guests.

Steven Grey, General Manager and Chief Taster at the [Taste Department](#), attributes the growing success of 'The Noodle House' to the dual appeal it hold for customers and investors alike: *"Customers are looking for dining options that present quality ingredients, high flavoured and innovative menus, timely service and a great atmosphere. Equally, now more than ever, investors are looking for safe ventures with trusted brands and experienced partners who can manage and deliver a solid return on their investment."*

Abdulghani K. Al Ghunaim, Chairman and Chief Executive Office of Al Ghunaim Trading Co. Ltd. said: *"We are very proud to acquire the franchise for 'The Noodle House' in the State of Kuwait. 'The Noodle House' will be a big addition to our growing company as well as introducing a new concept, South East Asian cuisine to the market. I am sure the launch of the 'The Noodle House' will be a success in the Kuwaiti market."*

Mazen Almugbel, General Manager for Mira Foods, echoed Mr Ghunaim's sentiment: *"We are certain that 'The Noodle House' is on the right track to become a leading international chain and our commitment towards 'The Noodle House' is to introduce it as a benchmark in the Saudi Market."*

About The Taste Department:
The Taste Department is the dedicated branded restaurant division within the [Jumeirah Group](#) tasked to set up and license innovative and successful casual dining restaurant concepts to partners worldwide. In just three years, the division has rapidly expanded 'The Noodle House', 'Sana Bonta' and 'Bytes' restaurants from its home in Dubai to a total of eleven countries.

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