

## PRESS RELEASE

### **Majid Al Futtaim inaugurates its first culinary experience destination in the UAE — Food Central at City Centre Deira**

- *Opening at City Centre Deira, Food Central is the focal point of the mall's AED 377 million redevelopment project*
- *Innovative food hall concept is a one-of-a-kind gastronomic destination that redefines mall dining, providing a modern update on traditional offerings*
- *Live beehive installation underlines Food Central's commitment to authentic home-grown food*
- *Features live cooking stations and a creative lounge space, with Tube Dubai — a visually arresting installation of suspended nets — adding an artistic touch*

**Dubai, UAE, 15 September 2020:** Majid Al Futtaim, the leading shopping mall, communities, retail, and leisure pioneer across the Middle East, Africa, and Asia, has introduced a new culinary experience with the launch of Food Central at City Centre Deira. Developed in response to rising consumer expectations for fresh and authentic dining options, the innovative gastronomic destination will serve up a variety of interactive dining experiences that immerse customers in the theatre of food from cuisines all around the world.

Food Central is part of the mall's AED 377 million redevelopment project to further enhance mall visitors' shopping experiences by creating a more memorable and convenient customer journey. A live beehive activation dripping with fresh honey underlines the new concept's commitment to connecting people to the origins of food and where essential ingredients come from. This emphasises the importance of each step in the food chain, while putting a spotlight on the beauty of nature and what it can offer. The beehive installation, along with a herb wall lined with a mix of fresh greens, further enhances the freshness of Food Central's artisanal cuisine and reiterates Majid Al Futtaim's determination to become one of the most environmentally sustainable companies in the world. In-line with the company's sustainability initiatives, these installations and activations have developed to help contribute to a healthier and cleaner UAE.

Offering a wholly unique take on mall dining, Food Central goes above and beyond in providing shoppers and diners a place to eat. A place where cooking is celebrated as entertainment, Food Central curates a unique culinary experience that revels in the culture of cuisine and ignites the senses with live cooking stations, imaginative activations and authentic food concepts. All Food Central tenants are home-grown, local, and passionate, priding themselves on working with local produce and suppliers. Their ingredients, dishes and offerings reflect the communities they serve, speaking to an appreciation for authentic, local dishes made with skill and care.

**Fuad Sharaf, Managing Director of UAE, Oman and Bahrain Shopping Malls at Majid Al Futtaim Properties**, said, "Food Central redefines traditional food and beverage concepts. It was launched to offer shoppers and diners an imaginative and welcoming space to not just eat, but to experience quality cuisine. A novel and wholly unique concept that is new to the region, Food Central will entertain and educate visitors throughout the day, week, and season by creating a

passionate food community among our tenants, and hosting a programme of food-related activities that surprise and delight. With Food Central as the focal point of the redevelopment, we are demonstrating our commitment to delivering great experiences for friends, families, and the communities we serve, while providing a platform for home-grown brands to showcase their delicious offerings.”

Tube Dubai, an art installation consisting of flexible nets suspended from the walls and ceiling, will form a floating landscape for visitors to use as a social space and explore the venue from above. Created by the celebrated designer, Christoph Katzler, Tube Dubai is inspired by the biomorphic architecture and urban dream images of previous decades.

Food Central will be home to restaurants and outlets such as Asian Wok — the home of authentic Asian Wok sauces made in-house by wok-chefs using fresh ingredients and locally-sourced vegetables. Food Central will also feature a range of local favourites such as Pickl, Raju Omlet, Kitchen 35, and Mr. Chaat, among others — appealing to every palate while maintaining the high standard Majid Al Futtaim is known for. These restaurants and outlets are wholly committed to fresh food and produce, sourcing their ingredients from local producers to safeguard and boost the region’s food safety and production, while ensuring diners remain healthy. Many of these offerings will be unique and exclusive to Food Central and City Centre Deira. Merika, which specialises in freshly-baked Hungarian deserts — such as Cannonika chimney rolls and Antarctika gelato cones — will serve up beloved Hungarian treats that can only be found in its cafés.

Food Central adds to the already diverse entertainment and retail offerings at City Centre Deira, which include a 20-screen VOX Cinemas and over 371 retail outlets. Newly added and refurbished outlets include ZARA, Brands for Less, American Eagle, and Sephora. Variety store HEMA and the popular local home furnishing store Home Centre has also arrived for the first time in Deira. Meanwhile, Centrepont has just opened at the mall’s East Court, adjacent to Food Central.

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### **About Majid Al Futtaim**

Founded in 1992, Majid Al Futtaim is the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia.

A remarkable business success story, Majid Al Futtaim started from one man’s vision to transform the face of shopping, entertainment and leisure to ‘create great moments for everyone, every day’. It has since grown into one of the United Arab Emirates’ most respected and successful businesses spanning 16 international markets, employing more than 43,000 people, and obtaining the highest credit rating (BBB) among privately-held corporates in the region.

Majid Al Futtaim owns and operates 27 shopping malls, 13 hotels and four mixed-use communities, with further developments underway in the region. The shopping malls portfolio includes Mall of the Emirates, Mall of Egypt, City Centre malls, My City Centre neighbourhood centres, and five community malls which are in joint venture with the Government of Sharjah. The Company is the exclusive franchisee for Carrefour in a number of markets across the Middle East, Africa and Asia, operating a portfolio of more than 300 outlets and an online store.

Majid Al Futtaim operates more than 500 VOX Cinemas screens and 34 Magic Planet family entertainment centres across the region, in addition to iconic leisure and entertainment facilities such as Ski Dubai, iFly Dubai, Dreamscape and Ski Egypt, among others. The Company is parent to the consumer finance company 'Najm', and a Fashion, Home and Specialty retail business representing international brands such as Abercrombie & Fitch, Hollister, AllSaints, lululemon athletica, Crate & Barrel, Maisons du Monde and LEGO. In addition, Majid Al Futtaim operates Enova, a facility and energy management company, through a joint venture operation with Veolia, a global leader in optimised environment resource management.

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