

## Seed Group Onboards Zambia-Based Gourmet Restaurant as a New Strategic Partner



**Dubai, United Arab Emirates and Zambia—18 October 2022**—Seed Group, a company of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has entered into a strategic partnership with Zambia-based [Gourmet Restaurant](#) to help the latter explore and expand its presence in the thriving foodservice market in the UAE and the Middle East.

Serving multi-national, modern cuisine in Zambia, Gourmet Restaurant is looking to bring its business to the UAE and expand to other parts of the region with the guidance of Seed Group. The restaurant currently serves authentic and juicy gourmet burgers, pizzas, salads, pastas, and more, with both vegetarian and vegan options to tend to this growing health and environment-conscious customer segment.

As part of the partnership, Seed Group will help Gourmet Restaurant expand its operations in the Emirates and the wider Middle East, reach the right audience, access top decision-makers in the government as well as private sectors, and make a mark in the highly diverse foodservice market in the region.

The UAE foodservice market is forecasted to register a CAGR of 6.8 percent from 2022 – 2027 as per a research report released by [Mordor Intelligence](#). According to an independent survey of respondents conducted in 2021, 88% of UAE respondents expressed their interest in trying new cuisines and concepts. This indicates endless opportunities for restaurants serving international cuisine to grow and succeed in the country and the region.

Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, said, “The food service industry has been an important part of the UAE’s economy. The fact that the country is home to people from all across the world makes it important to have diversity in the cuisines being offered. We look forward to helping Gourmet Restaurant benefit from the endless opportunities that the food industry in this country and the region offer.”

Mohammed Umar, the CEO of Gourmet Restaurant, said, “We are pleased to enter into a strategic partnership with Seed Group. The collaboration will help propel our business interests and goals in the MENA region as we look at expanding and bringing the sumptuous multi-national, modern cuisine that is being very well received by the customers in Zambia to the UAE and the wider region. We are excited to start this journey with the guidance and support of Seed Group.”

Seed Group is a notable force in the technology, healthcare, hospitality, and telecommunications landscapes in the Middle East. Over the past 16 years, it has formed successful strategic alliances with leading global companies representing diverse regions to accelerate sustainable market entry and presence within the Gulf Cooperation Council countries.

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### **About Gourmet Restaurant**

Established in 2018, Gourmet Restaurant has since served the residents and visitors of Zambia with refined, aesthetically pleasing, mouthwatering meals. Renowned for its contemporary, modern décor, Gourmet has brought about a revolution in the food industry in Zambia with its “Dine by Design” motto; that each and every menu item should be carefully crafted to be pleasing both visually and gastronomically. Strategically located in three bustling, busy areas in Lusaka, Gourmet is open all day, every day. The elegant, spacious environment caters for numerous clientele; from business lunches to romantic engagements, Gourmet is known for its passion for food, service and creating lasting, memorable experiences. For more information, visit [www.gourmetrestaurant.net](http://www.gourmetrestaurant.net).



## **About Seed Group**

Over the past 16 years, Seed Group has formed strategic alliances with leading global companies representing diverse regions and industries. These companies have propelled their business interests and goals in the Middle East and North Africa region through the support and strong base of regional connections of the Seed Group. The Group's goal is to create mutually beneficial partnerships with multinational organisations and to accelerate their sustainable market entry and presence within the MENA region. Seed Group has been a key point in the success of all its partners in the region, helping them reach their target customers and accelerate their businesses. The Private Office was established by Sheikh Saeed bin Ahmed Al Maktoum to directly invest in or assist potential business opportunities in the region, which meet The Private Office's criteria. For more information, visit [www.seedgroup.com](http://www.seedgroup.com).

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