

Seed Group partner Gourmet Restaurant makes flavourful debut in Dubai's Citywalk



Dubai, UAE—16 January 2024—Gourmet Restaurant, a Zambia-based culinary company renowned for its multi-national, modern cuisine, has taken a remarkable leap into the vibrant culinary scene of Dubai. Backed by a robust partnership with Seed Group, a company of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, Gourmet Restaurant has inaugurated its first restaurant in the heart of Dubai's bustling Citywalk.

Distinguished by its commitment to crafting authentic and succulent gourmet burgers, pizzas, salads, pastas, and more, Gourmet Restaurant has quickly risen to prominence in Zambia. The restaurant's venture into Dubai marks a pivotal step towards expanding its presence throughout the UAE and the broader Middle Eastern region, guided by the strategic expertise of Seed Group.

Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, said, "We are thrilled to celebrate the grand opening of Gourmet Restaurant's first UAE location. This partnership exemplifies the essence of collaboration, bringing together culinary excellence and strategic guidance to introduce a fresh and delectable dining experience to Dubai's diverse community."

Under the leadership of Mohammed Umar, the CEO of Gourmet Restaurant, the establishment has earned its reputation for providing gastronomic delights that cater to a wide spectrum of tastes. With a menu meticulously crafted to embrace a range of preferences, Gourmet Restaurant is well-poised to captivate the growing demographic of health-conscious and environmentally-aware patrons.

Mohammed Umar, CEO of Gourmet Restaurant, said, "At Gourmet, our commitment is to elevate Dubai's culinary landscape by intricately blending Africa's vibrant flavours into our culinary essence. Our recently launched modern African fusion restaurant, at City Walk, serves as a symbol of our African heritage and a tribute to the wealth of gastronomic diversity. At Gourmet, every meticulously crafted dish undergoes a thoughtful design process to deliver an immersive culinary journey. Much like Dubai, Gourmet's aesthetically pleasing cuisine transcends geographical boundaries, celebrating and embracing a mosaic of flavours and cultures."

The launch event was graced by the presence of the management team of Seed Group, showcasing the unwavering support and dedication of Seed Group's leadership to foster the growth of Gourmet Restaurant. This partnership has not only facilitated Gourmet Restaurant's expansion into the UAE and the Middle East but has also paved the way for accessing influential decision-makers across both the governmental and private sectors, positioning Gourmet Restaurant as a distinctive player in the region's diverse foodservice landscape.

The timing of Gourmet Restaurant's foray into the UAE aligns harmoniously with the projections for the country's foodservice industry. According to research by Mordor Intelligence, the UAE foodservice market is poised to exhibit a compound annual growth rate (CAGR) of 6.8 percent from 2022 to 2027. This promising trajectory signifies boundless opportunities for international culinary establishments to flourish and thrive in the UAE and beyond.

As Gourmet Restaurant embarks on this new chapter, it continues to bear testament to its profound partnership with Seed Group. The aim is to not only elevate the dining experience in Dubai but also fortify Gourmet Restaurant's journey towards achieving culinary excellence, innovation, and success in a region ripe with possibilities.

Seed Group is a notable force in the technology, healthcare, hospitality, and telecommunications landscapes in the Middle East. Over the past 20 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, and 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, which states 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.



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