

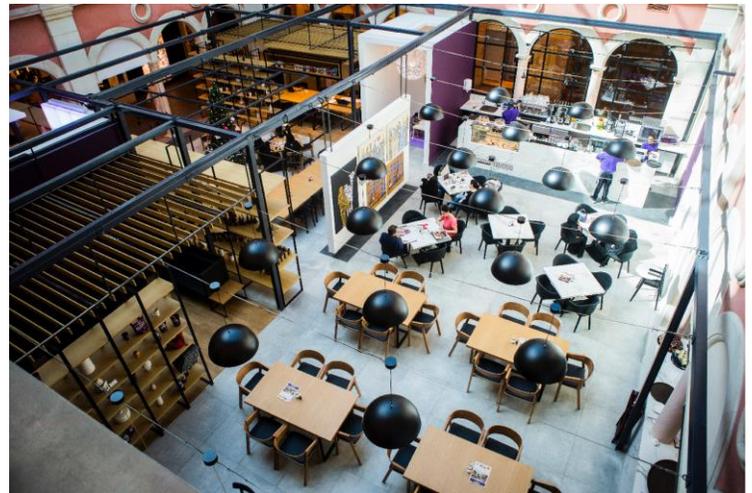
**MORE**  
EST 2002

## More Café Announces Franchising in Kuwait, Bahrain and KSA

DUBAI: April 19<sup>th</sup> 2018

“James Le Gassick”, CEO of More café announced More expanded the franchising arena by signing off new outlets in Kuwait and Bahrain as well as a soon to be opened outlet in Jeddah.

Established in Dubai in 2002, More Café’s aims to provide residents in the UAE and GCC with a captivating experience featuring food, drink, ambience, service, and a space for the promotion of creativity, learning, and sharing.



Inspired by European café culture, More Café goes beyond the traditional café offerings, and treats its clientele to a variety of dishes, drinks, and desserts from around the world. The extensive menu choices reflect More Café’s diverse staff, and its commitment to delighting its clientele from various localities.

Based on client feedback, and market positioning, More Café has started on an extensive expansion program which started in 2017 to reach more clients in the UAE and GCC.

More has made artisan high quality ice cream for over 10 years and has developed a brand called Glow by More kitchen that offer a number of high quality and unusual flavours that meets the palate of the customer base in the location they will operate, some of the unique flavours on offer within the brand include: Dulcis Coccoras, Arabic Coffee & Dates, Cinnamon Baklava, Turkish Delight, Lychee Rose Sorbet and Pomegranate Sorbet as well as many others.



Tamdeen Food Company K.S.C.C has signed a franchise agreement in Kuwait, the first More and Glow by More kitchen is targeted to start business in late summer 2018 in the recently opened Al Kout Mall, Tamdeen Group has grown dynamically into the regional powerhouse that it is today. Through inspirational leadership and a visionary strategic focus the Tamdeen Group of Companies now owns assets valued at over KD 1200 million with total combined paid up capital in excess of KD 400 million.

More is also expanding in KSA – Jeddah with their new partners Western More café with a prime location on the new corniche area planning to open during this summer.

“We have launched a new concept Pause by More kitchen which can be described as a food led coffee shop which will meet the need of the fast pace life style customers that need a grab and go concept as well as the guest that has more time to dine in in the upscale environment. All food and beverage options are offered within the concept are high quality at a great price point whilst the coffee is freshly roasted by ourselves in Dubai for all our outlets. Pause by More Kitchen is now open at Al Tajirai tower, Sharq, Kuwait city in partnership with our franchisee Braidah Food stuff” James le Gassick , CEO commented

Another franchisee agreement was signed with Bahrani partner Samhaan holding and is due to open the first More restaurant in the late summer at Gravity village with a growing popular spot for leisure and food based activities

### About More Cafe:

More Cafe design aesthetics is to create a neighbourhood feeling, with a clean, warm and sober design that is welcoming to all cultures. They have an international menu with over 120 dishes to choose from. Their diverse staff reflects their values, and the over all dining experience. With the whole family in mind, they have creatively designed a playing area for children indoors and outdoors at the Al Murooj branch. With a strong emphasis on literature, art, and brain-food, they have a library that is accessible to everyone to exchange or borrow from. Books are selected by More Cafe and are donated by customers. They have two great locations conveniently located in Mall of the Emirates and the more spacious branch, with an outdoor area located on the ground floor of Al Murooj Hotel opposite Dubai Mall.

**Al Murooj Complex - Opp The Dubai Mall - Dubai**

**Mercato Mall**

**Mall of Emirates**

<http://more-cafe.com>