

***The noodle house goes to Moscow***  
*Jumeirah Restaurants signs licensing agreements with Ingeo Limited to launch the noodle house brand in Russia*

**Dubai, October 12, 2011:** Jumeirah Restaurants, the dedicated branded restaurant division within the Jumeirah Group, has signed a license agreement with Ingeo Limited to open eight restaurants in Moscow.

*The noodle house* has already proven to be a success with 17 restaurants open in Dubai, Abu Dhabi, Muscat, Riyadh, Kuwait, Cairo, Limassol, Doha, and Lahore and is a popular choice for diners with its unique combination of wholesome food and energetic 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 delicious Asian delicacies in an informal yet stylish setting.

A first *noodle house* is expected to open in Moscow in 2012 and will be followed by seven other restaurants across the city.



Dilip Awtani, Managing Director of Ingeo Limited, Phil Broad, Managing Director of Jumeirah Restaurants and Karan Awtani, Chief Executive Officer of Ingeo Limited, following the signing of a management agreement to expand *the noodle house* brand into Russia.

With this opening, Jumeirah Restaurants are consolidating their ambitious growth plans to penetrate new markets as the signing follows the recent openings of *the noodle house*

outlets in Kuwait, Dubai and Pakistan with plans to open several more in the next few years.

-ENDS-

**Note to Editors:**

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**Jumeirah Restaurants**

Jumeirah Restaurants is the branded restaurant division of [Jumeirah Group](#), the Dubai-based hospitality company and a member of Dubai Holding.

Jumeirah Restaurants is dining at its best! A company of multiple and successful restaurant concepts developed and licensed globally. An important and strategic addition to the Jumeirah Group portfolio, the company's mission is to set up and license innovative restaurants worldwide. *The noodle house* was the first restaurant brand to be developed and is the flagship of Jumeirah Restaurants with licence agreements already signed in eleven countries globally and will grow exponentially over the coming years. Other concepts include Sana Bonta, Urbano, AllFreshCo, Rice + Spice and The Flaming Revolution all of which have been developed by Jumeirah Restaurants.

The company also has the rights to develop a number of brands from the Caprice Holdings group across the Middle East and North Africa. This includes world famous restaurants and clubs such as Rivington Grill, Scott's, Annabel's and The Ivy.

[www.jumeirahrestaurants.com](http://www.jumeirahrestaurants.com)

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