

Turkish chain Mado opens at The Pearl



Turkish Ambassador to Qatar HE Ahmet Demirok with officials and guests at an opening event at The Pearl recently.

TRIBUNE NEWS NETWORK

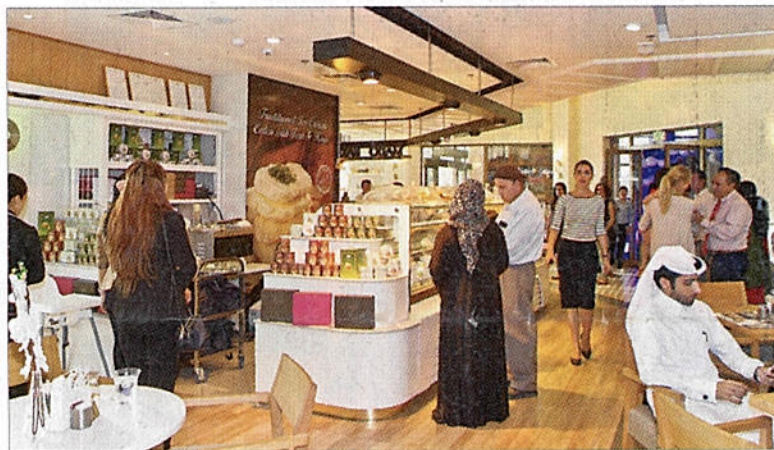
DOHA

TURKEY'S leading ice-cream producer and restaurant-café chain 'Mado' on Saturday officially opened its doors at The Pearl-Qatar's Porto Arabia, specifically in 20 La Croisette.

The opening was commemorated by a ribbon-cutting ceremony attended by HE Ahmet Demirok, Turkish Ambassador to Qatar; and Eng Ateeq al Khulaifi, General Manager of UDC Assets Management Department; and Mohamed Yoosaf, General Manager of Retail Leasing at The Pearl-Qatar. A number of Turkish embassy officials, UDC management and Mado Group employees attended the event.

This is the restaurant's second outlet in Qatar, joining a large 250-restaurant network of worldwide operations where Mado has carved a niche for itself as an international food chain faithful to its 150-year history.

Mado has several branches in Turkey, 170 in Istanbul alone, Asia-Pacific, Dubai, Kuwait and Saudi Arabia.



The menu is filled with Turkish-inspired and international meal options for breakfast, lunch and dinner along with the signature juices and sweets, including baklava, kunafa and the legendary Madoice cream eaten with a fork and knife, perfectly crafted through completely natural processes.

On the occasion of the opening, Mohamed Yoosaf, Acting General Manager of Retail Leasing at The Pearl-Qatar, stated: "The well-famed Mado is certainly a valuable addition to the world-class cuisines housed at The Pearl.

More and more F&B investors serving their home country's authentic cuisine are targeting the Island for their investment or brand debut in the Qatari market, and this is mainly due to the population diversity that lives at The Pearl and the surrounding area."

Demet Kartal, the operations director of the exclusive agent for Mado restaurants and cafés in Qatar, said the restaurant attracts customers by offering different varieties of famous Turkish cuisine and pastries, with affordable prices to suit all segments of society.