

## IN BRIEF

### Beef 'O' Brady's to open

Beef 'O' Brady's, a casual dining chain, signed the deal with master licensee Thimar Investment to open restaurants in Saudi Arabia. "We've heard the demand for our family-oriented concept in the Kingdom of Saudi Arabia, and we're not ignoring it," said James Walker, Beef 'O' Brady's chief development officer. Thimar plans to introduce its first Beef 'O' Brady's in Al-Khobar by midsummer and to open additional outlets across Saudi Arabia by 2013.  
[beefobradys.com](http://beefobradys.com)

### Front Burner Brands take The Melting Pot

Multi-concept operator and franchisor Front Burner Brands signed a franchise agreement to bring to Saudi Arabia The Melting Pot brand, the brand's first step overseas. The franchisee company Albatteen United Food Company LLC will open five Melting Pot restaurants, with the first outlet scheduled to open in Riyadh end of 2012.  
[meltingpot.com](http://meltingpot.com)



### IHG signs two new hotels

InterContinental Hotels Group (IHG) signed an agreement with the Rayadah Investment Company to open two new hotels in Riyadh's King Abdullah Financial District (KAFFD). Hotel Indigo Riyadh KAFFD will be the first Hotel Indigo to open its doors in the Middle East and InterContinental Riyadh KAFFD will be the second InterContinental hotel in Riyadh. Both hotels will be located in the heart of Saudi Arabia's new economic and financial hub.  
[intercontinental.com](http://intercontinental.com)

### Hyatt plans three new hotels

Hyatt is opening three new Hyatt-branded hotels in the Kingdom of Saudi Arabia to be managed by Naseel Holding Company. Hyatt Regency Jeddah, scheduled to open in the second half of 2015, will be located on Tahliyah Street in the center of Jeddah, near Tahliyah Square and close to Malek Road and North Corniche Road. Park Hyatt Riyadh, scheduled to open in the fourth quarter of 2015, will be a standalone building located on King Fahd Road in the Olaya District in the city of Riyadh, situated near the Kingdom Center and the Al Faisaliya Tower. Grand Hyatt Jeddah, expected to open early 2016, will be located in Jeddah city center, on the corner of Corniche Road and Al Amir Naif Street with views of the Red Sea.  
[hyatt.com](http://hyatt.com)



# Homegrown concepts: the way forward



Bandar Al Sulaiman, managing director of Saudi Arabia's Al Mathaaq, a hospitality management company, is focusing primarily on developing new restaurant concepts and managing upscale franchises

After the successful opening of two Lebanese food and beverage franchises, Margherita pizzeria del quartiere dal 1959 and Semsom, Al Sulaiman is currently developing five new homegrown F&B concepts. He has also signed a new F&B franchise from Egypt. Here he shares his plans for the future.

### What are the opportunities in the Kingdom's F&B market today?

Dining out remains a major entertainment activity among consumers in Saudi Arabia. The trend of eating out has provided a huge opportunity to all F&B operators to further expand in the entire Kingdom. Since Jeddah and Riyadh residents are well exposed and traveled, local F&B trends follow the international ones. People are also becoming more health conscious, which creates opportunities for casual health oriented concepts.

### What are the challenges in developing F&B projects for Saudi Arabia?

The main challenge we face when developing a food and beverage project in the Kingdom is to quantify the market's demand and preferences. Nevertheless, these challenges are counterbalanced by the numerous opportunities the Saudi F&B market holds. It is at a burgeoning stage and innovative concepts that are well developed and properly managed are most likely to succeed on the long run.

### Do you have other plans in F&B and hospitality?

Our main plan is to develop further our existing F&B cluster in Jeddah by opening more outlets, and promoting it as a landmark destination.

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Margherita pizzeria del quartiere dal 1959