

# The Turkish connection

Our mission is “to treat our guests as we do in our homes,” says **Mehmet Ali Burduroglu**, owner and developer of Tike restaurants. He talks of how Tike aims to become a well-recognized restaurant chain with a “boutique look”. Tike, considered upper-casual to fine dining, serves traditional Turkish fire grilled kebabs, authentic appetizers and fresh salads



## After Greece and Ukraine, what made you choose Saudi Arabia as a location for your restaurant?

Tike’s expansion can be described as a water ripple expansion. Winds of change in business and trade have shifted from west to east. The potential and activity levels in the area are unparalleled to the rest of the world. The first outlet opened in Turkey 13 years ago in Istanbul, followed by Ankara and Izmir. The brand then went regional through openings in Greece and Ukraine. We are now very proud to expand in wider geographical areas namely the MENA region with our first outlet in Jeddah, Saudi Arabia.

## What are the challenges of introducing a Turkish restaurant to Saudi Arabia?

Regardless of the number of restaurants or businesses you have developed, any new restaurant will go through a learning curve, and will receive a lot of scrutiny and comments. However, our team, composed of passionate professionals, is striving to make this phase a short and smooth one for Tike.

We are bringing the taste of Istanbul to Jeddah. I believe our guests who already know Tike in Turkey, will experience the same taste and feel in Saudi Arabia.

## What are Tike’s future development plans?

Tike Jeddah is the first of over 20 restaurant projects in the MENA region, which will be developed in partnership with Naghi Company, a renowned group in KSA and the region. We have planned an aggressive expansion, which includes KSA, and other neighboring countries. We are also proud to participate as “Guest restaurant” with Hyatt International within their hotel complex. For the past 5 years, Tike chefs are cooking for Hyatt guests in Dubai, Jeddah, Muscat, and soon in Serbia. We are also invited to the 5th Grand Hyatt Dubai promotional program in April 2012. These events are a great recognition, and a sign of respect for what has been achieved to-date.

## What are your future development plans in food & beverage?

We are working on establishing Tike’s menu and its variations, as well as some other Turkish tastes in the area. This includes “à la carte”, slow food model, and delivery services. We are also looking into other culinary projects.

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## Australian steakhouse in Jeddah

Outback Steakhouse, the Australian themed global franchise, opened its second branch in Jeddah’s Teatro Mall on Tahliah Street. The restaurant offers a variety of ribs, chicken, seafood, and pasta dishes. When they opened their first outlet in Riyadh, the managing partners of Hospitality Concept Arabia, Outback’s KSA franchisee, were proud of their achievement in bringing this concept to the country. Outback around the world is known for its bold flavors and freshness, and is committed to fulfilling that same promise to customers every day.

**outback.com**



## Al Mayass opening in Riyadh

The Armenian restaurant Al Mayass, which opened in Beirut in 1997, is continuing its international expansion. It will soon open in Riyadh on Prince Sultan Bin Abdel Aziz Street. Al Mayass serves Armenian/Lebanese mezza and main dishes with an Aleppo twist and a homemade feel. It is already operating in Kuwait and planning an opening in New York as of January 2012.

**almayass.com**

## Burger joints in Riyadh

Riyadh is currently witnessing the opening of two new burger joints, namely the famous American franchise Fatburger on Takhassousi Street. Another one, Gourmet Burger Kitchen (GBK) is scheduled to open soon on Tahliya Street.

**fatburger.com**

**gbk.co.uk**

