

Omar Tabbaa

EAT Restaurant Group



“ I saw an opportunity to bring international, family-friendly cuisine to restaurants across the Middle East. ”

COUNTRY	Jordan
INDUSTRY	Consumer
YEAR SELECTED	2013
WEBSITE	http://eat-jo.com/

COMPANY SNAPSHOT

EAT offers four distinct themed restaurant brands in eleven locations across Jordan and Bahrain. The family-focused, alcohol-free EAT restaurants offer Italian, Asian, or modern Arab cuisine in thoughtfully decorated environments – and they stand out from typical traditional Jordanian casual dining experiences. Unlike foreign restaurant chain competitors, EAT focuses on sourcing ingredients locally with its own butchery and bakery to maintain quality and consistency and recently launched a customer loyalty card program, Group-wide food delivery service, and new shisha café brand. EAT plans to add 26 restaurants in eight countries over the next three years using its franchise model.