

Royal Catering Introduces 82L8

Innovative grab-and-go, WEQAYA-certified dining concept, offering healthy and nutritious alternatives!

Abu Dhabi, UAE. 26 January 2016 – Abu Dhabi-based homegrown company, [Royal Catering](#), is excited to introduce 82L8 (8 to late) – a brand-new grab-and-go dining concept offering an extensive range of filling and flavourful healthy options that are perfect for a busy lifestyle.

The menu was created by 82L8's dedicated team of chefs and qualified nutritionists, following months of research, recipe creation and testing by Royal Catering's multicultural team.

The extensive menu includes over 60 mouth-watering meals, snacks, drinks, and desserts – available in 82L8 outlets, vending machines and trolley recharge stations, ideal for offices and workplaces.

“Royal Catering prides itself on quality, and this is evident in our new 82L8 brand. Our team has selected world-class suppliers to ensure that that 82L8 products are made only with the finest ingredients available to provide consistently high-quality, fresh and nutritious meals,” said Jean-Pierre Garat, Chief Operating Officer of Royal Catering.

Crisp salads, succulent sandwiches, hot meals inspired by both international and regional cuisines, decadent desserts, nourishing snacks, and revitalising hot and cold drinks are all handcrafted and prepared fresh daily.

“82L8 is the ideal solution for breakfast, lunch, dinner and everything in-between. We have a range of specialty detox salads that feature a combination of the healthiest, nutrient-rich ingredients available, and have also created the ultimate selection of vegetarian, gluten-free, and dairy-free options as part of this product line,” Mr Garat added.



With health and convenience in mind, consumers can purchase 82L8 through unique and innovative 82L8 vending machines, which are stacked with an array of wholesome food and accessed with the touch of a button.

82L8's outlets are the perfect place to unwind, unplug or connect with others in comfortable, modern, and bright interiors. And 82L8 trolley recharge stations are the ideal solution for busy workplaces with limited space, carrying a wide selection of healthy, cost-effective foods that satisfy appetites.

82L8 showcases a world-class display of nutritional information on all of its products, known as the traffic light labelling system, which was established by the Food Standards Agency in the United Kingdom.

Providing expert and scientific-based dietary advice on food products, consumers can use the colour-coded system to identify the four major nutrients in food that may be unhealthy when consumed excessively. This system encourages the selection of products with more green and amber labels, and fewer red labels.

"We are living fast-paced lives and, to sustain an active lifestyle, nutritious food is essential. Our simple, yet innovative labelling system enables customers to make educated and healthier food choices, on the go," said Ghida Saredine, Hygiene & Quality Director of Royal Catering.

82L8 is also among the first food brands in the UAE to offer an extensive range of WEQAYA-compliant foods.

Developed by the Health Authority of Abu Dhabi (HAAD), WEQAYA is an intervention programme that aims to increase public awareness of the connection between health and food, in order to reduce the occurrence of major chronic diseases within the UAE's population.

The WEQAYA logo is used on products as an indicator of healthy food items that adhere to strict nutritional value contents, including amounts of fats, sugars and salt in each meal.



All 82L8 menu items are prepared in Royal Catering's state-of-the-art kitchens, which are among the largest commercial kitchens in the UAE. Operating 24 hours a day, seven days a week, 365 days a year, on-site Quality Control Officers are present during every phase of the food production process to ensure that quality standards are strictly adhered to.

Quality Control Officers also monitor chefs to safeguard product consistency of every food item produced. Pre-approved and tested specification sheets are used to prepare each item on the menu, making sure that food reaches customers in perfect condition, every single time.

Contact Royal Catering on +971 2 496 3200 for more information on outlets, retail and sales opportunities, corporate business, as well as vending machine and trolley solutions.

For media, contact: Frances Barton, Media Relations Director, In2 Consulting, Dubai, UAE; frances@in2consulting.com; +971 4 455 8499; +971 50 650 3900.

About Royal Catering www.royalcatering.ae

Established in 2003, Royal Catering has gained its reputation as one of the region's leading caterers. With a combination of expertise, quality and innovation, Royal Catering provides world-class catering solutions across its three main divisions: Contractual, Commercial and Creations.

More than 2,000 highly trained professional staff and state-of-the-art kitchens, including one of the UAE's largest kitchens and a unique fleet of mobile kitchens, have paved the way for Royal Catering to become a preferred choice of catering solutions in the region's hospitality industry, as well as for international events. Following the take-over of Royal Catering by BRS Ventures in 2015, owner and operators of New Medical Center hospitals (NMC), Royal Catering will be entering the hospital and healthcare catering market. In addition, Royal Catering looks to develop its operations in Dubai and across the GCC. By investing in an experienced team, the company guarantees the highest quality service in each of the segments it operates.

Through its Creations division, Royal Catering has developed a number of innovative restaurant concepts in Abu Dhabi. The company currently owns and operates signature restaurant Catch at the St. Regis Corniche, Café D'Alsace in Yas Island Marina, Nova Café, Rosina Bellina and Rozanah, which was voted 'Favourite Middle Eastern Restaurant' at the 2015 *What's On Abu Dhabi* magazine awards. Rozanah has three branches in Yas Marina, Mussafah and Ruwais.

Royal Catering has also developed its retail offering by opening 82L8 – a new grab-and-go concept, supplying healthy dining options across the UAE, as well as Delecto – the company's new gourmet food concept offering handmade chocolates, macarons, Tunisian sweets and Turkish delights, available for takeaway.

Ends -