

Royal Catering Reports Record 40% Growth In Revenues for 2013

Significant investments made in equipment, technology and manpower to support the company's exponential growth

Abu Dhabi, January 2014: Royal Catering, one of region's leading caterers, recorded a 40% increase in revenue across its businesses in 2013 and invested AED 80 million in its facilities and people.

With its exceptional track record in providing clients with turnkey catering solutions for nearly a decade, Royal Catering's success is founded on the principles of innovation, quality and incomparable customer service. The company is renowned for its versatile offering, ranging from volume and large-scale events catering to fine dining and facilities management.

The significant increase in revenue is fueled by the high demand for the company's well-established catering and food and beverage services making Royal Catering the preferred partner for some of the region's largest and most prestigious hospitality venues and sporting events including the Abu Dhabi Formula 1 Grand Prix and Flash Entertainment. To support the company's exponential growth, Royal Catering invested AED 80 million in its state-of-the-art central kitchen, one of the largest in the UAE, as well as its unique fleet of mobile kitchens that can cater up to 5000 people per unit.

In addition, the company has grown its talented and innovative team of chefs and service staff and invested heavily in training and professional development. With over 1,700 professionals from 34 different nationalities, Royal Catering's team has quadrupled in the past four years, making the company a very attractive employer. To ensure that the team has access to the latest technology to provide high-quality, innovative service to clients, Royal Catering has invested AED 9 million in technology alone to support its operations.

A.M Simreen, Managing Partner, Royal Catering commented: “We are extremely proud to report an ambitious finish to an amazing year, which has seen exceptional growth across all of our businesses. The demand for our services continues to be very strong and we have been able to make significant investments in equipment, technology and manpower to support our growth. We look forward to 2014 and all the exciting projects that we have coming up at Royal Catering”.

Royal Catering had the pleasure of hosting numerous events in 2013 and here are some interesting food for thought facts:

- Royal Catering served 2,435 tons of rice, 10.8 tons of French fries, 438 tons of lamb as well as 1,920 tons of poultry.
- During the Abu Dhabi Formula 1 Grand Prix 60,926 burgers, 7 tons of chicken shawarma and 2,4 tons of French fries were prepared and served during 72 hours.

Royal Catering's vision is aligned with the ambitious economic growth of the Emirates, and more particularly its hometown of Abu Dhabi. As the region's expansion welcomes new trends and technologies, the company follows suit within all aspects of its operations, providing clients with ideal, simple yet sophisticated solutions for events of any size. In addition to its wide range of catering services, the group recently launched its ‘Creations’ division, under which some of Abu Dhabi’s latest restaurants, including Café D’Alsace, Rozanah, 82L8, Rosina Bellina and Nova Café, are managed with many more exciting food and beverage concepts currently in the pipeline.

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