



## **Café D'Alsace, European fusion cafe is launched at Yas Marina**

*Bistro café serving a brand new cuisine*

**Abu Dhabi, 5<sup>th</sup> November 2013-** A first in the UAE, Café D'Alsace presents a thrilling new fusion of European cuisine to the UAE's spectacular Yas Marina. Drawing influence from the Alsace region in France, French, German and Swiss fare are combined to create a bistro menu that will intrigue and delight all nationalities.

Gastronomic adventurers are in for a real treat. For the first time in the Emirates an entirely new and delicious cuisine is being presented to customers in sensational surroundings. Alsace regional specialities include: Fondue and Raclette, (delicately flavoured melted cheese, served with freshly baked bread, meat or the freshest of vegetables) and Flammkuchen, also known as Tarte Flambe, a French translation of pizza (Baltic: with sour cream, onions, smoked salmon, herbs and horseradish) introducing a refreshing twist to an old favourite. The aroma of freshly baked bread fills this ambient cafe as master bakers, from a team of award winning chefs, prepare the 30 different types of baked breads and pastries on site for those just stopping by for a delectable snack.

Unmistakably welcoming, a stunning mural in reflective hues has been etched into a recess in the wall, reflecting the strong history of art and culture of Alsace, while a warm ambience infuses this cafe with its use of mellow wood and discreet lighting. Outside, on the large open terrace, the spectacular view of the Yas Marina and Yas Hotel provides a dazzling backdrop for guests to relax and enjoy their foray into the unique culinary experience.

Samer Simreen, Commercial General Manager, Royal Catering commented: "We are proud to open the doors to a-one-of-a-kind café in Abu Dhabi, and we are looking forward to share this desirable experience with our customers. With Café D'Alsace, we are raising café standards and are pleased to be the market leader in introducing new cuisine to meet Abu Dhabi's increasing thirst for all-things new."

For the busy customer, Café D'Alsace offers perfectly packaged food to go as well as setting new standards as a gourmand's heaven, by providing a selection of gourmet products with an amazing array of luxury jams, curds, vinegars and chutneys. Café D'Alsace will be



running weekly promotions such as lunch and dinner all you can eat specials and family brunches. Following the soft launch, there will be a grand opening in November 2013.

This is the fifth venue to be created and managed by Creations at Royal Catering, one of the region's leading hospitality service providers. Creations at Royal Catering's other market leading outlets in Abu Dhabi are: Rozanah, 82L8, Rosina Bellina and Nova Café and others in the pipeline.

**-ENDS-**

#### **Notes to Editors**

- Café d'Alsace is open daily from 7am-12am
- 170 pax

#### **About Café d'Alsace**

Embark on a culinary adventure, savouring the flavours of Alsace with a flare of exotic blends at Café d'Alsace, ideally located at Abu Dhabi's place to be, Yas Marina. It brings to life the true flavors of the Alsace region, a mesmerising fusion of French, German and Swiss influences. Immerse yourself with the allure of the ambience in a menu of inspired creations and a variety of over 30 home-baked special breads that can be enjoyed in situ or perfectly packaged to offer a taste of the region to-go.

#### **About RCS:**

Established in 2003, Royal Catering has gained reputation as one of the region's leading hospitality service provider. With a combination of expertise, quality and innovation, Royal Catering provides world class catering solutions across its three main divisions: contractual, commercial and creation. More than 1700 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 the preferred choice of catering solutions in the region's hospitality industry as well as for international events.

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