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## More Cafe planning to open inside five-star hotels

By David Edgcombe

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**More Café, the UAE based standalone F&B brand, is in advanced negotiations to open its outlets inside five-star hotels as an alternative to the traditional all day dining restaurant.**



More Cafe CEO Marijke Lap speaking at the Gulfood 2014 'The Secret of Franchise Success' seminar.

The news came as a panel of the region's F&B experts

discussed the Middle East franchise market during a seminar entitled 'The Secret of Franchise Success' at Gulfood 2014 in Dubai.

Speaking at the seminar, More Café CEO Marijke Lap said: "I know that a lot of hotel F&B is moving out of hotels, into standalone locations, but we are doing the opposite. We are now talking to five-star hotels, and in the final stages, to moving our brand into hotels, because we are an all-day concept, with breakfast lunch and dinner."

"There are more and more hotels, like Jumeirah and other groups as well, who are saying they don't want to run their own restaurants anymore. They want to give them to someone else to achieve that brand

any more. They want to give them to someone else, to achieve that brand consistency," she added.

The seminar was part of the Gulfood 2014 Gulfood Franchising Conference, which brought together a range of industry experts including Jumeirah Restaurants managing director Jason Myers, Just Falafel CEO Fadi Malas and PepsiCo's Gulf general manager Naoufel Jellal, to discuss the potential for local and international franchises in the Middle East.