

Karachi Darbar Group in Consumer Foodservice (United Arab Emirates)

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Abstracts

Karachi Darbar Group will launch a new concept in 2016, opening its first Karachi Grill outlet in Jumeirah. This will have a more distinctive fine dining positioning, with attractive contemporary décor and a focus on grilled food. If this initial launch proves successful, the company is likely to roll out more Karachi grill outlets in the forecast period. The Karachi Darbar chain is however likely to remain its main focus.

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