



ALI BABA BRINGS RESTAURANT EXPERIENCE TO CANBERRA



July 2008: After years of satisfying hungry palettes across the nation with its mouth-watering and wholesome K'Babs™ & Wraps, Ali Baba has returned to its roots by launching a casual dining restaurant in the heart of Canberra.

AB Lebanese Restaurant officially opened its doors on July 12th and is the only authentic Lebanese restaurant in Canberra City, on the Corner of Northbourne Avenue and Alinga Street, catering to locals and workers looking for a unique lunch or dinnertime experience. This is not however, unfamiliar territory for Australia's largest kebab & wrap chain, with Canberra being the birthplace of the magic that is Ali Baba.

First launching in Australia's Capital City in 1979, Ali Baba, founded by brothers Mick and Karl Marjan, grew from humble roots serving authentic meals to busy commuters, local labourers, restaurant enthusiasts and families.

"When we first started out here in Canberra we had no idea that the Australian love affair with Lebanese cuisine would grow to be this big. We are thrilled to have the opportunity to return to where all the magic began and initiate another success cycle with the support of the community who gave us our start," says Robert Marjan, Chief Executive Officer of Ali Baba K'Babs™ & Wraps.

"People in Canberra are familiar with the Ali Baba taste sensation so our goal in opening AB's is to give them something new and different to experience – the

taste of real Lebanese cuisine in an inviting sit-down environment," continued Mr Marjan.

The AB's menu is sure to have mouths watering all around the ACT. Choose from sizzling Shish Kebabs to juicy mince Kebbes, Grilled Shish Tawooks to authentic home-style dips and salads. For larger groups, AB's will prepare tasty mixed plates and banquets for those special occasions.

Aside from being the only Lebanese restaurant in Canberra, AB's is unique in the way menu choices are developed, prepared and cooked. All food is prepared in a central location ensuring the highest levels of taste and quality are maintained. AB's cooks are caretakers of time-honoured recipes and take great pride in the preparation of all menu choices.

Canberra's AB Lebanese Restaurant Manager, Nabil Adhami believes that aside from this, the great thing about AB's is that it offers the perfect mix of ambience and flavour that won't hurt the wallet.

"AB's is a really affordable dining destination in Canberra. Our meals are delicious, filling and provide good value for money. Whether people want to come in during their lunch breaks looking for more to eat than just a sandwich, or they want to dine out with friends at night, AB's will not disappoint," said Mr Adhami.

AB Lebanese Restaurant is located on the corner of Northbourne Avenue & Alinga Street
Canberra City. For bookings please call 02 6230 4233.

For more information about AB Lebanese Restaurant visit www.abrestaurant.com.au or www.alibaba.com.au

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MEDIA: For more information, request images or to arrange an interview please contact:

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About Ali Baba

Established in 1979, the first Ali Baba dine-in and takeaway outlet opened in Woden, Canberra providing a high quality, unique taste experience in the relaxed atmosphere of the East Mediterranean.

Founded by brothers Mick and Karl Marjan, Ali Baba successfully franchised its model in 1991 and now has nearly 50 outlets across NSW, ACT, Victoria and QLD. Primary products sourced from local Australian growers and farmers are prepared at a state-of-the-art facility in NSW to strict HCAPP standards and continue to meet an increased demand for affordable, convenient whole foods that are high in nutritional value, low in fat and sugars.

A 100% Australian owned and operated company, Ali Baba outlets serve over three million customers a year.