



ALI BABA GROWS & GROWS!

8 New Stores in 7 Weeks Across 4 States

Fast growing kebab and wrap chain, Ali Baba recently opened seven new branded stores across New South Wales, Queensland, Victoria & Canberra including an Ali Baba first Black Label concept store in Doncaster (Victoria).

Franchisees also enjoy the lifestyle the Ali Baba business model offers with many owning more than one store and reaping the rewards.

The new store openings further reinforce Ali Baba's pole position as the largest Australian owned and operated franchise brand in its category, with over 50 outlets nationally.

The latest locations for Ali Baba franchises include Castle Hill and Lismore in NSW, Knox City and Doncaster in Victoria. The Black Label Ali Baba store in Doncaster is a first for the brand, providing customers with a unique dining experience.

At Doncaster, Ali Baba has introduced the look and feel of their sit-down restaurant into a food court environment. Featuring a more contemporary design, the Black Label

Ali Baba store is perfect for anyone looking to enjoy a tasty Mediterranean meal in a restaurant-like setting without the long wait and expensive bill. The menu features a variety of grilled plates including chicken and lamb skewers, marinated roasts, salads, dips and pita bread.

Ali Baba has also revamped three former Uncle Tony's Kebabs (UTK) outlets in Kawana Waters, Maroochydore and Mackay in Queensland, following its acquisition of UTK in November 2007.

Ali Baba Chief Executive Officer Robert Marjan says the company is experiencing significant growth as more and more Australians embrace what the brand has to offer.

"Australians have loved and trusted Ali Baba kebabs for years because we are unique in the way we prepare and serve our food. Everything is made to order, the meat always freshly cut and we open-toast all our kebabs and wraps to ensure consistency in taste and quality is maintained," said Mr Marjan. "These are the same reasons why franchisees love the brand."

The year is proving to be very successful for Ali Baba, with the kebab and wrap chain making its first foray into sporting sponsorships and diversifying with the launch of AB Lebanese Restaurant (AB's) in Sydney back in March. The second AB's has recently opened in the heart of Canberra City, where Ali Baba was first launched back in 1979.

AB Lebanese Restaurant in Canberra will offer locals, visitors and tourists alike a unique dining experience both in terms of food choices and local history. "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. Our goal in opening AB's is to give customers a taste of real Mediterranean cuisine and lifestyle in the comfort of their local surroundings," Mr Marjan said.

Plans for a third AB Lebanese Restaurant are already under way with Darlinghurst, Sydney the next chosen destination. ❖

For more information about becoming an Ali Baba Franchisee, visit www.alibaba.com.au/franchise