



Media Release

For Immediate Use
X October 2009

MEDITERRANEAN CUISINE GOES GOURMET WITH ALI BABA

Ali Baba, Australia's favourite Mediterranean food outlet, is reinventing the perception of kebabs by introducing a unique new menu. Featuring mouth-watering grilled meat platters, healthy Gourmet Grilled Rapps™ (wraps), Gyro Kones and Gourmet K'Babs™, the new menu is sure to go down a treat with Australians.

The new menu is not only delicious, but also even more affordable as Ali Baba has reduced the price of all three sizes of K'Babs™ - K'Baby, Regular and Mega. If your taste buds can't beat the taste of the original Beef Shawerma K'Bab, then get excited, as Ali Baba has dropped the price to \$9.95 so you can enjoy the classic K'Bab even more often than usual!



Whilst making the old classic K'Babs more attractive, Ali Baba has also added new products to their menu, while still managing to be delicious and affordable for all consumers. The new Ali Baba Gyro Kones offer a tasty twist on the traditional Mediterranean Euyros, with chips wrapped in pitta bread and succulent beef, lamb or chicken with tasty G Sauce, grilled onions and tomato for only \$4.90 – a perfect snack!

For a tasty lunch at work that beats a boring sandwich, Ali Baba's new Grilled Fillet and Roast Meat Platters are available in either grilled chicken or lamb and include a leafy salad, tabouli and hummus. Other healthy meals at Ali Baba include the new range of Grilled Rapps™ which are 95% or more fat free! With a flavour for every day of the week, the new Grilled Rapps™ are available in Lamb Tzatziki, Chicken and Avocado, Caesar Chicken, Moroccan Lamb, Lamb Loin and Chicken Breast for only \$6.90 each.



The exotic flavours of Mediterranean cuisine come to life with Ali Baba's new Gourmet K'Bab's™ showcasing the finest flavours from around the world and the Mediterranean. Escape with the flavours of Hawaii with the new Hawaiian Chicken Gourmet K'Bab™ or drift off to Portugal with the Portuguese Chicken K'Bab with tongue tingling peri peri sauce, lettuce, tomato & cheese. Much cheaper than an overseas holiday, the new Gourmet K'Babs™ are only \$7.90 each.



The new menu offers consumers some exciting healthy options and with affordable prices, looking after your Mediterranean cravings has never been easier. So go on, head to your nearest Ali Baba restaurant to enjoy all the delicious new menu options!

For more information or to locate your nearest Ali Baba outlet please visit www.alibaba.com.au.

-ENDS-

For more information, high resolution images or to arrange an interview please contact:

Sarah Stirling / Katie Dorman

Magnum PR sarah@magnumpr.com.au / katie@magnumpr.com.au P: (02) 9439 9316