



Ali Baba K'Babs™ & Wraps The Taste Sensation

Established in 1979 by brothers Mick and Karl Marjan, the first Ali Baba K'Babs™ & Wraps dine in and take-away outlet opened in Woden, Canberra providing a unique Mediterranean taste experience.

The 100% Australian owned and operated company successfully franchised its model in 1991 and is now the largest kebab and wrap chain in Australia with almost 50 outlets nationally and serving over three million customers each year.



There are 17 Ali Baba locations in NSW, 13 in the ACT and 8 in Victoria. Ali Baba will also expand from one to 13 locations in Queensland after recently acquiring Uncle Tony's Kebabs.

The Ali Baba way

From the first store opening in 1979, Ali Baba's philosophy has centred on quality and delivering a consistently high standard of product. True to this philosophy, Ali Baba with the assistance of experts at Oppenheimer unveiled its World Class Executive Kitchen (WCEK) in 2005, which is recognised as a world-class operation in relation to international standards of quality management and benchmarks.

The Executive Kitchen is at the heart of Ali Baba's operations and supplies all Ali Baba outlets nationally with 100% Australian produce, sourced from local Australian farmers and growers.

Ali Baba is committed to providing not only a tasty meal, but also a healthy meal that won't impact your waistline. By using lean meats, antioxidant rich marinades, low cholesterol oil and fresh produce, Ali Baba offers a healthy, 'whole food', convenient alternative to high fat, high sugar, highly processed fast foods. There are also three kebab meal sizes to choose from so that you only ever eat what your body needs.

The Ali Baba offering

Each year over three million Australians enjoy the 'taste sensation' of Ali Baba kebabs, wraps and bowls, which are created by a team of food experts in the Executive Kitchen.

Ali Baba only uses 100% natural and preservative free traditional ingredients based on recipes handed down and evolved over time to suit the Australian market, both in terms of taste and reduced fat content.

Tasty and delicious Ali Baba *K'Bab™* options include Chicken, Beef, Lamb and Falafel; Gourmet *Wraps* are a fresh grilled, healthy and tasty choice with Lamb, Chicken or Falafel; and the *Bowls* offer a low GI, low fat and low carbohydrate alternative to a *K'Bab™* or *Wrap*.

What sets Ali Baba apart from other kebab offerings is its authentic range of Sauces and Dips all made fresh and continually refined in the Executive Kitchen, which include favourites such

as Hommous, Mild Chilli, Baba Ghannouge, Hot Chilli, Tahini, Garlic Mayonnaise, Lemon Coriander, Beetroot Dip and Mayonnaise.

Ali Baba also offers the growing number of Coeliac Australians with a gluten free option (where all Ali Baba product is used) and is a member of the Coeliac Society.



Pictured above L to R: Ali Baba Lamb K'Bab™, Falafel K'Bab™, Beef Bowl and Chicken Wrap

For more information about Ali Baba K'Babs™ and Wraps or to find your nearest outlet, please call (02) 9829 8600 or visit www.allbaba.com.au

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MEDIA NOTE: For more information, or request images please contact:
Katherine Cammuso or Laura Rodrigues
McGregors International
(02) 9967 9399
katherine@mcgregors.com.au and laura@mcgregors.com.au