



TASTE THE 'OPEN TOAST' DIFFERENCE AT ALI BABA

September 2008: If your tastebuds are calling for something different, look no further for that unique taste sensation. Australia's largest kebab and wrap chain, Ali Baba is challenging the nation to taste the difference this month by trying one of their delicious, crisp open-toasted kebabs and wraps.

Made from only the freshest and wholesome ingredients, the secret to Ali Baba's K'Babs™ & Wraps™ actually lies in their unique toasting system.



Ali Baba is the only chain in Australia to open-toast their kebabs and wraps, a process that enhances the flavour and crispness of the products before they are served, and ensures consistency in quality every time you place your order at an Ali Baba store.



Whether you choose an Ali Baba chicken, lamb, falafel or beef K'Bab™, you can be confident that you're consuming wholesome ingredients that are low in fat, yet mighty rich in flavour, thanks to Ali Baba's 24-hour marination process. Antioxidant rich marinades coupled with the open-toasting system, results in a unique taste sensation that will have you coming back again and again.

Serving 4 million K'Bab™ & Wrap customers across Australia per annum from Mackay to Frankston, Ali Baba offers a variety of K'Bab™ and Wrap menu options, great for lunch or a quick snack on the run. With tempting fillings such as lean chicken breast, tabouli, cheese, tomato and hommos, these kebabs and wraps are the fresh & healthy alternative.

Ali Baba is also looking for franchisees that are passionate about quality. To discover the possibilities of becoming an Ali Baba franchisee, visit www.alibaba.com.au/franchise or call (02) 9829 8600 today!