

Dean & Deluca Arrive In The Middle East Cada Design Group Shape New Stores

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DEAN & DELUCA, known for their reign of culinary excellence, expert customer service and superior quality foods have strategically partnered with M.H. Alshaya Co., the leading retail company operating in the Middle East. CADA Design Group will be designing four new Market Stores and Cafes across Dubai, Kuwait and in Doha. The new sites will be located at the Dubai Mall (one of the world's largest shopping and entertainment destinations), the Dubai Marina Mall (a fashionable waterfront shopping destination) the Avenues mall in Kuwait plus a further site in Doha, Qatar.

Founding directors of CADA Design Group David Callcott and David Anderson have cultivated an enviable reputation in both national and international markets for developing creative concepts that meet market expectations. CADA's ability to create fresh thinking design solutions has made them one of the leading British experts in branding and interior design.

"We are very proud to bring such a fine shopping concept to Dubai. DEAN & DELUCA is sure to be a favorite amongst Dubai's discerning customers." says Mohamed Alshaya, Executive Chairman of M.H. Alshaya Co.

"Our clients come to us for creative solutions based on sound experience, comments David Callcott, founder director of CADA Design Group, "and we are really excited to be associated with a premium retailer such as Alshaya."

-ENDS-

Notes to editors

About CADA Design Group Ltd

- CADADESIGNGROUP is an international brand and retail design consultancy, specialising in British design excellence with an international outlook.
- The London based studios provide strategic consulting, fresh thinking and creative design expertise to a national and international portfolio of clients including Charbonnel & Walker, Itsu, Pret a Manger and retail outlet INTERSPORT.
- CADA Design Group has over 60 years experience between the team and clients in 28 countries.

About M.H. Alshaya Co.

M.H. Alshaya Co. is a leading international franchise operator for over 40 of the world's most recognized retail brands, including Starbucks, H&M, The Body Shop, Foot Locker, Mothercare, Debenhams, River Island and Boots. The company operates over 1,400 stores across six divisions: Fashion & Footwear, Health & Beauty, Food, Casual Dining, Optics and Pharmaceuticals.

M.H. Alshaya Co. stores can currently be found in 16 markets across the Middle East, North Africa, Turkey, Cyprus, Russia, Poland and Egypt. More recently, the company launched operations in Slovakia, Czech Republic and Hungary. It employs more than 14,000 people from over 35 nationalities.

The company has achieved success across a diverse range of markets due to a combination of local understanding and an across-the-board commitment to customer service. Growth in each of its operating divisions and brands is supported by continuous investment in talent and infrastructure. It applies best practices in retail operations, merchandising, marketing, information technology, logistics, real estate, human resources and financial controls.

M.H. Alshaya Co. is the retail business of the Alshaya Group, which was founded in Kuwait in 1890 and today represents one of the most dynamic companies in the Middle East. In addition to its retail operations, the Alshaya Group is active in a number of other sectors including real estate, automotive, hotels, trading and investments.

Learn more about the company at www.alshaya.com

About DEAN & DELUCA

? Founded in 1977 by Joel Dean, Giorgio De Luca and Jack Ceglic with the opening of its flagship store in SoHo New York, DEAN & DELUCA quickly grew into a multi-channel retailer of gourmet and specialty foods, premium wines and high-end kitchenware with operations throughout the United States and internationally. DEAN & DELUCA specialty products are sold through its 14 retail stores and cafes in select U.S. markets (New York, Washington, D.C., Napa Valley, Charlotte, and Kansas City metropolitan area), and its expanding international market (Tokyo and soon throughout the Middle East), a consumer and corporate gift catalogue, and an e-commerce site, deandeluca.com. DEAN & DELUCA also markets its private label products to other retailers and wholesalers throughout the world. www.deandeluca.com.

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Tags	dean deluca, retail design
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