



## Press Release

# **Reel Cinemas partners with superstar chef Guy Fieri to launch Middle East's first 'Dine-In Cinema' in Dubai**

*Concept debuts at the all-new Reel Cinemas – Jebel Ali*

**Dubai, UAE; April 10, 2018:** Reel Cinemas, the dynamic cinema brand under Emaar Entertainment, has teamed up with international superstar chef Guy Fieri to launch the first stand-alone Dine-In Cinema featuring his highly acclaimed American Kitchen concept in the Middle East.

Truly unique, Guy Fieri's Kitchen & Bar and Dine-in Cinema by Reel Cinemas at Jebel Ali Recreation Club redefines the cinematic experience in the region. Restaurant-prepared meals from Guy Fieri's American Kitchen are delivered to the table of cine-goers, as they enjoy blockbusters with Dolby Atmos and Barco Flagship Laser projection that assure exceptional audio-visual quality.

The Guy Fieri cuisine will be available at three locations of Reel Cinemas in Dubai, with the first open at Jebel Ali followed by Reel Cinemas – The Dubai Mall and Reel Cinemas – The Pointe in The Palm Jumeirah.

Combined, the theaters will have 14 dine-in screens, with session tickets covering not just the film but also a sumptuous meal comprising of an appetiser and main course. The Guy Fieri cuisine adds an extra flair of excitement to cinema outings, with the focus being on the food; for a change, none of Dine-In Cinemas will serve popcorn.

The Guy Fieri menu will reflect his signature style, taking inspiration from his most renowned dishes, such as his signature Mac & Cheese Burger, Trash Can Nachos, New York marbled Cheesecake and more.

Damien Latham, Chief Executive Officer, Emaar Entertainment, the operator of Reel Cinemas, said: "Reel Cinemas is setting new benchmarks in providing moviegoers with unprecedented entertainment experiences. We are diversifying our portfolio to surpass the existing cinematic choices, even beyond what is on offer in international markets. The new concept delivers more than just a big screen; comfort, entertainment and a unique F&B offering are at the heart of what we deliver at Reel Cinemas. Guy Fieri represents the latest in strategic partnerships that underlines our commitment to pioneering innovative trends for the cinema industry in the Arab world."

This is the first partnership in the Middle East by Emmy Award-winning chef, restaurateur, TV personality and *New York Times* bestselling author, Guy Fieri. With 45 restaurants located across the United States and Mexico, and forthcoming restaurants in South Africa, this marks the next step in Fieri's international expansion.

"We are bringing the best of my American restaurants to Reel Cinema's best-in-class theatres, the concepts that we are building are truly a first of their kind venture for both of us. I know how to give guests a real-deal food experience and I know that Reel Cinemas has the expertise to apply it to the theatre space – so it's a great partnership. We've been working hard on this, with my team coming back and forth from the US regularly and we'll be on site to make sure that these restaurants are impeccable from day-one, giving guests an all-round good time in this first-for-the-region experience – people are going to dig it!" said Guy Fieri, Restaurateur.



Reel Cinemas has already set a new standard for cinema experience in the region with its flagship megaplex at The Dubai Mall having relaunched following a dramatic transformation. The all-new cinema reflects the forward-thinking nature of Reel Cinemas, redefining the customer journey as the first cinema to have a digitally focused pre-cinema experience, as well as Dolby Atmos and Barco Laser projection in every theatre for a truly immersive experience.

The new Reel Cinemas Dine-In Cinema concept, in partnership with Guy Fieri, further diversifies the range of entertainment experiences on offer from Emaar Entertainment.

Visit [www.reelcinemas.ae](http://www.reelcinemas.ae) for more information.

**-ends-**

### **Note to Editors**

#### **Emaar Entertainment**

Emaar Entertainment is a leading operator of exceptional experiences that bring delight, enrich lives and 'inspire joy' for all. Defined by pioneering attractions that are unique, and transcend just entertainment or leisure, Emaar Entertainment focuses on delivering top quality entertainment, led by un-matched industry expertise. Emaar Entertainment today manages a world-class portfolio of attractions that delight millions of customers, and is credited with developing and managing some of Dubai's most-visited leisure attractions.

In The Dubai Mall, Emaar Entertainment showcases the immensely popular KidZania®, Dubai Ice Rink and Dubai Aquarium & Underwater Zoo; in addition to the latest mind-blowing attraction, VR Park, which opened in 2018. Emaar Entertainment also developed and manages Reel Cinemas – The Dubai Mall and Dubai Marina Mall; as well as the region's first dine-in cinema at Jebel Ali, Guy Fieri's Kitchen & Bar and Dine-in Cinema by Reel Cinemas at Jebel Ali Recreation Club, in association with restaurateur, Guy Fieri.

#### **About Guy Fieri:**

Guy Fieri, chef, restaurateur, author and Emmy Award-winning host, began his love affair with food at the age of ten, selling soft pretzels from a three-wheeled bicycle cart he built with his father called "The Awesome Pretzel." Supplementing the pretzel income with six years of dishwashing wages, Guy earned enough money to pursue his dream of studying abroad as an exchange student in Chantilly, France. There he gained a profound appreciation for international cuisine, the rigor of technique and the importance of fresh ingredients, and the experience further strengthened his passion for food. After graduating from the University of Nevada Las Vegas with a degree in hospitality management, Guy launched his culinary career in 1996 with the opening of Johnny Garlic's, his first restaurant based in his hometown of Santa Rosa, CA. Since then, Guy has created a thriving culinary empire as the host of top-rated TV shows Guy's Big Bite, Diners, Drive-Ins and Dives and Guy's Grocery Games; author of five New York Times bestselling cookbooks; and owner of 45 restaurants across the country. Recent restaurant expansions include Guy Fieri's Smokehouse in Louisville, KY, and an upcoming location in Norfolk, VA; two namesake restaurant concepts on Carnival cruise ships; and outposts of Guy's Burger Joint in Live Nation amphitheaters nationwide. In 2017, Guy will continue to expand internationally with restaurants opening in South Africa and Dubai. Guy released his sixth book, Guy Fieri Family Food, in October 2016, and continues to steadfastly support the charity he founded, Cooking with Kids, which is dedicated to teaching kids to cook while instilling self-esteem, self-reliance and a healthy lifestyle. Guy lives in Northern California with his wife, Lori and two boys – Hunter and Ryder.

#### **For more information, please contact:**

Kelly Home | Nivine William  
ASDA'A Burson-Marsteller  
(+971) 4450 7600  
[kelly.home@bm.com](mailto:kelly.home@bm.com) | [nivine.william@bm.com](mailto:nivine.william@bm.com)