

**Issued by the Media Centre of Dubai Festivals and Retail Establishment**  
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## **What awaits you in the final weekend of DFF 2016**

With the third edition of Dubai Food Festival gearing up for its final weekend, which commences tomorrow (Thursday, 10 March) residents and visitors in the emirate can look forward to three exciting days of citywide culinary celebrations.



The weekend agenda, which is filled with a variety of foodies-related events and entertainment activities catering to all age groups and cultures, is topped by the Etisalat Beach Canteen , the central hub of Dubai Food Festival, which has been drawing festival goers in the thousands since opening on 25 February.



Other events and attraction that will make one's visit to DFF 2016 worthwhile this weekend are the 'Local Greats' Masterclasses presented by Al Islami; the Taste of Dubai, the annual food, drink and music fiesta; family-oriented activities at malls; retail and restaurant promotions and much more.



Organized by the Dubai Festivals and Retail Establishment (DFRE), an agency of the Department of Tourism and Commerce Marketing (DTCM), DFF 2016 runs until 12 March under the theme 'Celebrate Taste'.

### **FINAL WEEKEND OF DFF 2016**

#### **Etisalat Beach Canteen, Kite Beach**

The official hub of DFF 2016, the Etisalat Beach Canteen continues to offer enriching experiences to families and foodies. Alongside 17 home-grown food concepts, visitors can enjoy a Market Day event on Thursday, Friday and Saturday with each day focussed on a different offering such as craftsmanship and locally sourced fresh produce; a Taste of Dubai preview demonstration by Nathan Outlaw on 10 March, while the highlights on 11 March will be Cooking with Kids by Al Islami and Food and Film Night featuring the globally acclaimed animated film, Frozen.

#### **'Local Greats' Masterclass Series presented by Al Islami at SCAFA**

Dubai Food Festival 2016 is giving you a chance to cook with some great local chefs and enhance your cooking skills when you enroll for the 'Local Greats' Masterclass series presented by Al Islami and hosted by Dubai's School of Culinary and Finishing Arts (SCAFA).

The 'Local Greats' Masterclass' series will see celebrated chefs from Dubai restaurants including The Sum of Us (10 March) and Jean-Georges (11 March) unveil their top tricks and tips.

For registration detail visit <https://dubai.platinumlist.net/event/33563/dubai-food-festival---master-classes>

You can also enroll for a two course cooking class at a masterclass with Culinary Boutique on 10 March,. For details visit [www.dubaifoodfestival.com](http://www.dubaifoodfestival.com)

### **Taste of Dubai - Dubai Media City Amphitheatre (10 – 12 March)**

Taste of Dubai returns to Dubai Food Festival with a mouthwatering lineup of celebrity chefs, fine dining restaurants and brand new features for foodies, families and friends. Now in its ninth edition, the popular event will feature celebrity chefs **Nathan Outlaw, Tom Aikens, Alfred Prasad, Atul Kochhar, Jun Tanaka, Tim Anderson, Luke Thomas, Alfredo Russo** and the dynamic duo of **Reza Mahammad and Jenny Morris**. Tickets are available from [www.tasteofdubaifestival.com](http://www.tasteofdubaifestival.com).

### **Global Village Street Food Celebration; Global Village (until 12 March 2016)**



Global Village, one of Dubai's most popular family destinations, is offering visitors the opportunity to savour the flavours of the world at a unique street food celebration, as part of the ongoing Dubai Food Festival. The numerous restaurants, cafes and themed food kiosks at Global Village are providing visitors authentic street food dishes in a reflection of the multicultural character of this entertainment park, which hosts over 70 participating countries at over 36 pavilions.

### **Promotions**

### **Home Edition**

### **Participating supermarkets and hypermarkets (until 12 March)**



Supermarket shopping gets even more rewarding this DFF, as this year's Home Edition promotion offers shoppers spending AED 250 at participating supermarkets and hypermarkets the chance to win prizes worth AED 50,000. Lucky winners will be rewarded with a voucher worth AED 50,000 that will allow them to shop for an entire year of groceries. The first draw was held on 5 March and the second raffle draw will be held on 12 March at the Etisalat Beach Canteen. The participating supermarkets and hypermarkets are Carrefour, Lulu, Spinneys, Géant, Union Coop, and Waitrose.

### **Signature Tastes (until 12 March)**

During Dubai Food Festival, participating restaurants throughout the city will offer a "taste of their best" with limited edition signature dishes or menus. Order a Signature Taste from a participating restaurant and enter the draw to win incredible pre-loaded ADIB cards with an overall value of AED250,000. This is a perfect opportunity for residents to try out new eateries or a new menu item from their favourite restaurant. Visit [www.dubaifoodfestival.com](http://www.dubaifoodfestival.com) for more information.

### **Dubai International Airport 'Dine and Win'; Participating restaurants, Dubai International Airport (until 12 March)**

Spend over AED49 at a participating restaurant in Dubai International Airport and get the chance to win a five-night stay at the newly opened luxury hotel St. Regis Dubai, including Business Class flights and five of the city's best dining experiences. Visit [www.dubaifoodfestival.com](http://www.dubaifoodfestival.com) for further information and full prize details.

### **Fortnum & Mason (12 March)**

Indulge in a decadent afternoon tea experience on 12 March 2016 from 2pm onwards at London's legendary Fortnum & Mason near the Burj Khalifa and The Dubai Fountains. Bite into freshly prepared sandwiches, home-baked scones, cakes, pastries and sip unlimited tea. Discover the history of tea, enjoy a unique tea tasting experience, find out secrets to making perfect iced tea and get a gift of loose tea! Ticket: AED 400 for two persons.

### **Mall-based activities**

#### **The Dubai Mall (until 12 March)**

In celebration of DFF 2016, food and beverage outlets in The Dubai Mall are entertaining families and kids with a DFF Mascot Parade at the mall until 12 March.

#### **MAF Malls**

Malls of Majid Al Futtaim Properties - City Centre Deira, City Centre Mirdif & City Centre Me'aisem - will be running exciting promotions as part of DFF 2016 including Spend, Dine and Win Instantly.

#### **CITY FEST, Dubai Festival City Mall; Waterfront Area (16 February – 30 April)**

Visitors to the mall can enjoy a range of activities and themes at City Fest at the newly-opened waterfront area including Fiesta, Arts & Expression, Film, Flower Fiesta, Up cycling & Literature, Healthy & Well-Being, Lego, Food, Sport, Installations, Cookery, Music and variety of options of food kiosks and trucks.

#### **Mercato (until 12 March)**

As part of DFF 2016 celebrate the flavours of the world at Mercato by participating in numerous activities for the entire family including demonstrations on how to cook authentic dishes from around the world in a fun and interactive way, You can also spend AED 100 in any Food and Beverage outlet at Mercato or Town Centre Jumeirah and get the chance to win fabulous prizes.

#### **CITY PICNICS at CITY WALK (until 12 March)**

CITY WALK introduces visitors to its CITY PICNICS this DFF 2016 and encourages everyone to bring along their friends and families. The event unfurls a variety of food choices in the dedicated picnic areas surrounded by endless games and activities for the young and the old. Shoppers will be given a picnic basket to purchase the meal of their choice at CITY WALK's F&B outlets and proceed towards the picnic area infused with fun and activities for a day of food and fun.

#### **Gumball Park, BOXPARK (until 12 March)**

BOXPARK celebrates Dubai Food Festival with an exciting 'Spend & Win' competition which featuring 'a Gumball Park' in which customers spending above AED 200 will either win a Gold Gummy bear worth AED 30,000 or an instant prize free meals at BOXPARK restaurants or offers put together by BOXPARK's unique stores and restaurants.

#### **Cookie of Fortune, THE BEACH (until 12 March)**

THE BEACH celebrates DFF with a 'Spend & Win' competition in which customers will either win a 'Cookie of Fortune' or an instant prize such as 50% off a meal or a free drink from one of the other restaurants. Customers spending AED 200 also have an opportunity to win the Grand prize of a Golden

Cookie worth AED 30,000. During DFF 2016, THE BEACH will also have various other activities including a workshop showing customers how to make their own origami fortune cookies; Musical Entertainment; Food Trucks offering a range of food choices, picnic benches with umbrellas and tasteful music from DJ's.

**Ibn Battuta Mall (until 12 March)**

Spend AED 100 in any Food and Beverage outlet at Ibn Battuta Mall and get a chance to win a holiday package and dining experience in Atlantis Dubai every week. Preview a sample of what UK TV chef Jun Tanaka will be cooking this weekend at Taste Of Dubai at an exclusive live cooking demonstration at the mall on 10 March from 1:00pm -2:00pm, and also give your kids the opportunity to participate in baking activities and workshops during this weekend from 5pm to 10pm.

**Dragon Mart (until 12 March)**

DFF visitors spending AED 50 at any Food and Beverage outlet in Dragon Market 1 and Dragon Mart 2 have the chance to win a Dodge car. This DFF you can also relish mouth-watering delights by young entrepreneurs at the Dragon Drive Food Market every day at Dragon Mart 1 and Dragon Mart 2.

For more information on the Festival's schedule visit [www.dubaifoodfestival.com/booknow](http://www.dubaifoodfestival.com/booknow)

