

Press Release

## Asador de Aranda is opening its first premise in Riyadh and bringing Castilian cuisine to Saudi Arabia

**The Spanish F&B group plans to open five establishments in the next 5 years in the Gulf**

Asador de Aranda, one of the main Spanish companies on the hospitality scene, will open its first restaurant in Riyadh next December. This will be the first one of an ambitious expansion plan, which will lead to inaugurate more establishments in different locations and next development in Dubai.

The aim of the group in Saudi Arabia is to transmit its heritage through know-how and expertise, adapting the concept to this new environment. This is the first step in Asador de Aranda internationalization.



Located in Riyadh, specifically on Al Masif Avenue, the 500m<sup>2</sup> outlet with a seating capacity of more than 250, will offer the Asador de Aranda specialty, suckling baby lamb roasted in clay oven. A selection of diverse references of rice has been specially introduced in the menu, to adapt to local demand, and will have strong protagonism.

"It will be a Castilian experience in the Arabian Peninsula, a place to taste Spanish gastronomy and to feel authentic pleasures in a unique cozy atmosphere ", explains Abraham Palomero, Manager of the International Department.

"We are quite confident that we will conquer local taste, since there is a deep-rooted lamb meat culture in the country and at the same time a great desire for Asador de Aranda brand. We are enthusiastic with the project and ready for new future international targets" says Patrizia Castoldi, Manager of the International Department.



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**More information on Asador de Aranda:**

Grupo Asador de Aranda is a family business that was born in the year 1960 in Aranda de Duero (Castilla), while the brand began its journey in 1983 with the opening of its first establishment in Madrid. Its passion for offering a Castilian artisan cuisine, an excellent product, and its dedication to the client has led them to grow over 35 years until running more than 17 restaurants in Spain.

**For more information:**

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