

AL MOURJAN RESTAURANT

AWAKEN YOUR SENSES WITH STYLISH 7-STAR GASTRONOMY.



Surrounded by the breathtaking beauty of the sea, Al Mourjan comes to life to bring you the finest Lebanese cuisine and seafood in Doha and the Arab region.

Magnificently set beside the mesmerizing turquoise waters of the Arabian Gulf with far-reaching views over Doha's West Bay is the enchanting Al Mourjan Restaurant.

The Al Mourjan serves an extensive range of authentic Lebanese and International cuisine, including over one hundred Lebanese appetizers, succulent selections of fresh barbeque and exquisite seafood.

You can either dine in the very lavish indoors or on the alfresco terrace by the sea.

Al Mourjan Restaurant enjoys one of the best locations in town overlooking the beautiful Doha Bay, just a stone's throw from Qatar's prestigious business hub, West Bay. It's located on the edge of the sea in the middle of Doha's new financial district, yet removed from city noise, the location tops all in the region.

Opened in summer 2008, Al Mourjan quickly became Qatar's leading restaurant favored by the international corporations,

international delegations, diplomatic missions, heads of state, and royalties from all around the world.

It's also a favorite hangout for international celebrities when they visit town.

Guests of Al Mourjan (the Arabic word for coral stone) enjoy the calming ambience that only a sea side retreat can provide. Contemporary regional beats are mixed with classical Arabic music set amongst traditional Qatari architecture and breezy Mediterranean decor.

Al Mourjan is the only restaurant which can boast an authentic local décor from days gone by. The traditional architecture is energized with contemporary Mediterranean décor befitting the aqua backdrop of the Arabian Sea. No expense has been spared to provide royal comfort while you dine.

The chef's specialties' include authentic Lebanese cuisine and fresh seafood. The experience is topped off with genuine Lebanese hospitality and seven star service.

Our award winning cuisine, exceptional service and unbeatable location all add up to an impressive choice for people looking for something royal.

The Al Mourjan has been the perfect

dinner venue for honeymooners from Europe, stopping over in Doha for a few hours, before continuing on to their far-east honeymoon destinations.

And it's the only restaurant in the Middle East that gets international reservations from the USA, Europe and the Far East.

Raving Reviews

A recent review by The New York Times and The International Herald Tribune (2009) says it all;

"Devotees of the Arab world's most celebrated cuisine should target Al Mourjan... the bayside restaurant is already winning over the city's chicest set with its stylish white interiors, stellar waterfront vistas and fine Levantine dishes."

Experience something different, experience Al Mourjan, the Middle East's and Qatar's leading restaurant

En Pars with the world's best restaurants. The restaurant is also the winner of prestigious awards, Qatar Today Restaurant Award 2009, Winner of Qatar's Best Restaurant for 2010 (Time Out Doha), Award for Excellence in Lebanese Cuisine 2010 (Lebanese Syndicate for Hotels and Restaurants)

HISTORY IN THE MAKING

THIS IS HOW MOHAMED AL SADEK, THE VISIONARY BEHIND AL MOURJAN, DESCRIBES HIS RESTAURANT. HE FEELS THAT AL MOURJAN HAS CONTRIBUTED TO THE SUCCESS OF QATAR IN A SIGNIFICANT WAY, BY PUTTING THE COUNTRY ON THE WORLD MAP OF THE "BEST RESTAURANTS OF THE WORLD". HIS ADVICE TO THE LEADERS IS TO KEEP LOOKING FORWARD FOR OPPORTUNITIES.

What is the vision and what according to you is the reason Al Mourjan has seen tremendous success in the recent years?

No success can come without a vision, the vision of Al Mourjan is to create something unique tailor made for Qatar, en par with the top restaurants around the world, which we already have achieved, and to be present in some of the big capital cities of the world, which is now under process Al Mourjan's success goes back to the company vision, company philosophy and continuous professional development of our human resources. We take great pride in our human resources, we develop them into unique professionals. Al Mourjan key assets are its intellectual and human capital. Home to exceptional talent, our personnel aren't just skilled, but possess market expertise. Al Mourjan provides a culture that ensures both the professional and personal growth of individuals. That's why you'll find enthusiastic, highly charged professionals in our restaurants.

When we started we set out to create the best Lebanese restaurant in the region. We travelled and conducted years of research and benchmarking of the best signature restaurants available so we could be absolutely sure that our cuisine would be the best. Balhambar, the property name and original restaurant, was operated by several managers over the years with poor results. There was a real challenge wiping out the negative reputation of the restaurants that preceded us. We embraced a phenomenal opportunity and transcended a landmark property to its fullest potential. Powerful branding and intelligent public relations were essential components required to succeed.

The difference and our secret to success can be entirely attributed to vision. We stepped back, did some out-of-the box thinking, retained the beauty and authenticity of the property while injecting a more welcoming and enjoyable ambi-

ance maximising the property's experiential potential. Our team, of course is an essential ingredient in our success menu as well. We have hand selected the best chefs to operate the Mourjan kitchens. Our Senior Executive Chef Ashraf Raad has created a level of excellence for our phenomenal cuisine. There is always a market for quality. The best restaurants around the world stand the test of time. The recession didn't have a great impact on us. We have remained true to our commitment to excellence and quality - regardless of the expense. We never cut corners in the development or the operation of Al Mourjan.

Who is the driving force behind the company?

The driving force behind Al Mourjan are the owners, Nasser Abdelaziz Al Mesalam and myself, and the vision that we have created for the company, the vision of creating a unique restaurant concept for Qatar.

Whom do you attribute the success of the company?

Al Mourjan's success must be attributed to each team member who tirelessly delivers their best every day. Hospitality is a challenging industry and the role of every member of the team is critical to consistently deliver excellence. I applaud my team who work from their hearts and pull together shift after shift to deliver a special experience and the best cuisine for our guests.

So clearly it must be the human talent that we have, a very pro-active team surrounding Al Mourjan. There is one special person, however, who shared the Al Mourjan vision from the beginning. She transcended that vision intuitively and created a way to reach and share the Mourjan experience with those who could appreciate it most. Suzanne Grant, one of Qatar's most intelligent brand and PR experts, gave Al Mourjan a huge

boost during our start up stage launching us immediately to the top.

What are the achievements and the recent accolades of the company?

The achievements are many, starting with the excellent reviews we have been getting in the International media all over the world, newspapers and magazines and websites. Some of the newspapers that have recognized us are, The New York Times, The International Herald Tribune, the Washington Post, the Boston Globe, and the Independent in the UK.

As for the magazines we have been in the DEPARTURES magazine from New York, the FINANZEN magazine in Germany, the LIFE STYLE CHINA magazine in China and many other local and regional magazines in Lebanon, UAE, and in Qatar. As for the internet we are in numerous traveler and tourist websites on the net. I think one of the biggest achievements that we have accomplished is that we are the only restaurant in the region that gets reservations from all over the world, we have had reservations from the US, from across Europe, from the Far East and even from Latin America, and this is by far one of our most important achievements. As a result of our vision and hard work, we have become a Landmark in Qatar. We are today one of the Landmarks in Qatar, you cannot visit Doha without coming to experience the brilliance of Al Mourjan.

What are your future aspirations?

Our future aspirations is to expand but at the same time to keep our level of excellence intact. At the moment Al Mourjan has two restaurants in Qatar, there is one more planned at the beginning of 2011, and then from there on we will go regional with restaurants planned in Abu Dhabi and Beirut, and last but not least we will go international with plans in place for restaurants in Paris, London and New York within the next five years ■