**FOODIE, MEET FOOD! DUBAI FOOD FESTIVAL IS BACK**

**Booking now available for Miele Dubai Restaurant Week**

**Voting now open for Dubai Hidden Gems**

**Dubai UAE, embargoed 00.01 4 January 2017:** Dubai Food Festival (DFF), Dubai’s annual citywide culinary celebration, will return to the city from 23 February – 11 March 2017 bigger and better than ever, offering the foodie in all of us a 17-day programme of events, activities, promotions and appearances by a host of soon-to-be-announced celebrity chefs.

The festival brings together the best of Dubai’s gastronomy offering and shines a spotlight on the range of cuisine available throughout the city, from the most elite dining experiences to hidden eateries off the beaten track. Presenting the latest food trends and concepts, where award winning fine dining can be enjoyed for an exceptional price, Dubai Food Festival offers a feast of food related events and is sure to whet the appetite of foodies across the city.

**Issam Kazim, CEO, Dubai Corporation for Tourism and Commerce Marketing (DCTCM),** **said:** “We are delighted to bring Dubai Food Festival back this year, uniting people all over the city with a 17-day menu of incredible dining experiences, luxury food concepts and a flavour of local dishes. From desert dining to stunning waterside restaurants, Dubai Food Festival is a fantastic opportunity to celebrate Dubai’s rich melting pot of cuisine and put our city firmly on the global gastronomy map for the world to see.”

Among the highlights of DFF 2017 are the Etisalat Beach Canteen, Miele Dubai Restaurant Week, Dubai Hidden Gems, and the Dine & Win promotion.

**Etisalat Beach Canteen**

Taking up residency at its new location - Sunset Beach, the Etisalat Beach Canteen is the free-to-attend Dubai Food Festival beach club bringing people a fiesta of food, entertainment, sport, fitness and family fun throughout the festival. Four times bigger than last year, Etisalat Beach Canteen will serve as the festival hub offering visitors exciting home-grown restaurant concepts, delicious food truck dishes and unique high-end beach dining experiences. There will also be Al Islami Masterclasses featuring celebrity chefs, beach sports and children's activities.

Foodies will be able to get their taste buds on a variety of dishes, including local Emirati cuisine and an eclectic mix of food truck fare, whilst the health-conscious can take part in beach yoga classes or enjoy a delicious fruit smoothie.

The bustling, vibrant beach location will also act as the ticketing hub for the entire festival selling entrance to all key Dubai Food Festival events plus providing information on the full 17-day programme. Those who are keen to get updates on Etisalat Beach Canteen can stay tuned to Dubai Food Festival social media channels and website for the latest announcements and where to book.

**Miele Dubai Restaurant Week**

The culinary jewel in the crown of the festival will be the Miele Dubai Restaurant Week (MDRW), wherein 15 of Dubai’s high-end restaurants will offer an exclusive, limited edition three-course set menu from 23 February to 4 March for a tasty price of 199 AED per person, with booking now open through the official booking partner, [RoundMenu](https://www.roundmenu.com/dubai/dubai-restaurant-week-restaurants)**.**

Highlighting the very best in Dubai’s culinary excellence, diners can indulge in unique world-class dining experiences throughout Miele Dubai Restaurant Week at some of the city’s globally-recognised venues, including Gordon Ramsay’s *Bread Street Kitchen* at Atlantis, The Palm, the stunning *Pier Chic*, and the vibrant *Scape Restaurant & Bar* at the Burj Al Arab. From American to Argentinian, seafood to steak, there is a whole host of cuisine from all corners of the globe for foodies to sink their teeth into.

Guests can also savour dishes created by top chefs from around the world including Jason Atherton (*Marina Social*),Heinz Beck (*Social by Heinz Beck*)and Gary Rhodes (*Rhodes W1*).

Those looking to enjoy the exclusive fine dining value menus on offer throughout Miele Dubai Restaurant Week can book through the RoundMenu website and app for either a 7:30pm or a 9:30pm sitting to take advantage of the offer. With restaurants set to sell out quickly, diners are encouraged to book now at [www.roundmenu.com/dubairestaurantweek](http://www.roundmenu.com/dubairestaurantweek).

**Dubai Hidden Gems**

Take part in Dubai’s annual citywide culinary celebration by casting your votes during the ‘Dubai Hidden Gems’ campaign and unearth some of Dubai’s most popular and undiscovered restaurants.

From Egyptian to Emirati, American to Arabic, there is a veritable feast of culinary delights vying to be crowned one of Dubai’s top 10 Hidden Gems, all selected for holding a special place in the heart of Dubai residents. All of the venues shortlisted and open for public voting are local, independent, boutique eateries that offer warm service and great food.

Once the winners have been crowned, food-lovers across the UAE will be able to book a Hidden Gems tour comprising of a visit to each of the winning restaurants that will take place during the festival. If that wasn’t enough, anyone who casts a vote will be automatically entered in a grand prize draw to win a tantalisingly tasty prize of a three night stay at a luxury boutique hotel in the heart of Dubai’s old district, a tour of 2017’s official Hidden Gems restaurants lead by a top foodie influencer plus a luxury dinner experience for two at one of the city’s top fine dining restaurants.

Vote now for your Hidden Gem and support the unsung heroes of culinary in Dubai here:

<http://www.dubaihiddengems.com>.

**Dine & Win**

Brand new for Dubai Food Festival 2017 is Dine & Win, a city-wide promotion giving people the chance to win amazing instant prizes any time they dine out at over 1,000 restaurants across the city and at Dubai Airport.

Diners who spend a minimum of AED 30 at participating restaurants and outlets all across the city will receive an entry card revealing fabulous on-the-spot prizes, as well as entry into a grand prize draw to win a luxury studio apartment in the city.

In addition, the airport promotion will give people the opportunity to get in on the action and win a fantastic five-star holiday in Dubai for two, as well as instant surprises.

Visit [www.dubaifoodfestival.com](http://www.dubaifoodfestival.com) or follow the Dubai Food Festival social media channels for further information and event updates from across the city.

- Ends -

For all press enquiries, information and images, please contact the Dubai Food Festival Press Office at House of Comms on:

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**Notes to Editors**

Additional factsheets with more detailed information on each event are available from the press office.

To book a Miele Dubai Restaurant Week set menu, visit: [www.roundmenu.com/dubairestaurantweek](http://www.roundmenu.com/dubairestaurantweek)

Visit <http://www.dubaihiddengems.com> to vote for your ‘Hidden Gems’ restaurant 2017 – voting closes on 17 January. T&Cs apply.

**About Dubai Food Festival**

Dubai Food Festival is a citywide culinary celebration that showcases the Emirate as the top gastronomy destination through a 17-day programme of food-related events, activities, promotions and appearances by food celebrities. The Festival promotes the diversity, creativity and multicultural nature of Dubai’s culinary offering – from five-star gourmet dining to everyday restaurants and cafés for all budgets. Dubai Food Festival is organised by Dubai Festivals and Retail Establishment (DFRE), an agency of Dubai’s Department of Tourism and Commerce Marketing (DTCM). In its 4th edition, DFF2017 continues to position Dubai as a global gastronomical capital and tourism destination, giving residents and visitors to the city a flavour of the very best Dubai’s food scene has to offer.

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