

Press Release

## **Oman Avenues Mall's 'Spend and Win' raffle draw winner drives home BMW X1**

December 2018

MUSCAT: Oman Avenues Mall, the largest mall in the Sultanate of Oman, has announced the winner of BMW X1 in the 'Spend and Win Promotion'. The winner of BMW X1, Ms. Laila, was announced during a digital raffle draw held recently at the premises of the Oman Avenues Mall.

As part of the Flavour Festival conducted at the mall from October 19 to December 15, Oman Avenues Mall had carried out a 'Spend and Win Promotion' in which customers who spent a minimum amount of OMR 5 at any of the food or shopping outlets at the Oman Avenues Mall became eligible to participate in a digital raffle draw. Those who spent OMR 5 at any food outlets at the mall were eligible for two coupons, others who spent OMR 5 at shopping outlets were eligible for one coupon.

The Flavour Festival attracted a lot of attention from customers and participating brands. Four unique and distinctly themed activities – Spend and Win Promotion, Master Chef Challenge, Big Bite Challenge and Coffee Café Weekend – were planned around the concept of 'food' during the period. All the fun and entertainment events were planned over weekends to enable more customer engagement.

The 'Master Chef Challenge', which ran through the course of the Flavour Festival, was a group-based activity where a team of two to four competed and prepared mouth-watering dishes. The entire challenge attracted more than 500 families where in top 16 families qualified leading up to semi-finals. The winners of 'Master Chef Challenge' grand finale cook-off won a sum of OMR 500.

As part of the Coffee Cafe Weekend, Oman Avenues Mall invited cafés (one per day) from the mall to display, demonstrate, sample and promote their products. Coffee quiz (winners received vouchers), stand-up comedy sessions, live caricature and creating artwork on canvas using coffee powder was part of this activity.

The Big Bite Challenge included activities such as burger eating challenge, bun eating challenge, fries and chicken wings eating challenge, pancake eating and cookie eating challenge, smoothie drinking challenge and lots more. A number of brands from Oman Avenues Mall participated in the challenge.

Derick Michael, General Manager, Oman Avenues Mall said, "We would like to congratulate the winner of BMWX1 who won in the 'Spend and Win' promotion. This is the second edition of the Flavour Festival and we are delighted with the response we received. The Flavour Festival was action packed and the visitors to the mall enjoyed the exciting schedule. We have received an overwhelming response from F&B brands, and we are pleased to have delivered a successful event."

### **About Oman Avenues Mall**

Oman Avenues Mall, a division of the renowned LuLu Group International, based at Abu Dhabi, is one of the largest and finest malls in the Sultanate of Oman. Oman Avenues Mall boasts an impressive line-up of prestigious retailing brands, fine dining options, and fun, entertaining experiences for the discerning shopper; while being envisioned as a dynamic new retail-led mixed-use destination. The genesis of the concept is the creation of a true multi-use development that assimilates venues for retail, entertainment, hospitality, and high end commercial use. Oman Avenues Mall, with its striking architecture, is an eclectic ensemble of retail offerings spread across 72,000 square-metres of built-up space in 145,000 square-metres. This ultimate shopping destination has an impressive line-up of retailers unrivalled by any other shopping centre in Oman. Located in the heart of the city with a host of unparalleled amenities and services, Oman Avenues Mall will provide the most refreshing experience that you have ever had.

### **ATTENTION: EDITORS/JOURNALISTS:**

**OMAN AVENUES MALL:** Due to branding and marketing-related concerns in the Middle East retail sector, Oman Avenues Mall is obliged and mandated to ensure that the name 'Oman Avenues Mall' is used only in such form and never in the shortened form 'Avenues Mall'. We therefore kindly request your co-operation in making absolutely sure that in any and all editorial content featured in your publications, the name – Oman Avenues Mall – is always used as such, in full, and never shortened to – Avenues Mall.

Therefore:

- Oman Avenues Mall (correct)
- Avenues Mall (incorrect)