

Oman Avenues Mall brings P.F. Chang's to the Sultanate

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MUSCAT: P.F. Chang's, one of world's most popular restaurant brand has opened its first restaurant in the Sultanate at Oman Avenues Mall.

P.F. Chang's is an Asian restaurant concept founded on making food from scratch every day in every restaurant. Created in 1993 by Philip Chiang and Paul Fleming in the US, P.F. Chang's is the first multi-unit restaurant concept to honour and celebrate the 2,000-year-old tradition of wok cooking as the centre of the guest experience.

Since inception, P.F. Chang's chefs have been hand-rolling dim sum, hand chopping and slicing all vegetables and meats, scratch cooking every sauce and wok-cooking for each dish. P.F. Chang's Farm to Wok menu highlights its wholesome, scratch-cooking approach and introduces new dishes for lunch and dinner. It has over 300 restaurants in more than 25 countries across the globe.

A spokesperson for P.F. Chang's said, "We are excited to be opening a branch in this incredible country. Getting a suitable location was very important for us and we are particularly pleased to be opening our first restaurant in Oman at an iconic destination like Oman Avenues Mall. We are delighted to be at Oman's premium lifestyle destination which is perfectly located and enjoys great footfall. Oman Avenues Mall already boasts of an impressive line-up of prestigious retailing brands and fine dining options. We are thrilled to be here and honoured to offer the unique experience of our restaurant to Omani customers and visitors to the capital city at the Sultanate's premium lifestyle destination."

He added, "We are confident our unique Asian-inspired offerings and our unique style of made-from-scratch cooking using wholesome ingredients, purposeful recipes and the power of the fiery wok will be a success with the people in Oman."

Mr. Derick Michael, General Manager, Oman Avenues Mall said, "Being an innovative mall, we are always keen on incorporating value-added elements. We are pleased to welcome P.F. Chang's to the mall. Across the world, P.F. Chang's has won hearts because of its commitment to provide customers with an exceptional dining experience every single time they walk into the restaurant. Our vast restaurant assortment makes Oman Avenues Mall one of the premier dining destinations in Muscat."

P.F. Chang's has been introduced to Oman by Alshaya, a leading international franchise operator with nearly 90 of the world's most recognised brands in its portfolio. Alshaya offers customers a choice of more than 30 food and restaurant brands across the Middle East.