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Five questions with Maher Tawk, managing director of Kan Zaman Restaurant, KSA

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In an interview by Hodema for HN, Maher Tawk, managing director of Kan Zaman Restaurant in the KSA, gives the lowdown on the F&B concept, the food scene in the kingdom and the firm's expansion plans.

1. What can you tell us about Kan Zaman Restaurant?

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Kan Zaman Restaurant, which specializes in shwarma, was established in 2001. We currently have five outlets in Al-Ahsa, and the sixth branch is coming soon.

2. What differentiates Kan Zaman Restaurant from similar concepts?

We use fresh ingredients, making sure to offer the real taste of shawarma. We are generous with our guests; our sandwiches are much bigger than what the market offers. Our interior design and style reflect the history of Al-Ahsa region; we made sure to include some old pictures of the area, which gives a special ambience to the restaurant. We also offer a personalized service, and our motto is to ensure utmost guest satisfaction.

3. How would you describe the food and beverage market in KSA today?

Saudi Arabia's food and beverage industry is the largest in the Middle East. The Saudi Arabian General Authority for Investment (SAGIA) forecasts that spending on foodservice will grow by 6 percent per annum over the next five years due to a growing young population with high disposable income. We are also witnessing an expansion of the tourism and entertainment industries. Therefore, the F&B sector is currently booming and will reach its peak in the coming years.

4. Are you expecting a change in client behavior following the worldwide pandemic?

Covid-19 has been the biggest global event and greatest challenge of our lives. It has changed human behavior drastically and forced businesses to adapt to the new normal. Clients have become price sensitive and more aware of food hygiene. Hence, the new trend has been to order food through takeaway or delivery rather than having meals and sitting for long periods of time at restaurants.

5. What do you have planned for Kan Zaman Restaurant?

In the short term, Kan Zaman Restaurant aims to expand its footprint in KSA. In the longer term, we are looking franchise our brand and be present across the GCC, especially in the UAE.

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