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## junior's Sets a New Standard in Quick Service Dining with Exciting Flagship Opening in Qatar



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**Doha, Qatar – October 5<sup>th</sup>, 2024** – Daring to challenge the global giants, **junior's**, Qatar's

homegrown quick-service restaurant (QSR) sensation, has officially opened its flagship 175-seat

store in Al Saad, Doha. With a bold ambition and a focus on redefining fast food standards in

Qatar, **junior's** is making waves, offering not just meals but an invitation to experience the future of casual dining.

The grand opening marks a pivotal moment in **junior's** mission to revolutionize casual dining in Qatar by merging high-quality fast food with a welcoming, family-friendly vibe. The event highlighted **junior's** deep commitment to both community and culinary creativity. Guests got a taste of **junior's** signature blend of freshly made fast food infused with authentic local charm, both on the plate and in the atmosphere.

**Abdulla Al-Ansari**, the visionary founder of **junior's**, expressed the brand's innovative mission: "I'm deeply honored and proud to see so many people join us for this milestone occasion. **junior's** is here to show that a Qatari brand can stand shoulder to shoulder with the world's leading fast food chains. We're not just playing along; we're here to change the rules. With every meal, every smile, and every bold step, we're proving that local can become the new global."

The newly opened flagship store sets a new standard, featuring a café, a dedicated children's play, a birthday area, a convenient drive-thru, and a growing and diverse menu designed to satisfy all tastes. **junior's** is more than just a dining destination—it serves as a communal hub for families, professionals, and food enthusiasts. With a strong focus on providing a variety of dietary options, **junior's** is set to revolutionize Qatar's casual dining landscape by emphasizing quality,

convenience, and fostering a strong sense of community.

**Ghada Kamal**, the **Head of Marketing at junior's**, articulated the brand's fearless approach:

“Our tagline, ‘The New Love,’ captures the passion we bring to every dish. **junior's** is more than a restaurant; it's a brand that stands for local innovation, daring creativity, and experiences that people will talk about long after their meal.”

To top off the event, junior's announced its aggressive expansion plans with three new locations set to open across Ezghawa, Ein Khalad, and Wakra. This is only the beginning, as the brand signals its commitment to dominating Qatar's QSR market while maintaining its dedication to sustainability and local sourcing, aligning with Qatar National Vision 2030.

The excitement extends for another week with junior's fun activities for both children and adults, from October 3rd to October 8<sup>th</sup>, 2024, daily from 6 to 10 PM. The activities include-singing competition auditions, face painting, magic and clown shows, a photobooth, and games for all ages.

With its successful grand opening, junior's has set the stage for a new era in Qatar's casual dining scene, promising to deliver not just meals, but memorable experiences that celebrate local flavors and values.