



Contact Information:
P. O. Box 128110, Dubai, UAE
Phone: 055-790 87 33
www.dinnertime.me info@dinnertime.me

DinnerTime UAE LLC
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PRESS RELEASE

FOR IMMEDIATE RELEASE

DinnerTime is Home Cooking made REALLY Easy

Dubai, November 2013: Introducing the simple solution to home cooked meals without the stress of menu planning or grocery shopping.



Crust-less mushroom quiche with a crisp green salad in honey mustard dressing

Almond crusted salmon with caramelized onions & basil, served with pasta primavera

Indian chicken curry with okra chips and steamed rice

Lightning lamb burger with roasted eggplant spread and sweet potato oven-fries

Honestly, Dubai's hectic lifestyle is not conducive to home cooking. Everyone's schedules are jam-packed with demanding activities which leaves little time to plan and shop for a decent home cooked meal. With DinnerTime's food boxes it is now possible to preserve valuable family time AND enjoy a wholesome meal together.

Simply put, DinnerTime delivers to your doorstep a box of fresh ingredients and four recipes for you to prepare four family meals each week. For a healthy and balanced diet, each week's food box includes one meat dish, one chicken dish, one fish dish and one vegetarian, pasta or soup dish. Each recipe takes about 30 minutes to prepare and cook. A rich variety of both traditional and inspirational recipes ensures that the dinners appeal to everyone in the house.

The following week's menu is emailed in advance, and you have the option of choosing whether or not to have the food box delivered. Delivery options include regular subscriptions to weekly or fortnightly deliveries as well as ad hoc delivery at your convenience.

- Family box of 4 meals for 4 people: AED 420 (AED 380 for a subscription)
- Couples' box of 4 meals for 2 people: AED 300 (AED 280 for a subscription)
- Gluten-free box of 4 meals for 4 people: AED 520 (AED 480 for a subscription)
- Gluten-free box of 4 meals for 2 people: AED 400 (AED 380 for a subscription)

It is home cooking made really easy. You will be discovering new foods, cooking without any hassle and most importantly enjoying the rewards of a home cooked meal with your loved ones.

For more information, please visit www.dinnertime.me

Link to high res images and descriptions of the four dishes featured:

<https://www.dropbox.com/sh/18bh262aaaa0wfh/3UOHQ0eRE5>

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About DinnerTime

DinnerTime is a local UAE company founded in 2011 by three Swedish entrepreneurs, pioneering the popular concept of a dinner box containing groceries and recipes delivered to your doorstep in the Middle East. DinnerTime delivers four set family, couple or gluten-free dinners a week, complete with fresh ingredients and easy-to-follow recipes.

DinnerTime takes the stress out of menu planning and grocery shopping for a busy household with the satisfaction of home cooked meals.

For media information contact:

Cristina Kristensen

PR Account Director

CTT Consulting FZ LLC

Email: cristina@cttconsultingme.com

Mobile: +971 56 361 1908