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PRESS RELEASE

FOR IMMEDIATE RELEASE

NEW gluten-free dinner box from DinnerTime

Dubai, January 2014: Introducing the Dinnertime box of home cooked meals in a gluten-free version.



Spanish chicken and potato casserole with roasted vegetables



Saffron Fish with steamed rice



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

Gluten intolerance requires careful meal planning as well as grocery shopping scattered over several supermarkets and specialty stores. It is time consuming and stressful, to be honest. Which is why DinnerTime decided to expand their product range with a long-awaited gluten-free dinner box.

Having made home cooking easier for their all "regular" customers, DinerTime took on the challenge to do the same for customers with gluten intolerance. All the ingredients for the gluten-free meals are fresh, top quality products from the main suppliers Choithrams and GlutenFree-Supermarket. Pasta and Risotto are from Made in Italia, Oils and Vinegars from Crescendo, Smoked Salmon from Salmontini and Organic Vegetables from Greenheart.

Simply put, DinnerTime delivers to your doorstep a box of fresh gluten-free ingredients and four recipes for you to prepare four 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.

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

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About DinnerTime

DinnerTime is a UAE-based 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 Dubai. DinnerTime delivers four set dinners a week, created by their own Chef, complete with fresh ingredients and easy-to-follow recipes. The family box contains 4 meals for 4 people at AED 420 and the couples' box contains 4 meals for 2 people at AED 300. Also available in gluten-free versions and at a discounted rate for subscriptions.

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

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