



Welcome to our April Waterfront Market edition of the newsletter

As we continue into our journey of keeping you informed and engaged with the activities and new happenings at the Waterfront Market, we would like to call your attention first on our latest feature which certainly was eye-catching and 'Instagram-able' for many of our visitors. An elegant and symbolic chandelier now hangs at the main entrance as a centerpiece of the Waterfront Market. Do watch out for it every time you visit the Waterfront Market.

We also have successfully launched the weekend bazaar, which has now become a weekend fixture, ensuring our customers get the best bargains and the most diverse shopping experience.

Several competitions were also held along with fun-filled activities for kids which has become one of the latest attractions to families and shoppers. In keeping with our mission to deliver fresh and quality foods and experiences to our valued customers, we are sharing with you some bits about the upcoming 'Waterfront Market Food Fest' which will be held at the Waterfront promenade.

Lastly, we will soon be announcing a new lineup of events for the Ramadan festivities, so keep an eye on our announcements to make sure you and your family do not miss out on the surprises. Happy reading!

What's New

It's an ever-growing family! The Waterfront Market continues to welcome new additions since our opening last year. We are driven to provide the widest options possible on the best produces and services to our customers and win a permanent place in their hearts as the only market to find the freshest choices.

Some of the new and soon-to-open outlets you will encounter on your next visit:

<i>Dhow Cruise</i>	<i>Zakka home</i>	<i>Oud Al Ashtat</i>	<i>Karakna Geer</i>
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What's Happening



Asian Food Fest

What better way to celebrate and exhibit diversity of cultures in Dubai than food? The Waterfront Market Food Fest kicked off on April 27 tickling our customers' taste buds with sumptuous assortments from Filipino, Chinese, Indian, and pan-Asian cuisine at the promenade.

The event was marked by success through the attendance of 17 media representatives and wide amplification of the fest on social media. Thousands of guests turned up and were served with delicious spreads from the ethnic-themed pop-up stalls. The entertainment continued with India's 'tea juggling' show which is the traditional

way of making a frothy chai or milk tea.

Various games, online as well as offline contests were held during the event where winners received food coupons redeemable at the restaurants along the promenade. Kids and adults all enjoyed the various on-the-spot games hosted by the MC amid the festive and groovy beats from live music played by a DJ.

A creative selfie booth installed at the site made the event even more fun and memorable where visitors instantly received a copy of their selfies through their emails, as well as a printed copy provided within the booth.



New Attractions

Our recently installed chandelier which can easily be spotted right from the entrance lobby is the highlight piece this month at the Waterfront Market. It is an enthralling icon of the Waterfront Market as the continuation of a community's legacy. The curation of this masterpiece took almost a month to complete, putting together hundreds of fish made up of glass. The infinity shape of the chandelier depicts the infinite assortment and possibilities one can encounter at the Waterfront Market.



May 11th - Mediterranean Food Fest

Concluding the successful execution of 27th April Food Fest, we announce our second installment of our global food cultures celebration with the Waterfront Market Food Fest. The event will feature the mouthwatering dishes from Mediterranean and Arabian cuisines on May 11, Brace for some great food, entertainment and amazing fun.



Racetrack Activation

The Racetrack Activation will continue for the coming months, featuring the growing attraction of speed lovers to Tamiya Mini 4WD led by the Speedtech Racers UAE. It is most definitely a family attraction that will keep teens and kids busy while parents speed away to fill up their grocery carts.



Amusing Shows

Children are part of the fun at the Waterfront Market. Several awesome shows have kept them smiling and laughing their hearts out with the various activities held throughout the month. A magic show, limbo game, balloon shaping, face painting and dancing clowns have certainly kept the kids entertained.



Weekend Bazaar

The weekend bazaar is now in full swing every Thursday to Saturday between 10 am to 12 midnight. It is a hard-to-miss scene as the 700-meter long promenade facing the sea, across the market, the atrium and hall areas come alive with sellers and shoppers trying to win their bargain deals.



Ramadan Is Coming

As we enter a new season, we wish our customers and visitors Ramadan Mubarak. Waterfront Market is happy to be the center for a great variety of fresh food, providing the right nutrition for the entire family during the Holy Month of Ramadan. The Waterfront Market has prepared social media coverage that will focus on the importance of balanced food intake and recipes, ensuring followers of the faith enjoy the month of Ramadan, enhancing their health.



You are the ideal healthy lifestyle partner

Creating a healthy community that is naturally formed by individuals following a healthy lifestyle is a partnership that comes from our conscious effort to step forward and ensure that we provide the best and most nutritious choices to customers.

Among the retail community, retailers and food sellers are at the forefront playing an influential role in encouraging consumers to choose healthy food options. Being in a marketplace that sells the freshest produce and catch, it only takes a little bit of highlighting the nutritional value of the wide array of food items to the customer to help them make the shift.

As retailers often interact with customers, it is a genuine opportunity to share and educate them on eating healthy and be an advocate of good eating habits.

Here are some top tips to encourage customers to pick the best and most healthy options in your stalls:

- Fruit is the most natural instant food. It is highly recommended that at least five portions of a variety of fruits and vegetables are part of your daily diet. Banana for example, is an excellent breakfast companion while apple and oranges can be a great mix with greens and salads.
- Prominently display your top five choices for the 5-a-day portions of fruits and vegetables that is a must for healthy eaters.
- Share some secret recipes on the best way to cook a food, or what kind of recipes some items are best used.
- Relate the value of the food to your culture and how people in your community best use them in their recipes.
- Let them try how sumptuous fresh fruits are. Customers also love tidbits of information that they may not have known about some fruits, so it pays to share some information about where they have come from.