



Welcome to the Waterfront Market

As part of our efforts to reach out and update you regularly of our activities, we are more than excited to inform you on the latest and upcoming events in our community as well as our plans for 2018.

New shop openings continue to fill up our retail section and we have come up with programs that will certainly attract other tenants looking to expand their business within the Waterfront Market, with great mixed retail offerings underway.

The WFM's location, facing the sea and its modern architecture has certainly created a bustling new hub in Dubai's market scene and a one-of-a-kind shopping destination. It continues to attract interest from the retail sector as well curiosity from visitors around the world - students, international media, aspiring chefs, restaurateurs and global celebrity chefs, tourists and regular shoppers.

In response to this ever-growing support, we continue to ensure our visitors are enjoying a great deal. Consistent with Dubai's reputation as a world-class destination, we maintain excellence by ensuring that our products and services meet high-quality standards and we are working towards exceeding those expectations.

To further enhance customer experience, new events will be announced soon so always be on the lookout through this newsletter. Don't miss the latest happenings and many other festive celebrations throughout the year.

If you have not subscribed yet, we urge you to connect with us via our website or social media accounts to regularly receive the latest happenings here at WFM.

What's New

The Waterfront is busy with the opening of 17 new shops this February offering new varieties of fresh and dry goods from around the world – from dates to fresh fish to cakes and pastries.

Here's a sneak peek of these outlets:

Mishmish & Farawla	Al Wasmi Trading	Zak Ka Homes	Oud Al Ashtat
Pan Fresh Int'l	Bio Shakthi Trade	African Shop	Ghadaq Al Sama
Datya Dates	Roazan Trading	AAK Mideast	Yousuf Fikri Food
Al Radwa Typ.	ASZ Cargo	Rippling Acres	Karkna Geer Cake

What's Happening



Health Checks

As part of the WFM's commitment to maintaining a healthy lifestyle, a medical camp took place on February 13 and provided retailers and customers the chance to get a free medical checkup of their blood pressure, pulse rate, blood sugar level, oxygen saturation, height, weight and body mass index.



Meet the Chefs

Culinary enthusiasts had the opportunity to meet some of the world's leading chefs based in Dubai's top hotels during their morning visit at WFM. Chef Krishna from the International Center for Culinary Arts also led a team of 10 aspiring chefs on a tour of the various sections of the market to give the students a hands-on experience of choosing the right ingredients and how to pick fresh produce.



A Day of Hearts

Love is in the air at the WFM! In celebration of Valentine's Day, retailers across the WFM have filled the air with a charming variety of products such as soft toys, flowers, chocolates, trinkets and gift items for your loved ones.

Coffeetea shop offered their special Iced Sakura Tea drink and Red Cheese Cake Brownie dessert that filled the desire of every snack lover, while Cottage Garden bloomed with flowers and special gift-wrapping services. For extra exquisite Valentine's moments, Dubai Gold got the most romantic options offered for extra-special prices.



Food Trip

It was a 'food trip' that fed the Grade 12 students from NAS Dubai and DAA's curiosity and appetite for learning. The students brought the "classroom" into WFM on February 7 to learn and explore the facilities and be acquainted with the variety of food sources in Dubai. The students snapped pictures, asked questions and took down notes which made the trip an enriching experience.

What's Up



The Biggest Catch

The Waterfront Market is home to the largest fish and integrated fresh food market in the region, providing an extensive variety and abundance of freshly-caught fish. Waterfront Market is proud to share the achievements of our fishermen partners who brave the open seas to provide our customers with the best and freshest catch for their plates. In an event to mark the first ever "The Biggest Catch" for the 2018 Season, a barbecue was arranged for the fishermen, retailers and public by the sea on the Waterfront Market Promenade accompanied by music and celebrations where Jassim Mohammad Ali Abdullah Al Marzouqi was awarded the 2018's "Biggest Catch" trophy and prize in recognition of his 28 kilogram catch.

Friday Markets

Yes, it's the Waterfront Weekend Bazaar! Visit the Promenade Area, Mall Atrium and Hall areas from 10am to 12 midnight every Friday and Saturday for bargain prices of local and imported products, books, organic produce, food and drink stalls, and so much more!



Pro-Fresh, Pro-Health Food Choices

We live in a fast paced world where factors of convenience and time sometimes take precedence over nutrition and wholesome ingredients. An increasing number of people across all age and gender groups are opting for packaged, processed and preservative-heavy foods. While these foods may have the advantage of longer shelf lives, this benefit comes with a hefty price tag where processed and packaged foods are generally more expensive by volume versus fresh foods. Leaving the economic debate to one side, fresh foods not only contain vital vitamins and minerals naturally but taste far better than processed

foods. A balanced source of these nutrients is important to maintain healthy blood pressure levels, cholesterol and lower the risk of heart disease, concerns associated with today's hectic lifestyle.

Waterfront Market has all the fresh food associated with a balanced nutritional lifestyle including fruit and vegetables, grains, fish and seafood and a variety of meats to ensure the community at large can lead a healthy and nutritious lifestyle. Aside from the variety of fresh foods, Waterfront Market also leads the way in convenience with a central Deira Corniche location and ample free parking, experiences with areas for wholesome fun, an inspiring Waterfront Market Promenade and a variety of retailers for the Dubai community at large.

With all the lifestyle and health benefits associated with Waterfront Market, it is no wonder that visitors and shoppers alike have increased in numbers since opening. The Waterfront Market is open 24-hours a day, seven days a week. Plan a visit to the Waterfront Market today.