

Fondue concept The Melting Pot launches in the GCC

Devina Divecha, *September 2nd, 2015*

After making an announcement about the [franchise deal in 2012](#), international fondue brand The Melting Pot has opened its first outlet in Dubai at Boxpark.

With the brand having more than 140 restaurants globally, the new venue will offer customers an interactive fondue experience featuring cheese fondues, salads, entrées and chocolate fondues.

“In a city known as one of the biggest melting pots of culture, we are excited to announce the opening of the first Melting Pot Fondue Restaurant in the Middle East in Dubai”, said Mike Lester, president of The Melting Pot.

“On the heels of our opening in Jakarta in March, the opening in Dubai continues to demonstrate how The Melting Pot’s interactive dining experience translates well across cultures that value spending quality time with family and friends over meals.”

Highlights from the menu will include fondues such as the classic Alpine Swiss, Quattro Formaggio, and the spicy Fiesta cheese - all prepared tableside. Also a big selection of meat entrees is on offer, to be finished off with dark and white Yin and Yang chocolate fondue. A four-course dining experience is available to allow diners to indulge on cheese fondue, salad, entrée and dessert.

“The Melting Pot is the first restaurant in the region that is centered around the fondue experience, Dubai is the perfect location to introduce this new concept” said Mohamed Charafeddine, managing partner, Dubai-based Hospitality Concepts and Solutions (HCS).

“We are excited to open our doors and introduce our guests to our premium casual dining style, food lovers in Dubai are always open to new experiences” added Ziad Kaddoura, co-managing partner of HCS.

The brand was [meant to open in Saudi Arabia](#), starting in Riyadh, but the outlet is now said to open by the end of 2015.

