

# **WILD & THE MOON**

## **LEADER'S F&B AWARD APPLICATION**

[October 2021 - Dubai, UAE]

### **➤ Leading Cafe**

I nominate Wild & The Moon because - it is a premium plant-based, organic, ethic, casual, « quick service » cafe. The brand's cool vibes are the ones of an urban jungle - New York inspired - where you will find serenity and well being, in harmony with mother earth. The Wild cafes are located in trendy areas of the cities; Alserkal Avenue, Downtown Dubai, Dubai International Financial Center and Abu Dhabi Cultural Foundation.

Here they go wild for plant-based, local, gluten-free, ethically sourced, seasonal ingredients, that bring a little bit of nature in our busy lives. Wild & The Moon's holistic approach to cooking prompts us to create recipes that are good for the body but also for the senses. The pleasure of the table is an essential concept at Wild & the Moon.

This homegrown concept offers a range of frozen bowls, salads, focaccias, burgers, tacos, hot meals, pastries, to cold-pressed juices, nutmylks, smoothies, coffee and lattes... that can be enjoyed from breakfast to dinner. Its all day menu is available for dine-in, take away, click & collect and delivery. Wild range includes:

- Cold-pressed juices: We do cold-press to preserve enzymes, vitamins and minerals from the fruits and vegetables. No HPP for us, thank you!
- Nutmylks: Homemade every day with sprouted almonds, cashews or coconuts. Nothing added, our nutmylks are the purest and the most delicious we can find!
- All-day breakfast: Frozen bowls, homemade granolas, porridge and pancakes to enjoy throughout the day.
- Smoothies: Our smoothies are made with our homemade nutmylks and superfoods.
- Hot dishes & soups: Hot bowls and soups recipes made with seasonal ingredients, prepared everyday in our Parisian kitchen.
- Burgers & sandwiches: Burger, cheeseburger, banh mi and focaccias... all the mainstream options the healthy way!
- Salads: Light, fresh and rich in plant-based proteins, our salads are creative and delicious.
- Starters: Perfect for little cravings, light, fun and yet nourishing.
- Desserts: Our delicious and homemade desserts are gluten-free and sugar-free. They are a treat with no guilt.

- Hot drinks: Our lattes are made from homemade almond mylk and all rich in superfoods.
- Healthy snacks: To satisfy small hunger and fill up with energy. Made with sprouted seeds, dried fruits, dehydrated veggies, all rich in nutrients.

At Wild & The Moon, you will only get what you love - the wild tribe and baristas are highly skilled and knowledgeable about all the intricate ingredients, processes, superfoods' benefits, tastes, and so they will be your ultimate guide to the Wild menu, helping you get exactly what you would enjoy the best!

Wild & The Moon has a powerful universe moved by its strong DNA. Each restaurant reflects this identity, while always respecting the soul of each location. White tiles, vintage furniture, delicate warm lighting, raw and recycled materials, plants and wooden pieces everywhere, giving you the ultimate feel of being in a jungle ... are the secrets to a peaceful, cozy and welcoming atmosphere!

Our engagement chart:

- 100% PLANT-BASED
  - For optimal health and a better planet
- ORGANIC, LOCAL OR ETHICALLY SOURCED PRODUCE
  - For healthy soil, environmentally conscious agriculture and healthy wildlife
- REDUCE CARBON FOOTPRINT
  - Working with local companies and suppliers whenever possible
- FIGHT FOOD WASTE
  - Through careful planning and recycling policy
  - Teaming up with organizations to make sure our unsold products don't end up in a bin.

**About Wild & The Moon:**

Wild & The Moon is a homegrown premium plant-based, organic, ethical, casual << quick service >> restaurant chain. Here, at Wild & The Moon, we believe there is no better business than a business that does good, hence we are based on the simple belief that food should be good for you, good for the planet, and delicious. Wild & The Moon provides a wide homemade spread of 100% vegan dishes, including salads, smoothies, juices, breakfast bowls, soups and stews, and classic favorites, like pizza, burgers, tacos, waffles, pancakes, and many more.

**CONTACT:**

Airin John

Brand & Communications Manager

[socialdxb@wildandthemoon.com](mailto:socialdxb@wildandthemoon.com)

056 581 0728

Website: <https://www.wildandthemoon.ae>

Social Media: [@wildandthemoonuae](https://www.instagram.com/wildandthemoonuae)