

# **WILD & THE MOON**

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

[October 2021 - Dubai, UAE]

### **➤ Leading Sustainable Restaurant Category**

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.

The whole menu consists of freshly made foods and juices that are organic, 100% plant-based, cold-pressed, gluten-free, and unpasteurized, keeping all the goodness intact! Our ingredients are sourced locally from organic farmers and local suppliers, to reduce our carbon footprint. We go for wild, 100% plant-based, local (when possible), gluten-free, ethically sourced, seasonal ingredients, that bring a little bit of nature into our busy lives. Our food and cold-pressed juices are 100% organic, pure, natural, and fresh, leaving their nutritive power intact. We need nourishment to grow, blossom, seed, and spread...Through food, we align with the rhythm of nature. This is slow food set to an urban beat.

The choice to go for local, seasonal and organic means that Wild & The Moon cannot function the way regular restaurants do. The menu changes and evolves along with seasons. No products that are available all year round, flown from the other side of the planet, are used to create anything on the menu. Some recipes are simply not available sometimes because the local supplier may have had poor weather or a bad harvest. Wild does it all to the best, working with nature's laws and respecting our environment.

Wild & The Moon also works with unique techniques like cold-pressing for juices and dehydration for food to protect the vitality, nutrients and taste of the ingredients used. It's modern day alchemy where Earth's most potent bits of nutrients are taken to enhance each recipe with a unique and subtle marriage of ingredients, focusing attention on making sure that 2+2=7!

All the production practices implemented focus on minimizing any and all forms of wastage, for instance, the pulp from cold-pressed juices are used to make raw veggie crackers, while the residues from our nutmylks are used to make delicious cookies. All the packaging used are Earth-friendly too; the ready to grab salads,

juices and nutmylks are sit in PLA bottles and containers, and recycled paper bags and boxes perfectly carry all the beloved takeaways. Furthermore, Wild & The Moon also actively participates and supports community engagements and events that heavily promote sustainability and healthier living.

Wild & The Moon has significantly applied their motto to their choice of locations, establishing their presence across 5 prime hubs in the country, including Alserkal Avenue, Downtown Dubai, DIFC, Jumeirah Lake Towers and Abu Dhabi Cultural Foundation. In addition to extending across design, art, culture and business, each of these communities take substantial initiative to function sustainably, through projects such as solar power, recycling and pedestrianisation, changing our behaviours and focusing on economies of repair as a community at large, thus promoting towards the Wild Motto of being safe for the planet.

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)