

## JB Group Forays into Food Business, Launches Falafel's Veg Hummus House in India

*4 Falafel's Veg Hummus House, fast food outlets launched in Mumbai; Expansion plans in India, South East Asia and Europe by the year 2011 with investments of Rs. 100 crores*

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The JB Group (3 billion USD turnover) is a multinational corporation founded in India in 1965, which now operates in markets spanning 13 countries. It has a broad and rapidly expanding portfolio of businesses in Property & Real Estate, Mining, Oil & Gas & Alternative Energy, International Trade & Consultancy and Diamonds & Jewelry. In a press conference, JB Group announced its foray in food business; the Group formed a new Company JB N JEG Foods Pvt. Ltd.

JB N JEG Foods Pvt. Ltd., has launched vegetarian, Mediterranean, fresh cuisine through its **Falafel's Veg Hummus House**. It has already opened five outlets in Mumbai. **At the press conference, Mr. Eli Zedaka, Director, JBN JEG Foods Pvt. Ltd., said that, 'We wanted an Indian partner who understood the market and the customer sentiments and tastes. In JB we found the ideal business partner as our business philosophy and ideology is same, that is to serve the best and healthy vegetarian food with good service and ambience at an affordable price to the customers'. Thus the idea of falafel's retail fast food chain was formed.**

JB N JEG has a main kitchen and catering of falafel's at Lamington near Minerva Theatre. This kitchen has the machineries like mixers and ovens that are imported from Italy and Israel to prepare the fresh Pita Bread and other baked items. **Falafel's Veg Hummus House** has vegetarian Mediterranean healthy cuisine which is a combination of falafel in several flavours, Hummus plates with variety of toppings; several fresh green salads, variety of fresh pita breads, desserts that are not tasted by Mumbaikars and the in-house lemonade juice. The main ingredients of this cuisine comprises of Chickpeas, Tahina, fresh vegetables, herbs and olive oil. Most of the ingredients, herbs and spices are imported from Israel to maintain the authentic taste of the cuisine.

Besides the main kitchen at Lamington road, there are 4 outlets at Colaba, Gowaliar tank, Bandra, Lokhandwala Andheri and three more outlets opening shortly at K Star Mall at Chembur, Inorbit mall at Vashi and Oberoi Mall at Goregaon (East). **Mr. Nayan Desai, Director-JB N JEG Foods Pvt. Ltd., said that, 'We are targeting to open 30 falafel's outlets at Mumbai and other cities like Pune, Surat, Hyderabad, Bangalore and Delhi by 2009. By 2011 it would be 100 outlets not just in India but also in South East Asia and Europe with an investment of Rs.100 crores.'** He further added that **'The Company has customized the cuisine according to the Indian taste and is also offering Jain courses and all this and much more at a very economical price starting from Rs.45 to Rs.125 inclusive of taxes'**.

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### ABOUT JEG FOODS:

A team of young entrepreneurs and a Chef- Guy Itzhaki, with three generations of experience in food business. Chain of falafel fast food successfully operating in Israel and in Manhattan New York, US. It has 49% stake in the joint venture company with JB Group. **ABOUT JB N JEG FOODS**

**PVT.LTD.**

With its head quarters in Mumbai, and a dedicated young team of 100 people; the main objective of JB N JEG Foods is to serve mediterranean, vegetarian, fresh cuisine with value for money to the customers. JB Group has a 51% stake in this company and JEG Foods has 49% stake.

For further details on falafel's, please visit: [www.falafels.in](http://www.falafels.in)

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