

Lebanese Restaurant Loris is Now Open in Egypt

(Cairo - 2021) In cooperation with Raya Restaurants - a subsidiary of Raya Holding for Financial Investments – the Lebanese premium restaurant Loris has opened its doors in Egypt for the first time in Galleria40, Sheikh Zayed.

Loris new branch in Egypt is the first outside Lebanon, as it has first opened its main branch in 2015 in one of the most beautiful traditional buildings on Pasteur Street, Beirut, and has since then become the go-to destination for Lebanese cuisine lovers from all around the world.

It comes as a part of Raya Restaurants' strategy to further expand its brand portfolio in the restaurants' sector with a total investment of 50 million EGP throughout the five coming years to promote its business activity in Egypt.

"We are delighted to welcome Loris to our brand portfolio, aiming to give a diversity of offerings to enhance our customers' journey. This confirms our company's strategy in offering more diverse experiences to our customers," said Karim Khalifa, CEO of Raya Restaurants. "Incorporating a well-established brand like Loris into Raya Restaurants is an essential step for the company to expand and adopt distinct cuisines that appeal to as many customers as we can."

"Raya group is a strategic partner for Loris, since they provide prime locations in Cairo powered by a professional team to manage and develop our brand in Egypt and not only in Cairo," said Jean-Marie Riachi, the founder of Loris and the Lebanese music producer. "When you visit Loris, you will notice the homey feel and most importantly the fusion between our nostalgic design and the urban modern feel."

Loris is the place for family gatherings, business lunch, dinner, breakfast, and happy hours, he added, while also emphasizing the quality of service and extraordinary ambience. "Loris and our team strive to perfectly welcoming our guests, and we always greet them with a smile"

Established in 2015 at the heart of Beirut, Loris is a Lebanese restaurant offering an extensive menu of traditional Lebanese recipes with a twist in a pleasant atmosphere perfect for food lovers of all tastes. The menu offers a wide range of delectable savory dishes and flavorsome desserts with an authentic Lebanese touch, combining premium quality and extraordinary taste.

Raya Restaurants, a subsidiary of Raya Holding, was established in 2013 with the aim to positioning itself as a market leader within the restaurant sector in Cairo, building internationally competitive chains that provide a superior dining experience. It works to invest in prominent franchises both regionally and globally. Raya Restaurants has four brands: Ovio, The Lebanese Bakery, Jones the Grocer, and Loris.