

The Extreme Café opens at Times Square



Extreme Cafe: wave-style seating

Retailcorp, the retail arm of Nakheel, and UK-based Extreme Group, opened the first Ex Freshies – The Extreme

Café in Times Square Dubai, followed shortly with outlets in Mega Mall, Sharjah and Dubai Outlet Mall.

Ex Freshies – The Extreme Café is aimed at attracting sport-loving fans to a café experience that fits their lifestyle. The café claims to offer a fresher and healthier option – from ‘DJ Crepe’ – flippin’ fresh crepes to fresh fruit juices to smoothies.

“The Ex Freshies – The Extreme Café brand values are reflected in every aspect of the café and specially in the design embodying a progressive and funky attitude throughout. such as the wave-style seating

booths and the funky menu concepts, all of which ooze adventure,” says Al Gosling, CEO of Extreme Group.

“Our vision is to create a place where consumers want to hang out – a cool alternative to overwhelmingly corporate cafés in malls and high streets around the world,” he says.

“Extreme Sports in the UAE is a relatively new experience although the market is growing. We are excited to be launching the concept throughout the region. Our research indicates that people are ready for a fresh alternative,” says Marvin B Shaire, CEO of Retailcorp.