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## Sbe Schedules Five New Katsuya Openings for the Middle East

August 28, 2015



Sbe will launch five **new outposts of its Katsuya sushi concept** in top-tier locations throughout the Middle East.

“It is with great pleasure that we embark on this innovative stage for the brand in the Middle East market,” says John Kolaski, COO of sbe’s restaurant division. “The fast-growing leisure market is incomparable and we are thrilled to be a part of the upward expansion of these destinations...[and] to bring this to a brand new consumer base.”

To open in late 2016 or early 2017, the restaurants will be conceived by French designer Philippe Starck and led under the direction of chef Katsuya Uechi.

New venues have so far been slated for the Villagio mall and Doha Festival City mall, both in Qatar; the Mall of Egypt in Cairo; and on Mohammed Bin Rashid Boulevard and in the Madinat Jumeirah resort in Dubai.

Katsuya at Villagio in Doha will be the first of the two Qatar locations to open.

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