

**In this issue:**

Bin Mirza International win Website Awards	1
Second Cup wins Best Café 2008	1
Mother's Day Celebrations at all BMI outlets	2
Really, really, really, really, really, chicken...and peri-good for you	2

**It's pouring accolades for Bin Mirza International**



**Hani Mirza, Managing Director of Bin Mirza International, winner of two awards at the Oman Web Awards 2008, 'Gold in Hospitality' Award & 'Website of the Year' Award 2008.**

Bin Mirza International is adding more and more feathers to its cap. It has won not only the Gold Award in Hospitality Category, but also the most prestigious award of the ceremony - Website of the Year. Developed by the Internet Division of Asha Advertising Agency, the website provides updated information on all the Bin Mirza brands, including latest promotions, and other important details. Its homepage has got a welcoming and local Omani flavour and the company's four brands – Nando's, BreadTalk, Cinnzeo and Second Cup, are offered in a typical 'majlis' setting. The way the website was designed, was that an Omani company – Bin Mirza International – holding international

brands – showing that the company is a Omani company with international brands. Users may click on the logos of the group's four brands to visit their individual websites all of which are designed according to international standards. Each individual website offers detailed information on the outlet. Users may also subscribe for the newsletters to receive updated information.

To view "Website of the Year", click [www.binmirza.com](http://www.binmirza.com)

**Second Cup wins Best Café Award**

Second Cup was found to be the first choice for the best Café in Oman at the Oman Today Restaurant Awards. The Oman Today Restaurant Awards were held at the Shangri-La on the 5<sup>th</sup> of March '09. The award is decided by people's votes and the firm favourite was clearly Second Cup. Second Cup thanks all its patrons for this prestigious award.

For the record, Second Cup is Canada's larg-

est specialty coffee retailer and has grown to 500 cafés across Canada and over 60 cafes internationally in 11 countries. Serving specialty coffee, food, and unique and stylish gift ideas, Second Cup invites Guests to make Second Cup their Second Home.

Second Cup Oman opened in 2005 and has since its inception, proven to be popular amongst Omanis and expatriates alike.

Second Cup believes that one of the principles of creating a healthy society is by helping one another.

### Second Cup Wins Best Café Continued...

Enthusiastic staff, great ambience and a comprehensive menu have been the cornerstone of Second Cup's success.

Hani Mirza and Jannat Shafaei, the dynamic and enterprising duo of Bin Mirza International, who hold the franchise rights for Second Cup Oman, were selected from Second Cup

outlets across the world as the first recipients of the International Franchise Partner of the Year Award at the 2007 Second Cup Convention, held at Quebec City, Canada.

Second Cup believes that one of the principles of creating a healthy society is by helping

one another. Recently Second Cup had undertaken a magnanimous gesture in a joint partnership with Dar Al-Atta, which is a voluntary organization working in the capital area to improve the quality of life for those who are less fortunate. As part of a promotional activity, a certain amount of the proceeds of their sales went towards helping rebuild Gaza.



Best Café Award from Oman Today Restaurant Awards, collected by Hani Mirza, Jannat Shafaei & Michael Lunar from BMI—for Second Cup.

### Mother's Day Celebrations at all Bin Mirza outlets

Bin Mirza International celebrated Mother's Day this year tastefully and in style. As per the Mother's Day promotional activity you were able to purchase worth RO 5 or more at any of the Bin Mirza International outlets, on the 20<sup>th</sup>, 21<sup>st</sup> & 22nd of March and indulged your mother with a complimentary treat from any of the Bin Mirza International

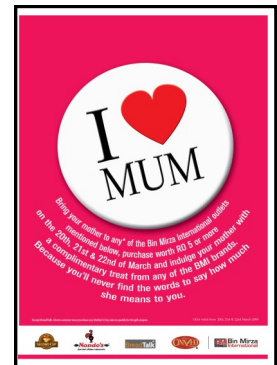
brands. This is except for BreadTalk, where the customer was to purchase a Mother's Day cake to qualify for the gift coupon and also got a complimentary carnation for the mother.

Amongst the BMI outlets, there is Nando's, Second Cup, Cinnzeo and BreadTalk all located around Qurum and Shatti Qurum areas. This campaign turned out a great success, with

many mother's feeling rewarded and appreciated.



BreadTalk Mother's Day Cakes



### Really, really, really, really, really good chicken ...and peri-good for you

It has been said that Nando's chicken is simply the greatest-tasting chicken around, but what gives it heavenly, spicy flavour and taste? Let me tell you a story you will warm to...

The origins of Nando's chicken dates back many centuries to when Portuguese explorers in search of spices not only discovered the famous Spice Route to the East, but also discovered

southern Africa's best-guarded secret...the tiny African Bird's Eye Chilli. A myriad of Peri-Peri recipes were developed in celebration of the newly discovered taste sensation and these were faithfully guarded and confidentially passed down from generation to generation. Our world-famous Nando's Peri-Peri chicken was created from just such a combination of old-world mystery, ancient recipes

and fiercely guarded family secrets and still today it is that unique African Bird's Eye Chilli that adds the edge and the spicy flavour of our chicken.

Nando's only uses A-grade chickens, that is trimmed of excess fat and our secret Peri-Peri marinade is made from 100% natural ingredients – no preservatives, no added MSG, no flavourants and no colourants.

Continued...

### Really, really, really, really, really good chicken ...and peri-good for you continued...

Nando's chicken is never fried; it is always flame-grilled and no oil is used during the grilling process. In fact, the remaining fat is burnt off during grilling, resulting in lower cholesterol without impacting on that addictive Peri-Peri signature taste!

We are passionate about our brand and our chicken and our customers and that is why we will always source the highest quality products and the freshest ingredients from reliable and certified suppliers. And what about those new nasties...Trans-fatty acids? Well,

Nando's chicken, we can find many valid reasons for you to buy our chicken, but the most important reason to buy the Nando's feel-good, real flavour chicken is because it simply is...Really, really good chicken!

the good news is that Nando's foods are Trans-fatty acid free. Now that's what I call really, really good chicken!

So it's great tasting AND nutritionally hot? Yes because the truth is that the very same Peri-Peri that amps up our chicken is loaded with antioxidants that



Really, really, really, really, really, really good chicken...and peri-good for you

increase blood flow to stimulate appetites and speed up metabolism. Peri-Peri is also believed to be an excellent purifying agent and a tremendous source of vitamin A and vitamin C. More good news is that Peri-Peri triggers the release of endorphins (chemicals produced by the body to provide a natural high), explaining why some people say that it is a

---

Nando's chicken is never fried; it is always flame-grilled and no oil is used during the grilling process.

---