



Balls® brings a fresh take on Italian street food to Dubai

The Dubai food scene can expect to heat up with the launch of Balls®, an exciting new Italian street food experience.

DUBAI, DUBAI, UAE, July 21, 2016 /EINPresswire.com/ -- Dubai, 21 July 2016 – As the temperature cools later this year, the Dubai food scene can expect to heat up with the launch of Balls®, an exciting new Italian street food experience.

A new concept from the founder and developer of 800PIZZA® in the UAE, Balls® clearly has the ingredients to make its mark. Mixing delicious and affordable Italian street food, a pinch of American nostalgia and a distinctively different identity and you got yourself the makings of new brand sensation.

Founder Alessandro D'Ubaldo is enthusiastic about his new creation, saying “the concept is so engaging, refreshing and unique.” D'Ubaldo is still keeping the menu offering under wraps but he promises it will be worth the wait and the hype. The brand's marketing strategy is equally refreshing, with a very direct, honest and at times irreverent approach, captured in the tagline “Balls® you can eat”

The flagship of the Balls® operation will be the restored vintage 1956 Airstream trailer, brought to Dubai from the United States of America. With the trailer restoration being documented on its social media accounts, Balls® is providing a glimpse of its future in the Dubai street food scene.

Balls® plans to ambitiously expand the concept across and beyond the Gulf region. “The brand has already been registered in the GCC, UK and US and our franchise plan is in place to enable a swift rollout shortly after launch” Alessandro says, “our franchise system is designed for low entry cost, unskilled operation and versatile application from food courts counters to kiosks and of course, the majestic Airstream, ensuring that this unique and exciting concept can be embraced by any caliber investor, anywhere”.

As the launch preparations progress, more will become clear about the genuinely unique food offerings of Balls®, but if the care and craftsmanship put into the Airstream restoration is any indication, we can expect something special out of the kitchen.

More information on Balls® can be found on:

www.ballsyoucaneat.com

<https://www.facebook.com/Ballsyoucaneat>

<https://www.instagram.com/Ballsyoucaneat>

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