

BARE International Expands Middle East Engagement as GCC Brands Focus on Consistent Customer Experience

BARE International strengthens support for food and beverage brands across Saudi Arabia, the UAE and GCC, improving service consistency and operations.

RIYADH, RIYADH, SAUDI ARABIA, August 24, 2026 /EINPresswire.com/ -- [Customer experience](#) research firm deepens work across Saudi Arabia and the UAE as growing brands seek clearer visibility into service standards and operational performance.

[BARE International](#), a U.S.-headquartered customer experience research firm with nearly 40 years of experience, is strengthening its support of restaurant, café, quick-service, and dining brands across Saudi Arabia, the UAE, and the wider GCC region. Supported by strategic operations in Dubai, Mumbai, and Singapore, BARE combines global best



Jason Bare, President; Aviraj Puri, Regional Director; and Michele Jowdy, Global Business Development Manager, BARE International, during a visit to the Middle East.

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*Aviraj Puri, Regional Director,
BARE International.*

practices with local market expertise to help food and beverage brands maintain service excellence, operational consistency, and customer loyalty across the Middle East and Asia-Pacific.

Founded in 1986, BARE built its reputation serving restaurant brands, making food and beverage one of the company’s original and most enduring specialties. Today, BARE partners with many of the world’s leading restaurant and hospitality dining brands through [mystery shopping](#), operational audits, brand compliance evaluations, customer research, and Business Intelligence reporting.

BARE International will also participate in the Fast Food & Cafe Convention (FFCC) Riyadh on September 7, 2026, as part of its continued engagement with business leaders and industry partners in the Middle East. The company also plans to participate in FFCC Dubai in November 2026.

Growth Creates a Consistency Challenge

As food and beverage brands across the GCC continue to expand, operators face a common challenge: delivering the same high-quality guest experience across every location, every shift, and every customer interaction.

BARE helps brands objectively measure critical areas of performance, including:

- Guest service and hospitality
- Food quality and presentation
- Order accuracy
- Speed of service
- Upselling and sales behaviors
- Cleanliness and facility standards
- Food safety compliance
- Brand standards execution
- Digital ordering and delivery experiences

These insights provide restaurant leaders with a clear understanding of what guests are experiencing and where operational improvements are needed.

For almost 40 years, restaurant brands have been at the core of BARE's business. The company has supported quick-service restaurants, fast-casual concepts, coffee chains, casual dining brands, and multi-unit operators around the world, helping organizations improve service delivery, strengthen operations, and increase customer loyalty.

Across the GCC, the challenge is increasingly one of scale: as food and beverage organizations add locations and customer touchpoints, management teams need a clearer view of where standards are being met, where experiences vary and where attention is required.



BARE International team members together during a visit in the Middle East.



BARE International: Discover the Path to Experience Excellence

Turning Customer Experience Into Business Insight

Beyond individual evaluations, BARE combines field measurement with advanced analytics and Business Intelligence reporting, enabling operators to compare performance across locations, identify recurring issues, measure training effectiveness, and uncover opportunities to increase guest satisfaction and loyalty.

Aviraj Puri, Regional Director, BARE International, said:

“Restaurant brands today face tremendous pressure to grow while maintaining the standards that built their success. With nearly four decades of food and beverage experience, BARE helps operators understand exactly what guests are experiencing and provides the insights needed to strengthen execution, improve consistency, and protect brand reputation across every location.”

BARE combines field-based measurement with reporting and Business Intelligence to help organizations compare performance across locations, identify recurring issues and determine where follow-up may be needed.

Rather than looking at individual evaluations in isolation, consolidated reporting can give management teams a broader view of patterns across locations, teams and different stages of the customer journey.

A Growing Conversation Across the GCC

For BARE’s business development team, discussions with food and beverage organizations in the Middle East increasingly reflect the practical challenges that accompany rapid expansion.

Bijin, Business Development Manager, BARE International, said:

“The food and beverage industry across Saudi Arabia and the UAE is evolving rapidly. Operators are looking for more than scores; they want actionable insights that help them improve operations, deliver consistent guest experiences, and support long-term growth. That’s where BARE’s decades of restaurant expertise make a meaningful difference.”

The shift reflects a wider focus among restaurant and food and beverage organizations on connecting what customers experience with what is happening operationally across the business.

For growing brands, this can mean looking beyond a single score or visit and asking more specific questions: Are service standards being delivered consistently? Are some locations performing differently from others? Are recurring issues emerging? And does management have

enough information to decide where action is needed?

Strengthening Regional Relationships

As part of its continued investment in the region, BARE International will participate in the Fast Food & Cafe Convention (FFCC) Riyadh on September 7, 2026, and plans to participate in FFCC Dubai in November 2026.

With its U.S. headquarters, global reach, and nearly 40 years of restaurant industry experience, BARE International remains committed to helping food and beverage brands across the GCC transform customer feedback into stronger operations, higher guest satisfaction, and measurable business results.

About BARE International

BARE International is a privately held global customer experience research firm providing customized mystery shopping, audits, online reputation management and customer satisfaction solutions. With 13 offices worldwide and operations in more than 165 countries, BARE supports businesses across industries with data-driven insights that drive results.

Learn more at www.bareinternational.com.

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