

  
*maryrig*®



## The Story of Mayrig

Mayrig was conceived of at a Sunday family lunch. While savoring the rich variety of dishes and flavors of our grandmother's kitchen, we wished that this food and its story were known to the world.

Our grandmother Manoushag was a great cook, but she was also a refugee, who lost her parents and fled her country to settle some decades later in Lebanon.

Armenian Cuisine has its roots in Anatolia, before the invasion of the Turks. At that time the area was known as Cilicia. Compared to present day Anatolian Cuisine, it is more varied and refined and is enriched with silk-road spices and a Mediterranean touch.



## Concept

What started as a family inspired adventure grew into a cultural identity. From our grandmother's recipe book came the inspiration that made what Mayrig is today, a culinary journey through the flavors of old Armenia.

Mayrig is a window that opens on the lost home-country of our ancestors. Mayrig stands for Armenian cuisine, but food for us is all about family ties, friendships and generous hospitality. It is about a feeling of belonging, of home-coming and sharing.

“Mayrig”, the Armenian word for “little mother” does not fall short of its name, it is the art of caring and cooking as it is transmitted -with love- from mother to daughter.



  
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## Key Features

### Culinary heritage

Around 30 Armenian mothers work in Mayrig's kitchen and add a touch of motherly love to every recipe. We are proud of our culinary heritage and guard the traditional recipes but creatively combine and transform them into beautiful presentations and bite-sized mouthwatering hors-d'oeuvres.

### To share

The best way to enjoy your meal at Mayrig is to share with friends or family and to your taste choose and combine from our rich selection of cold and warm starters. So you can try many dishes and enjoy the different textures, flavors, colors and perfumes.

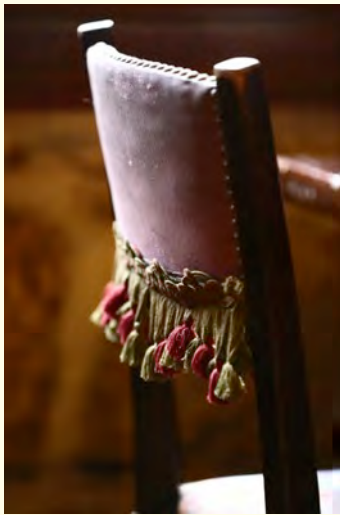
### Like home

Our mothers used to remember each and every one of our friends, what they liked and disliked and they would prepare a feast so that every guest would feel at home and enjoy her very special attention.



## Visuals

Mayrig has become the place to celebrate the generous hospitality of our ancestors, where every single detail has been carefully selected to express our Armenian heritage and evoke home.



  
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## Cuisine

From the heart of our homeland, from ancient Armenia, Mayrig brings its vibrant recipes and takes you on a journey of flavors with silk-road spices and Mediterranean aromas.

Our mouthwatering signature pastries are delicately handcrafted and are made with love and the freshest and finest ingredients.

Our menu consists of a large selection of cold and warm starters, perfect to share in mezze style with a glass of excellent Armenian wine or Arak.



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# In House Services

## Celebrations



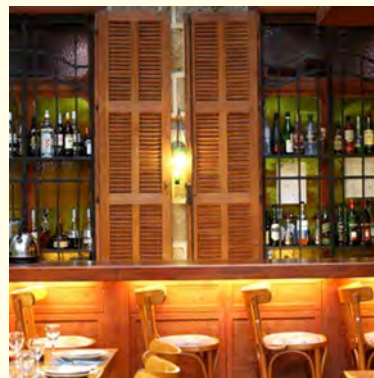
## Brunch



## Business Lunch



## Mayrig Bar



## Garden



# Services Out

Events



Catering



Delivery





# Awards

Social Economic  
Award 2011



Trip Advisor  
Certificate of  
Excellence 2015



Woman  
Entrepreneur of  
the Year 2014



# Mission

It is our mission to share our Culinary Heritage with the world and tell the story of who we are and where we come from.

## Social Media

Facebook: 13,658 likes  
Instagram: 2,712 followers



## Magazines



## Events/Classes



## Vision

Mayrig's vision is to share world-wide the rich Armenian culinary heritage and become the worlds first franchising Armenian restaurant.

**UAE and Saudi Arabia** were our biggest fans and expansion in this region developed naturally.

**London** is the place to be for ethnic food with a search for the unknown, uncommon, refined.

**Egypt** is a fast developing market where Armenian food brings diversity and refinement and still blends in well with local flavors.

**California** is home to a large Armenian diaspora and demand rises for authentic and healthy food with a different, exotic flavor.



## Mayrig Beirut

Opened : July, 2003

Located: 282 Pasteur Street, Gemmayzeh, Beirut

Total seats: 90 indoor, 40 outdoor

## Mayrig Dubai

Opened: October, 2014

Located: Sheikh Mohammad Bin Rashid Blvd, Down Town Dubai

Total seats: 120 indoor, 80 outdoor

## Mayrig Riyadh

Opened: June, 2016

Located: Tahlia Street

Total seats: 150



# Location Requirements

Total surface: 200-250 Sqm

Terrace

Charcoal grill

Arghileh license

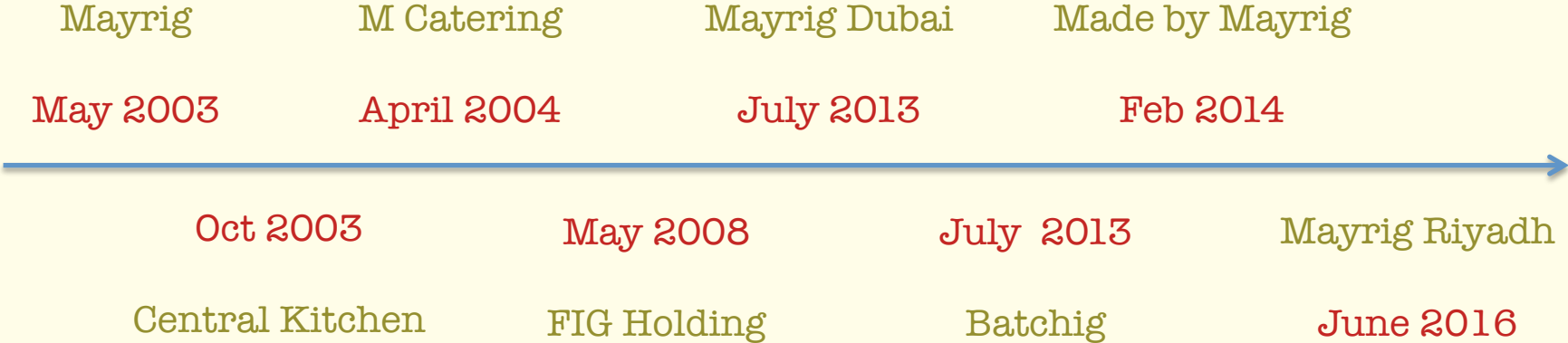
Alcohol license

Valet Parking



# FIG Holding

## KEY DATES



## Owners



- Graduated in Management Masters in Marketing
- Fig Holding Managing Partner
- Director of Operations & Business Development



- Graduated in Food Science
- Quality Control Manager



## Contact us

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