



# Media Release

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## Taste of the Mediterranean in Innaloo

Customers at Westfield Innaloo Shopping Centre have been treated to the taste of the Mediterranean with the highly anticipated opening of Skewerz Kebabz recently.

Skewerz Kebabz has been taking Perth by storm, having already opened 3 new stores in the last couple of months before the Innaloo opening.

Franchise Support Manager, Kylie Mishra says that it was about time the shoppers at Innaloo were given a taste of the fresh and exciting dining experience.

"Kebabs have this perception of being 'for the guys' but I think that notion has been turned on its head with the opening of Skewerz," she said.

The menu caters for a wide range of tastes and preferences but is still authentically Mediterranean.

"The traditional Kebab is still part of the core menu but we've introduced exciting new items such as Skewerz (skewered kebabs), Grillerz and Gyroz which are all inspired by flavours from Greece, Turkey and the wider Mediterranean regions," Kylie said.

It seems it's not just the shoppers that are impressed with the new variety, with Westfield Innaloo Centre Manager Scott Greenwood giving his thumbs up.

"The newly opened Skewerz Kebabz is already proving to be a popular lunch time choice, with customers queuing for a taste of the fresh Mediterranean dishes on offer. Skewerz is a welcome addition to Westfield Innaloo and enhances the variety of international cuisine available," he said.

The menu is the result of months of product testing and menu development by Australian retail food group, Aktiv Brands.

"After acquiring The Kebab Co a couple of years ago, we have been fine tuning the finer elements and intricacies behind the Skewerz brand before we were ready to re-launch this year," said Aktiv Brands Managing Director, Stuart Beechen.

"At this point we're aiming for 5 more Skewerz locations by mid 2013, the next of which will be at Westfield Carousel and followed by a Skewerz opening at Midland Gate," said Aktiv Brands Managing Director, Stuart Beechen.

Skewerz Kebabz is part of the Aktiv Brands group, along with Bucking Bull Roast & Grill and se7en Gourmet Takeaway. Aktiv Brands currently has 45 sites nationwide with 21 of these located in WA.

For more information please visit [www.skewerz.net.au](http://www.skewerz.net.au) or [www.aktivbrands.com](http://www.aktivbrands.com).

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*(Pictured: Skewerz Kebabs opens in Westfield Innaloo)*

