

Every so often comes an exciting twist – something fresh and new, and innovative – that makes you go Wow!

And you'd think the ubiquitous fast food burger has already been explored and re-invented so many times that there possibly couldn't be anything Wow! left to unveil...

Well, I was wrong – again!

Freddy's Frozen Custard & Steakburgers in fact are the five-stars of fast food, and their steakburgers are both unique and mind-blowingly delicious!



The name is already a bit of an eyebrow raiser...

...then you factor in their location – yes, none other than on The Palm Jumerah, in the luxurious Nakheel Mall...

...and already you start to have clues as to the novelty and confidence of this American success story.







## Freddy's Frozen Custard & Steakburgers, The Palm Jumeirah, Dubai

Freshly opened in Dubai, they are ready to rock'n'roll!



OK - so what's the deal?

Well, the fries are super-thin and long, and play nicely on that outer crunchy / inner soft feature of delicious fries.

And they come with Freddy's own sauce, in original and spicy.









## Freddy's Frozen Custard & Steakburgers, The Palm Jumeirah, Dubai

But it is the steakburgers that fly Freddy's flag high!



They seem pretty normal as they sit on the serving tray...

... even though they are juicy with delicious cheese and condiments....







## Freddy's Frozen Custard & Steakburgers, The Palm Jumeirah, Dubai

But that's not the ace up Freddy's sleeve!

Take a bite...



The patty has been crisped to a crunchy perfection at the edges!

The good people in the kitchen have thinned down the edges of that glorious beef patty, and then with whatever magical technique that I suppose the original Freddy discovered, they blast the outer rim at high temperatures to achieve their signature crunch – and boy is it exceptional!

Look closer...





You know those super-yummy crunchy bits you sometimes find on grilled lamb chops?

Now imagine the whole burger is like that, wrapped in a soft bun, with melted cheese, crisp lettuce, and the sauces....That is exactly what your Freddy steakburger tastes like!

You have to try it yourself!





Freddy's Frozen Custard & Steakburgers, The Palm Jumeirah, Dubai

There are other options on the menu,







## Freddy's Frozen Custard & Steakburgers, The Palm Jumeirah, Dubai

but none rival the steakburgers - the kings of Freddy's Frozen Custard & Steakburgers.

Except for the frozen custard!!!

If the steakburger is Freddy's King, then the frozen custard is his Queen...

I'll let you discover what's special about them on your own!







## Freddy's Frozen Custard & Steakburgers, The Palm Jumeirah, Dubai

And overall you'll find Freddy's Frozen Custard & Steakburgers to soon become one of your favorite stops in Nakheel Mall - whether just a quick pop-in for a frozen custard treat, or for a full meal.







## Freddy's Frozen Custard & Steakburgers, The Palm Jumeirah, Dubai

Welcome to Dubai, Freddy's Frozen Custard & Steakburgers!

And thank you for presenting an innovative and super-delicious twist to the usual burgers we've gotten used to  
- hurray for the Steakburger!







Freddy’s Frozen Custard & Steakburgers,The Palm Jumeirah, Dubai

