

# Wild & The Moon restaurant opens in Doha

THE PENINSULA – DOHA

The first Wild & The Moon restaurant opened in Dubai, which became such a success that more restaurants in Paris followed.

So far they have various locations in Paris, Amsterdam and now Qatar, nestled in the internationally revered department store, Printemps Doha, on the ground floor, fine jewellery & watches department.

The ethos behind Wild & The Moon is to offer ultra-healthy food to all people to enjoy. Their offerings include plant-based, vegan, organic, gluten- and sugar-free options.

The menu boasts various smoothies, juices, spreads, puddings and salad bowls which you can get yourself, ready for take-out. The menu has been formulated by plant-based nutritionists, and the food centres around hearty, flavourful ingredients that replenish the soul.

At the counter they display a host of different pastries, blueberry scones, banana cakes, muffins and chocolate tarts. It also features hot meal options such as soups, sandwiches,



various burgers and more. For hot beverages they offer coffee, teas and various lattes like Matcha, turmeric and chai.

"Wild & The Moon's products are homemade, made out of wild, organic, local, ethically sourced and pure ingredients, using vegetables, fruits, herbs, roots, nuts, seeds and superfoods. No refined sugars, no additives or chemicals, no GMOs, no gluten, no dairy and we like to serve it that way, pure and intact," said Herve Sawko.

"Our recipes are inspired by the seasons, ingredients we believe in, travels we've been on and meals we share with friends and family. We have taken flavours and ingredients from our memories and travels and combined them with

herbalism and naturopathy to create a new alchemy, a new nutrition bursting with vital energy."

Wild & The moon interiors perfectly reflect the brand's identity and ethos. Its urban minimalism and ample splashes of naturalistic green invite you in effortlessly. Printemps Doha commissioned internationally celebrated botanist Patrick Blanc, a French botanist who works at the French National Centre for Scientific Research, where he specializes in plants from tropical forests, to create incomparable pieces of living art for Wild & The Moon.

Blanc is the modern innovator of the green wall, having pioneered the modern vertical hydroponics gardens, including thousands of unique

species of plant life, mindfully selected for each visitor to explore and experience while dining.

All Wild & The Moon preparation methods ensure its food is as close to its original state as possible, with his natural healing force intact. These techniques may involve soaking of grains, seeds and nuts to remove toxic anti-nutrients and revitalize or pre-germinate to enhance benefits of essential elements.

"We are only use high quality products seasonally harvested by local farmers. Besides promoting healthy agriculture and biodiversity, we are also striving for a sustainable and healthy agriculture as well as the Planet's biodiversity. Our goal is to reach a zero waste policy and recycle everything as much as we can. The fibre-rich pulps from our juices and nutmylks are revitalized into light, nutrient dense raw crackers," remarked Sawko.

"We use a 100% biodegradable packaging from the label and its glue. Our vegetal plastic is made from corn starch and sugar cane by a process that requires little energy and has low environmental impact," he added.