



Media Contact:
Kristen Bujold, Siren PR
Kristen@siren-pr.com
517.404.7539

Bateel USA opens second U.S. retail boutique, expanding into Houston this November

Experiencing record success in 2019 and 2020, its second brick-and-mortar store will be located in the CITYCENTRE shopping district, featuring gourmet date products and luxury gifts

Houston, Oct. 27, 2020 - On the heels of record success, [Bateel USA](#), the maker and world leader in growing and purveying gourmet dates and derivative products, announces today the expansion of its U.S. business into the Houston market. Just in time for the holidays, a brick-and-mortar retail boutique will open to consumers this November located at 800 Town and Country Boulevard, in the [CITYCENTRE](#) shopping district, developed by Houston-based [Midway](#), a privately owned, fully integrated real estate investment and development firm. This will be the second Bateel boutique in the U.S., with the first being located in Birmingham, Mich., a suburb of Detroit.

Bateel's organic and all-natural dates, that are hand-picked to ensure superior quality, will be available for consumers to purchase in the store and online. Its gourmet product range includes seven varieties of plain dates, varying in sweetness, color, texture and firmness, and 19 varieties of filled dates, with fillings that include different types of roasted and caramelized nuts or candied fruits. Additionally, they offer an assortment of fine chocolates, gourmet products and luxury gift boxes.

"Since opening our first North American location in Michigan, we have been working toward opening a second boutique, and we are thrilled to be expanding our U.S. operation into the Houston market," said Maissan Almaskati, president of Bateel USA. "Houston had all the things we were looking for - a vibrant shopping district, a consumer-base that falls within our key audiences and demographics and consumers that are looking for unique gourmet and gifting products that can be shared with family, friends and clients. We cannot wait for them to enjoy the Bateel experience first-hand."

Bateel USA will hire four to five full- and part-time employees to oversee the day-to-day operations. They partnered with [Construction Concepts](#), the Houston-based, full-service construction company specializing in commercial spaces, to create, from the ground up, the high-end space for the Bateel boutique. Custom features include: Sophisticated wood detailing encasing the center glass showcase display; custom-made cabinetry; intricate finishes throughout the space to compliment the culinary experience at Bateel; and a henna art mural designed by Bateel's designers. Additionally, the store was designed by Bateel's London-based design firm, [Kinnersley Kent Design](#).

"We are thrilled that Bateel USA has chosen CITYCENTRE as its home to extend their presence in the U.S.," said Robert Williamson, senior vice president, Investment Management, Midway. "CITYCENTRE is a thriving destination for locals and tourists alike, and we look forward to sharing Bateel's unique offerings with our loyal community as the holiday season rapidly approaches."



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For individuals, families or corporations hosting special occasions looking for the perfect luxury gift, Bateel USA provides a unique experience with its farm-to-boutique dates, date products, fine chocolates, exquisite gift options and gourmet products. And with the holidays approaching, Bateel gives customers the opportunity to create a custom arrangement for family and friends. **The Olive Green Wood Gift Box was featured in [Oprah's Favorite Things 2019](#).**

The dates are sold by the pound, half-pound or in their exclusive collection of hand-crafted gift boxes, created by in-house designers who travel the world to source the latest materials. Additionally, all of Bateel's dates are grown on Bateel's farms in the Middle East, where they adhere to traditional farming practices, and cultivation techniques are kept as close to nature as possible, using natural methods over chemical intervention.

In addition to dates, Bateel USA offers its customers a wide array of gourmet products, including: Date chocolates; origin chocolates; date maamoul cookies; extra virgin umbrian olive oil; date balsamic vinegar; acacia and lemon blossom honey; arabica ground coffee; date and pomegranate sparkling beverages; Barhi date mustard; caramelized almonds, hazelnuts and pecans; roasted almonds; chili peppers; date jam; black olive tapenade; pesto genovese; orange and segai date marmalade; date and pomegranate juice; and yemeni qahwa coffee.

For more information about Bateel USA and its Houston retail boutique, please visit: www.bateelusa.com/.

ABOUT BATEEL USA

Bateel USA offers gourmet dates, origin chocolates, date chocolates, cookies and biscuits, as well as other gourmet products like caramelized and roasted nuts, date balsamic vinegar, Umbrian extra virgin olive oil, Linden tree honey, exotic teas and coffees, and sparkling date and pomegranate beverages. Beautiful gift boxes are available to be customized or purchased pre-filled. Shop online or in downtown Birmingham, Michigan. www.bateelusa.com/.

ABOUT CITYCENTRE

Developed by Midway, CITYCENTRE is a thoughtfully planned and meticulously executed self-contained community of 26 elegant dining restaurants, 3 entertainment venues, sophisticated retail options, Class-A office space, corporate penthouse residences, luxurious brownstones and lofts, upscale apartments and the 266-room hotel, [The Moran CITYCENTRE](#), a world-class hospitality and conference facility. Surrounded by European-style open-air plazas and beautifully designed greens spaces, CITYCENTRE is also home to [Life Time Athletic](#), a state-of-the-art urban fitness facility and spa, and [Studio Movie Grill](#), an eight-screen premier cinema.



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ABOUT MIDWAY

Houston-based Midway is a privately owned, fully integrated real estate investment and development firm that has provided the highest level of quality, service and value to clients and investors for over 50 years. Midway's portfolio of projects completed and/or underway consists of more than 45 million square feet of properties ranges from mixed-use destinations to office, industrial facilities, and master-planned residential communities. Midway continues to develop projects of distinction, aesthetic relevance and enduring value for investors, clients, and the people who live, work, and thrive in the environment they create.

CONSTRUCTION CONCEPTS

For more than 22 years, our team has been delivering quality craftsmanship, total customer satisfaction, and complete professionalism to Houston's most discerning clients. We are dedicated to our craft and employ the latest construction and design techniques, skilled craftsmen with an attention to the fine details, and thorough communication for flawless execution from concept to completion. Construction Concepts is committed to building a better future for the communities where we live and work through BLDit (Building Lives and Dreams in Texas) programs.

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