



## Amsterdam Falafelshop Opens in Miami

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Falafel! Amsterdam! Miami! What could be better?!

Today, Amsterdam Falafelshop, the nationally celebrated, iconic top-it-yourself falafel fast-casual restaurant, announced that it has opened its second Florida location in South Miami.

Located at 5835 Sunset Drive in the South Miami neighborhood, the second Florida shop is opening on the continued momentum and excitement built up from its recent South Beach location opening earlier this summer.

Now, South Miami residents can experience America's most craved falafel in a unique atmosphere right in their own neighborhood. At Amsterdam Falafelshop, guests top their falafel pitas and bowls themselves with selections from more than two dozen fixings on the fresh garnish bar. The falafel and all toppings are made fresh daily by hand from fresh veggies and are an unexpected explosion of flavor.

Falafel is accompanied by Dutch-style twice-fried fries in paper cones, with dipping sauces flowing from pumps that the guests administer, reminding guests of trips to Europe—and convenient to walking the streets of South Beach, day or night.

Live locally or visiting Miami? This is the food that binds both groups together: a magnet for foodies and an adventure for newbies, top-it-yourself falafel rocks everyone's world.

Local entrepreneur Ajay Patel leads a talented team in opening the new Amsterdam Falafelshop.

"I chose to open a second Amsterdam Falafelshop in South Miami because of the success we've seen from our first location," said Patel, who also owns and operates a chain of successful sandwich shops. "Our fresh vegetables, salads and sauces are prepared onsite daily, so we're excited to bring our fast-casual falafel concept to South Miami residents and are confident the shop will become a local go-to dining spot in the area.

The renowned top-it-yourself falafel shop with a vibe, culture and flavor that commands a global fan base has become a sensation, consistently topping best-food lists, receiving widespread food-critic acclaim and winning over the hearts of discerning customers who have made it a top restaurant on Yelp. The unique differentiators, such as the fresh-made falafel, Dutch-style fries ["frietten"] and topping bar that allows each guest to customize their meal, inspired Patel, who

couldn't resist the opportunity to expand with Amsterdam Falafelshop.

"We're so excited for Ajay and his team to open South Florida's second Amsterdam Falafelshop in South Miami," says Arianne Bennett, CEO of Amsterdam Falafelshop. "We love neighborhoods like this, which is so very similar to the community our brand started in. We are thrilled that Ajay's team selected this location!"

In addition to growing in Florida, Amsterdam Falafelshop is moving forward with a U.S. franchise growth plan calling for expansion into other select urban centers where the brand can maintain its originality among a diverse collection of consumers. The company is currently accepting applications from qualified franchisees interested in further developing key U.S. areas throughout the Northeast, Eastern Seaboard, Midwest, and Southeast.

The South Miami location offers lunchtime and late night hours 7 days a week.