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### **New Offerings Turn Up the Summer Heat for The Halal Guys**

*The Halal Guys Release First-Ever Spicy Hummus Limited Time Offer and Mobile App*

**Astoria, NY (July 27, 2017)** – The Halal Guys, a fast-casual Middle Eastern and Mediterranean restaurant famous for pioneering American halal food, announces its seasonal spicy hummus, its first ever limited time menu offer, and will soon be launching its first mobile app experience.

Made with the restaurant's famous hot sauce, the spicy hummus is one of the only adaptations the restaurant has made to its distinct but authentic menu of halal food since expanding into a restaurant concept in 2014. As a limited time offer, the spicy hummus is available in all The Halal Guys restaurants through August 27, and is free to rewards program members from July 28-30 with the purchase of a platter or sandwich.

"The Halal Guys fans love our hummus, so we're offering a fresh take on one of our most popular menu items this summer by adding a little heat to its flavor," said Andrew Eck, director of marketing for The Halal Guys. "This is the first time we've introduced a limited time only offering to our menu, and we're excited that it has been so well received by our customers."

In response to The Halal Guys' continuous growth and customer demand, the brand is finalizing development of its first mobile app that will simplify online ordering and shorten lines in the restaurant. The app, which will be available for iOS and Android devices in August, will also help the brand further interact with fans that participate in the rewards program. With more than 54,000 registered members, The Halal Guys' rewards program gives fans the opportunity to redeem points for free platters, birthday rewards and other exclusive offers.

Both the spicy hummus and mobile app come at a time of immense growth for the franchise.

The Halal Guys first opened its food cart on 53<sup>rd</sup> and 6<sup>th</sup> Avenue in New York City in 1990 after noticing the huge demand for Halal food within the Muslim cab driver population. The Halal Guys has since become a global brand, with more than 350 restaurants currently in development world-wide, and was recently named the fastest

growing restaurant concept on Restaurant Business and Technomic's annual [Future 50 list](#).

### **About The Halal Guys**

The Halal Guys grew from its humble beginnings as a food cart on the streets of New York City to a global icon known as the largest American halal street food concept in the world. The food cart was first parked on the corner of 53<sup>rd</sup> and 6<sup>th</sup> Avenue in 1990 by three like-minded men from Egypt who came to America in search of a better life. When the founders noticed many Muslim cab drivers in New York City were looking for a place to buy halal food in Manhattan, they created their first food cart that quickly grew into a leading destination for American halal fare. In 2013, The Halal Guys was ranked the most popular food truck reviewed on FourSquare, in 2014 was the third most reviewed restaurant on Yelp in the United States, and in 2017 was ranked #1 fastest growing restaurant concept on Restaurant Business's Future 50 list. In 2014, The Halal Guys began expanding its authentic halal cuisine from the food cart into restaurants and now operates 49 locations within the United States, South Korea and the Philippines. For more information, visit [www.thehalalguys.com](http://www.thehalalguys.com) or connect on [Facebook](#), [Instagram](#) and [Twitter](#).

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