



Abu Dhabi Claims a Cool Guinness World Records™ Title!

Abu Dhabi Culinary record-breaking event sees 1,001 ice cream flavours in one location as part of the all-new Abu Dhabi Shopping and Dining Season

Abu Dhabi, UAE – 05 July, 2021: Abu Dhabi Culinary, an arm of the Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi), has served up a major scoop for the region by setting a new Guinness World Records™ title for **the Most Varieties of Ice Cream on Display**.

Part of Abu Dhabi Culinary's destination-wide *Summer of Ice Cream* promotion and Abu Dhabi's seasonal *Abu Dhabi Shopping and Dining Season* campaign, the record-breaking event – with 1,001 flavours available in one place for the first time ever - took place at the Ice Cream Lab pop-up at Yas Mall on Friday, 2 July as a result of a delicious collaboration with the UK's Pan-n-Ice, the pioneers of ice cream rolls.

The new world record event took ice-cream lovers on a gastronomic journey through unique creations including coffee and cookie dough, bubble gum and pistachio, mint Oreo and meringue, matcha and passion fruit, as well as cherry and popping candy. Dairy fans keen to sample the unlikely matches can tuck in for AED 35/40 until 21 July at The Ice Cream Lab, Yas Mall.

To ensure safe experiences for all, *Abu Dhabi Shopping and Dining Season* and *Summer of Ice Cream* promotions are being held under strict health and safety protocols in line with Government of Abu Dhabi directives.

For more information on the *Abu Dhabi Shopping and Dining Season*, please visit www.retailabudhabi.ae and <https://abudhabiculinary.ae/>

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About Retail Abu Dhabi

Retail Abu Dhabi (RAD) is an industry platform which engages with 20+ malls and 3,500+ retailer outlets across the Emirate of Abu Dhabi in order to promote the sector by creating strategic campaigns featuring promotional offers, raffles, experiences and events. As part of the Department of Culture and Tourism - Abu Dhabi's commitment to providing unparalleled retail offerings and experiences to the Emirate's residents and visitors, Retail Abu Dhabi creates retail initiatives and experiential events throughout the year offering visitors and residents alike amazing experiences beyond shopping, further reinforcing the capital's position as an exceptional international retail and tourist destination.

For more information about Retail Abu Dhabi (RAD), please visit the website <https://retailabudhabi.ae>.

Follow Retail Abu Dhabi on social media:



- Facebook: RetailAbuDhabi
- Instagram: @RetailAbuDhabi
- TikTok: @InAbuDhabi
- YouTube: Retail Abu Dhabi

About Abu Dhabi Culinary

Abu Dhabi Culinary was conceived by the Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi) to shine the spotlight on Abu Dhabi as a global dining destination home to a geographically-expansive and culturally-unique culinary landscape.

The department highlights the globetrotting array of world-class culinary talent championing Abu Dhabi's eclectic F&B portfolio throughout events like Chef's Table, Food Forward and Nomad Dining, amongst others. With a diverse bill of signature dining experiences and interactive diners lined up for the 2021 programme with stringent safety measures deployed across the emirate.

As part of DCT Abu Dhabi's mission to continue evolving the emirate's hospitality ecosystem, Abu Dhabi Culinary has built and continues to develop a year-round F&B programme to increase the destination's appeal to domestic residents and visitors. Mirroring the emirate's wider convergence of traditional Arabian influences and cosmopolitan modernity, Abu Dhabi Culinary spans a programme of signature food-inspired seasons, food-themed campaigns, and smaller community-based events, delivering inspirational F&B moments across the emirate's annual events calendar to optimise momentum for the recurring annual six-week festival, Abu Dhabi Culinary Season, which will return in Q4 of 2021.

Follow Abu Dhabi Culinary on social media:

- Facebook: AbuDhabiCulinary
- Instagram: @AbuDhabiCulinary
- TikTok: @InAbuDhabi

About Department of Culture and Tourism – Abu Dhabi (DCT - Abu Dhabi)

The Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi) drives the sustainable growth of Abu Dhabi's culture and tourism sectors, fuels economic progress and helps achieve Abu Dhabi's wider global ambitions. By working in partnership with the organisations that define the Emirate's position as a leading international destination, DCT Abu Dhabi strives to unite the ecosystem around a shared vision of the Emirate's potential, coordinate effort and investment, deliver innovative solutions, and use the best tools, policies and systems to support the culture and tourism industries.

DCT Abu Dhabi's vision is defined by the Emirate's people, heritage and landscape. We work to enhance Abu Dhabi's status as a place of authenticity, innovation, and unparalleled experiences, represented by its living traditions of hospitality, pioneering initiatives and creative thought.