



## Project description

Thanks to mobile room solutions from ELA, caterers are able to position themselves directly at the point of sale. Having received a commission from Mövenpick, the ELA branch in Dubai delivered an 'ice cream box' to the beach at the Waldorf Astoria Hotel on the artificial island of Palm Jumeirah.

The ice cream box is compact, easy to maintain and fits in perfectly with the high-quality surroundings of the hotel. The kiosk consists of a 13 square metre ELA room module with elegant black exterior paintwork, providing optimum all-round facilities for the sale of ice creams – from refrigerators, freezers and a dishwasher through to washbasins and ice cube trays. The roof covering offers shade to customers and vendors alike, with an air-conditioning unit inside the ice cream parlour also helping to ensure a pleasant room atmosphere.

With this mobile ice cream parlour, ELA has demonstrated that ELA containers are a respectable solution and can even be integrated into the surroundings of a luxury hotel. Commercial Manager Yasir Aziz is satisfied with the result, praising the smooth order processing, delivery and assembly.

## Details

Location:	The Palm Jumeirah, Dubai
Type and number of containers:	1 ELA quality all-rounder
Usable space:	approx. 13 m <sup>2</sup>
Usage:	Bar and ice cream sales
Colour / floor:	Exterior walls (at request of customer): RAL black 840 HK, Interior walls and ceiling: white, Floor: marbled blue
Special equipment:	Stretch ceiling, canopies, roller shutters, kitchen with dishwasher, sink, ice cube tray
Duration of usage:	Long term



Mobile catering concept on the beach in Dubai.



ELA room solution for the Waldorf Astoria. The ice cream box fits in perfectly with the elegant surroundings of the luxury hotel.