**Begin the Day with Breakfast at Jiwan**

*Wake your senses up with hearty dishes and the amazing view from the Terrace*

**Doha, 28 February 2023 –** Jiwan, a place to pause and enjoy an immersive reflection of Qatar’s rich culture while sampling the culinary delights of modern Qatar, launched its Breakfast Menu available from Saturday to Thursday, 7:00 a.m. – 12:00 p.m., at the 4th floor of the National Museum of Qatar (NMoQ).

There are two Set Menu options to choose from. The “Wake Up” set offers a hot drink, fresh juice and sweet dish. While the “Sunrise Set” offers a hot drink, fresh juice, sweet, savoury and egg dish. Breakfast *a la carte* menu is also available, allowing the freedom to explore the tastes, colours and flavours of Jiwan’s contemporary Qatari cuisine. These breakfast dishes are made more special with the classic Jiwan twist – a homage to the culinary legacy of Qatar. Both options are reasonably priced and have the benefit of enjoying the ambiance and surroundings.

With the breakfast menu in place, one’s morning walk or exercise at the Museum Garden of NMoQ is made more enjoyable and immersive. Health enthusiasts and families enjoying their mornings at the Museum have access to a healthy and hearty breakfast.

Executive Chef, Jeremy Cheminade shares, “Our breakfast menu is created to offer our guests contemporary Qatari cuisine with a twist aimed to energise them throughout the day. They will enjoy the flavours and presentation that tantalise their senses”.

Meanwhile, Jiwan’s Head Chef, Morgan Perrigaud, said, “The newly launched breakfast menu is our way of telling our customers that we would love to welcome them not only for lunch and dinner but also during the start of their day. Through our menu, we endeavour to provide them with the best of Jiwan experience.”

Jiwan is named after the Qatari word for the 'perfect pearl', rose-tinted white, completely round with a lustre so pure that it comes alive with radiance. It is nominated for FACT Dining Awards under the Middle Eastern category.

For more information on Jiwan and to make reservations, visit: jiwan.qa or call +974 44525725

**-ENDS-**

**About IN-Q ENTERPRISES**

IN-Q Enterprises WLL (IN-Q) is the commercial arm and a wholly owned subsidiary of Qatar Museums (QM), trading primarily in the retail and food & beverage/hospitality sectors.

Since our establishment in 2015, IN-Q has created a reputation for quality, exclusivity, authenticity, and creativity in everything that we do – themes inspired by the mission of QM.

IN-Q is a key stakeholder behind QM's delivery of its commitment to instigate Qatar’s future generation of arts, heritage, and museum professionals by nurturing creative talent and creating commercial opportunities for young artists, designers and entrepreneurs.

We engage QM's audiences through merchandise, publications and our e-shop, and provide authentic food & beverage and retail experiences through diverse operations, which include:

* F&B
* IDAM by Alain Ducasse at the Museum of Islamic Art (MIA)
* MIA Café, MIA Park café, kiosks and food trucks
* Jiwan Restaurant at the National Museum of Qatar (NMoQ)
* Café 875 and other kiosks at NMoQ
* Desert Rose Café at NMoQ
* Café #999 at the Fire Station
* Naua and 3-2-1 Café at 3-2-1 Qatar Olympic and Sports Museum (QOSM)
* Mathaf Café at Mathaf: Arab Museum of Modern Art
* Profiles Café at M7
* Ralph’s Coffee at Place Vendome
* RETAIL
* MIA Gift Shop
* NMoQ Gift shop
* 3-2-1 QOSM Gift Shop
* Mathaf Gift Shop
* Cass Art Qatar Shop
* Exhibitions’ pop up stores at M7, Fire Station and QM Galleries
* QM and 3-2-1 QOSM kiosks at Doha Festival City (DFC) and MIA park
* IN-Q Online
* Cass Art Qatar Online (Coming Soon)

We also deliver innovative catering experiences through IN-Q Catering and facilitate venue hire for events hosted at the museums and heritage sites in the following locations:

* MIA
* NMoQ
* 3-2-1 QOSM
* M7
* Fire Station
* Mathaf
* Al Zubarah Fort
* Barzan Towers
* QM Gallery - Katara

IN-Q provides manpower services under its Manpower Contracting function to its primary client and parent organisation, QM.

**About Qatar Museums**

Qatar Museums (QM), the nation's preeminent institution for art and culture, provides authentic and inspiring cultural experiences through a growing network of museums, heritage sites, festivals, public art installations, and programmes. QM preserves, restores, and expands the nation's cultural offerings and historical sites, sharing art and culture from Qatar, the Middle East, North Africa, and South Asia (MENASA) region with the world and enriching the lives of citizens, residents, and visitors.

Under the patronage of His Highness the Amir, Sheikh Tamim bin Hamad Al Thani, and led by its Chairperson, Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, QM has made Qatar a vibrant centre for the arts, culture, and education in the Middle East and beyond. QM is integral to the goal of developing an innovative, diverse, and progressive nation, bringing people together to ignite new thinking, spark critical cultural conversations, educate and encourage environmental stewardship and sustainable practices, and amplify the voices of Qatar's people. Since its founding in 2005, QM has overseen the Museum of Islamic Art and MIA Park, Mathaf: Arab Museum of Modern Art, the National Museum of Qatar, QM Gallery Al Riwaq, QM Gallery Katara and the 3-2-1 Qatar Olympic and Sports Museum. Future museums include Dadu, Children's Museum of Qatar, Qatar Auto Museum, Art Mill Museum and the Lusail Museum.

Through its newly created Creative Hub, QM also initiates and supports projects—such as the Fire Station Artist in Residence, the Tasweer Qatar Photo Festival, the creative hub for innovation, fashion and design M7, and Liwan Design Studios and Labs —that nurture artistic talent and create opportunities to build a strong and sustainable cultural infrastructure.

Animating everything that Qatar Museums does is an authentic connection to Qatar and its heritage, a steadfast commitment to inclusivity and accessibility, and a belief in creating value through invention.

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