

# Harrods partners with Qatar Duty Free to launch Doha tea room



The Harrods “Green Men” who have been greeting guests at Knightsbridge store in their uniforms since the early 1900s, will welcome guests to Harrods Tea Rooms Doha

Harrods, in partnership with Qatar Duty Free, has launched Harrods Tea Rooms Doha, located at Msheireb Downtown in the heart of Doha.

Harrods Tea Rooms Doha is located at the Barahat Msheireb, the center point of Msheireb and the largest open-air square in the MENA region.

The newly launched restaurant in Doha continues the tradition of celebrating tea to Msheireb Downtown, and will offer guests one of the finest tea menus in the world and a selection of treats.

Thabet Musleh, Vice President, Qatar Duty Free, said: “Harrods Tea Rooms Doha at Msheireb Downtown builds on the success of Harrods Tea Room in Hamad International Airport. We are incredibly proud to continue working with Harrods, a Qatari-owned iconic brand, to bring the ultimate afternoon tea experience to the citizens, residents and visitors of the State of Qatar.

“We welcome guests to discover an authentic Knightsbridge experience at one of Doha’s top tourist destinations and historical landmarks. We look forward to continuing to expand our award-winning retail and F&B portfolio across the coming year.”

Nasser Matar Al Kawari, Chief Executive Officer, Msheireb Properties, said: “We are delighted to

welcome The Harrods Tea Rooms Doha at our smart and sustainable city, Msheireb Downtown Doha. Harrods Tea Rooms is a perfect fit to our portfolio, and we are confident that the unique ambience of Barahat Msheireb will take Harrods Tea Rooms to next heights. We look forward to welcoming the guests who can enjoy a genuine Qatari-style experience at Msheireb Downtown Doha.”

Ashley Saxton, Director of Restaurants at Harrods, said: “Afternoon tea is a deeply rooted tradition in Harrods history, and it’s exciting that we can extend the iconic experience to the new space in Msheireb, Doha. Harrods Tea Rooms Doha celebrate the very finest luxury cuisine, the spectacular, skilful elements of theater and decadence that Harrods is renowned for, and Doha’s historic celebration of fine teas. I’m proud to welcome guests to this truly original and exclusive dining experience at our latest destination in Msheireb.”

The menu features delicate finger sandwiches, freshly baked scones and patisserie, all freshly made by Harrods chefs.

They have created a menu of patisserie inspired by the heritage of afternoon tea, all while bringing a playful twist. Pastries including the Harrods Custard Cream and the Cherry Bakewell are served with Harrods teas.

The architecture and decor aim to emulate the rich history of Harrods in London’s Knightsbridge shopping district.

Inspired by the elegant Art Deco interiors throughout Harrods from the early 1900s, the detailed marbles and stylishly colored fabrics evoke the sense of luxury. The Art Deco theme is continued in the design of the staircase, which references the original 1930s interiors of the Knightsbridge store.

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