

John Dory Seafood launches head-to-tail seafood ecosystem in Dubai

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John Dory Seafood Market is set to make waves in Dubai's culinary landscape with the grand opening of its flagship location at The Market Island in Dubai Festival City Mall on July 25, 2025. Introducing the region's first sustainable head-to-tail seafood ecosystem, the innovative concept redefines how seafood is sourced, processed, prepared, and served all under one roof.

According to a press release, founded in 2013 by seafood enthusiasts Arseni Tsiutsiunnik and Eugene Halavach, John Dory has evolved from a humble garage operation into a fully integrated seafood enterprise. The brand's latest venture offers a seamless seafood experience, encompassing direct sourcing, in-house processing, open-fire cooking, and a retail

marketplace, promising unmatched freshness, traceability, and value for seafood lovers in the UAE.

“We’re not just launching a restaurant, we’re building a seafood ecosystem,” said Arseni Tsiutsiunnik, CEO and co-founder. “We believe the true taste of seafood begins at the source, and we’ve built every step of the journey with care from the pristine waters of the Seychelles to the fish counters of Dubai.”

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With this launch, John Dory aims to raise the standard for sustainable seafood in the UAE by combining craftsmanship, transparency, and environmental responsibility, all while delivering top-tier quality at accessible prices.