

## **Doner Domination: OC's Next Big Food Trend**

*Yalcin Aslan, owner of DonerG Turkish & Mediterranean Grill, aims to introduce a new concept for Turkish and Mediterranean food in the OC.*

January 30, 2016 (FPRC) -- IRVINE, CA: DonerG Turkish & Mediterranean Grill OC offers a multicultural menu that represents the rich ethnic flavors from Turkey and the Mediterranean. A Turkish tradition made in California, DonerG specializes in authentic Turkish doner kebab (gyro), shish kebab, pita sandwiches, wraps, and Mediterranean salads.

The doner kebab has a long history as the world's number one street food. This beloved, traditional Turkish dish is made by layering meat in the shape of an inverted cone and then cooked on a vertical rotisserie. It is one of the most popular street foods in the world and has many regional variations as well. For instance, the Greeks refer to it as "gyro" and the Arabic version is "shawarma." Fortunately, doner kebab has now started to win the hearts and stomachs of Americans.

Currently, DonerG has two locations in Anaheim and Irvine. In late Spring 2016, construction will begin for two more storefronts in Santa Ana and Lake Forest. However, Aslan plans to innovate DonerG by introducing a new menu concept for Turkish and Mediterranean food.

"Our menu is going to be condensed with the main focuses being doner kebab and customization," states Aslan in reference to the new concept. Similar to the customization feature of Chipotle, Subway, and Z Pizza, DonerG's new menu will focus on only pita sandwiches, wraps, and rice/salad bowls. Customers will have the ability to customize these menu items with toppings of their preference.

Just like how it is served in Istanbul, customers choose between chicken or beef doner kebab, and whether they want it served in a pita sandwich or as a plate. With a California flair, customers can select their choice of protein, type of carb, and toppings ranging from feta cheese, olives, pickled red cabbage, and more. In addition, DonerG will be implementing fun items such as Turkish Street Cart Fries and Turkish Ice Cream.

There's no denying that Orange County has become a prime avenue for exciting, new food trends. So the time appears ripe with opportunity as Aslan and his team prepares to introduce DonerG's new concept accompanied by a complete rebranding of their image.

With all these changes, DonerG reassures its loyal fans that quality food remains at the crux of its business. One of the main attributes of Turkish and Mediterranean cuisine is the significance of using only fresh ingredients. This is why DonerG is committed to using locally sourced, organic, and non-GMO produce, as well as, 100% Halal-certified USDA-choice steak and chicken.

True to their motto, DonerG only serves food that they would feed their family.

About DonerG Turkish and Mediterranean Grill: Serving two locations in Anaheim and Irvine, DonerG is a Turkish and Mediterranean restaurant specializing in authentic Turkish doner kebab,

shish kebab, pita sandwiches (gyros), wraps, and entrees.

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**Keywords**

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