

DRVN by Porsche one-off pizza a hit over Icons of Porsche weekend

07/01/2025 The 'Cayenne Pepper' pizza developed specifically for the festival proved to be a hit with both car enthusiasts and food aficionados alike.

Icons of Porsche is not just about passion for sportscars, it is a celebration of UAE restaurants and their creativity.

There is no better example of this than the one-off, festival-only pizza developed by DRVN by Porsche and The Dubai List.

With a huge social following and numerous brand collaborations under her belt, Dubai's most influential food blogger Haya Kaabar @TheDubaiList came together with DRVN by Porsche to create the 'Cayenne Pepper' pizza, which was only available for a limited time at Icons of Porsche.

"It was an incredible opportunity to work with Porsche and create a dish that perfectly complemented the event's energy," said Kaabar.

"The pizza starts with a Neapolitan base sauce, topped with Stracciatella, hot honey, a really nice Spanish salami and of course the Cayenne peppers."

Given the pizza was unveiled before Icons of Porsche but only available at the festival itself, it created a social media storm and drew many food lovers to the site to try the Cayenne Pepper pizza for themselves.

According to Rashed Al Fahim, the founder of DRVN by Porsche, the pizza was an outstanding success.

"From the feedback we've had across the festival weekend, the Cayenne Pepper was definitely a fan favourite, we were thrilled to partner with Haya to create this viral pizza. The flavour combination has been a big hit, we're blown away by how much people loved it, and we've had so many requests to keep it on the menu." said Al Fahim.

Not only did DRVN by Porsche have two pizza and coffee stands on site at Icons of Porsche, it also hosted a range of community and media events across the festival week.

Being a part of Icons of Porsche is an annual highlight for us because it mirrors everything we do at DRVN all year around, in terms of how the community comes together among cars and good food in a family environment," said Al Fahim.

"Everybody shares the same passion whether it's food, coffee or cars, it's also the passion for Porsche. Whether you're going off road in a Cayenne or you're driving an air cooled classic, it's just a massive community."

With Icons of Porsche primarily an evening and night time event, the DRVN by Porsche café hosted many Porsche enthusiasts from around the world for breakfast each day over the festival week.

As a result, many Porsche people met and chatted with like-minded car fans at the café over the course of the week.

DRVN By Porsche

DRVN by Porsche blends a Porsche-themed automotive gallery with a concept store and restaurant on Bluewaters Island in Dubai.

The café has an all-day dining concept with breakfast being a major drawcard for the cars and coffee crowds as well as pizza and a vast menu of food items to please most appetites.

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