



NOBU DUBAI TRANSFORMS FOR 2023, RELOCATING TO AN ICONIC BRAND-NEW SPACE WITHIN THE CROWN OF ATLANTIS, THE PALM

As of January 2023, the cutting-edge Japanese Peruvian restaurant, which has become a Dubai institution, will relocate to the space formally housing The Royal Bridge Suite on the 22nd floor of Dubai's leading culinary and entertainment destination.

DUBAI, United Arab Emirates – After 14 years of residence in The Avenues at Atlantis, The Palm, Nobu Matsuhisa's globally renowned Nobu will celebrate its 15th year in Dubai in an iconic-new space within the crown of the destination resort. Taking the space formally home to The Royal Bridge Suite, the 22nd floor will be completely transformed to house a brand-new Nobu, complete with an updated menu, a Nobu lounge and bar, and an expansive terrace offering incredible views over the Palm Island and Arabian Gulf.

Set to open mid-January 2023, upon arrival, guests will be whisked up to the new Nobu Dubai via a private elevator off the main lobby before being greeted by the echoing sounds of the chefs shouting in true Nobu fashion 'irasshaimase' (translating to 'welcome to the restaurant' in Japanese). Taking guests on a curated Nobu journey, the evening will begin at the sophisticated central Nobu bar and lounge, where diners can enjoy an array of pre-dinner cocktails and small bites set to the soundtrack of a resident DJ.

Guests can then choose to sit at one of five dining areas, including the main dining room, an exclusive 13-seat sushi bar or within a VIP booth with front-row seats to the bustling kitchen. The new Nobu will also feature a beautifully appointed and expansive Palm terrace, featuring a bar and lounge area, coupled with an unparalleled 22nd floor view of the Palm Island and the glittering skyline of Dubai. Diners looking for a little more privacy can also opt for one of six private dining rooms featuring floor-to-ceiling vistas over the Arabian Gulf and will seat up to 2 to twelve guests per room.

For those looking for an after-dinner experience, guests can dance the night away in Nobu's exclusive late-night lounge and from 10:30pm-2:00am every Friday and Saturday, the restaurant transitions into *Nobu After Hours*, offering an elevated social dining experience and energetic vibe featuring a stellar collective of female DJs, dancing and a late-night menu. The place to see and be seen each weekend, *Nobu After Hours* will be positioned as the pinnacle of Dubai's luxury nightlife scene. Additional activations will include a daily Nobu business lunch and a Saturday brunch.



In recent years, Atlantis, The Palm has built an outstanding reputation as the region's leading culinary destination. Having won several Michelin stars and Gault&Millau toques over 2022 and welcoming some of the world's leading chefs for culinary collaborations across Ossiano and Hakkasan, the resort is a global leader in the culinary space. In Q4, 2023, one of the world's most celebrated chefs, Björn Frantzén will introduce two new concepts to the space formally housing Nobu in The Avenues, including Studio Frantzén, as well as a fine dining concept and the sibling to both three-Michelin star restaurants, Frantzén in Stockholm and Zén in Singapore.

Along with Bjorn Frantzén, in 2023, Atlantis Dubai will also welcome world-class concepts from José Andrés, Costas Spiliadis, Ariana Bundy and Heston Blumenthal, who will bring his Michelin star concept Dinner to Dubai, along with a debut bar concept called Resonance. In addition, Nobu Restaurant Group will introduce a second venue in Q1, 2023, located at the world's most anticipated ultra-luxury experiential resort, Atlantis The Royal. Nobu by the Beach is set to change the face of Dubai's beach and pool club scene, blending modern cool luxury and minimalistic Japanese traditions into a one-of-a-kind pool and beach club experience, Nobu by the Beach is slated to become the cities' most stylish location to see and be seen.

Timothy Kelly, Executive Vice President and Managing Director of Atlantis Dubai, comments "*Nobu Restaurant Group is an incredibly valued partner for Atlantis. Having opened at the resort in 2008, the brand has established itself consistently as the authority on Japanese cuisine in Dubai and we look forward to evolving this offering into a brand-new space and what will be, one of the most stylish and spectacular dining and entertainment locations in Dubai. The place to see and be seen, the new Nobu Dubai is another phenomenal addition to Atlantis Dubai's world-class culinary and entertainment offering, which is unrivalled to any other destination in the world*"

Chef Nobu Matsuhisa remarks, "*After 14 years of success with Atlantis in Dubai I am so excited to take the next step forward with our new Nobu restaurant. We have a great team in Dubai who have worked with me for many years, so I know that every guest who visits us will have an amazing Nobu experience.*"



Nobu Dubai will relocate to its new 22nd-floor location in Atlantis, The Palm, on Monday, 23rd January 2023. For reservations, please visit www.atlantis.com/dubai/dining/nobu or call 04 426 0760. Nobu, located in The Avenues in Atlantis, The Palm, will be taking reservations until 8th January 2023. For the latest updates, stay tuned @nobudubai.

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#AtlantisThePalm

About Nobu, Dubai

The internationally renowned restaurant by Chef Nobu Matsuhisa is one of Dubai's top destinations when it comes to Japanese cuisine. Fusing a cutting-edge Japanese style with Peruvian influences, it's a winning formula that's made Nobu a global culinary icon. At Nobu Dubai, begin your night with cocktails and Japanese tapas in the sake lounge, before sitting down to an exceptional omakase or à la carte menu in the dream-like Japanese garden. Indulge in celebrity chef Nobu Matsuhisa's iconic black cod miso, premium wagyu beef tacos with a Japanese twist, and Dubai's best sushi. With an impressive 50 restaurants across five continents, Nobu Matsuhisa is without a doubt one of the world's most respected celebrity chefs. Nobu's Executive Chef, Damien Duviau, has built an impressive career over the past 20 years which has seen him hone his skills at some of the world's top restaurants across the globe. Priding himself in constant innovation, Chef Damien is focused on using the experience and skills he learned across the world to bring new levels of success to Nobu, Dubai.

About Atlantis, The Palm, Dubai

Located at the centre of the crescent of The Palm in Dubai, Atlantis, The Palm is the first entertainment resort destination in the region. Opened in September 2008, the unique ocean-themed resort features a variety of marine and entertainment attractions, as well as 22 hectares of waterpark amusement at Atlantis Aquaventure, all within a



46-hectare site. It is home to one of the biggest waterparks in the world and the one of the largest open-air marine habitats, with more than 65,000 marine animals in lagoons and displays including The Lost Chambers Aquarium, a maze of underwater corridors and passageways providing a journey through ancient Atlantis. Aquaventure Waterpark features 23.5 million litres of fresh water used to power 105 thrilling waterslides and attractions, including several world record-breaking slides, and two river rides featuring tidal waves and pools, water rapids and white-water chargers. Dolphin Bay, the unparalleled dolphin conservation and education habitat, and Sea Lion Point were created to provide guests a once in a lifetime opportunity to learn more about some of nature's most friendly mammals. The resort boasts an impressive collection of luxury boutiques and shops as well as extensive meeting and convention facilities. Atlantis, The Palm is also known as the culinary destination in the region where guests can take their pick from a collection of 35 world-renowned restaurants including Bread Street Kitchen & Bar, Hakkasan, Nobu, Seafire Steakhouse & Bar and the award-winning underwater restaurant, Ossiano. Atlantis is also home to a buzzing nightlife scene with entertainment destination Wavehouse offering something for everyone, while WHITE Beach is the perfect place to unwind with a drink as the sun slips into the Arabian Sea.