



A GLIMPSE INSIDE THE STAR-STUDED GRAND OPENING OF NOBU DUBAI: NOBU MATSUHISA AND MEIR TEPER HOST SAKE CEREMONY TO INAUGURATE THE STYLISH NEW VENUE

Including global celebrities Kendall Jenner and Liam Payne, the star-studded event marked the official opening of Nobu's new location as the jewel in Atlantis, The Palm's crown.

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Tonight, Nobu founders, Nobu Matsuhisa and Meir Teper celebrated the grand reopening of Nobu Dubai at Atlantis, The Palm, with an exclusive attendee list featuring A-List celebrities and special guests from around the world.

After 14 years of residence in The Avenues at Atlantis, The Palm, Nobu Matsuhisa's celebrity hotspot, celebrated 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 has been 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.

Scheduled as the opening event to Atlantis The Royal's exclusive Grand Reveal Weekend, celebrity attendees and special guests joining the celebrations included Kendall Jenner, Liam Payne, Jonathan Cheban, and Simon Huck.

The VIP invitees were some of the first to experience the reimagined Nobu Dubai menu before gathering in the restaurant's stylish lounge to join Nobu Matsuhisa and Meir Teper for the *kagami biraki* ceremony – an ancient Japanese ritual dating back to the 15th century that involves the breaking and opening (biraki) of the round sake barrel lid (kagami), ushering in harmony and good fortune for the years ahead. Each of the founders took a wooden mallet and, counting down from three, broke open the lid of an enormous barrel of sake, which was served to revelers in traditional masu cups.

Japanese Taiko drummers kicked off the festivities as Nobu Matsuhisa and Meir Teper took to the stage for speeches.



“Thank you for coming. I like to share Japanese traditions and cultures the world over, which is why tonight we have the sake ceremony. We always do this to open every Nobu. The ceremony means “happy day” and today is a very happy day, as we have Kendall Jenner here to help us launch the new Nobu at Atlantis Dubai. Enjoy the party” said Matsuhisa as the crowd erupted into cheers.

Throughout the evening, guests enjoyed champagne and signature Nobu cocktails, while being treated to an array of delicious canapes such as Nobu’s signature Black Cod with Miso, Spicy Salmon Miso Tacos and Tuna Sashimi. Those with space for dessert enjoyed chocolate spring rolls, Mini Pavlova Raspberry Shiso and Mochi.

Tim Kelly Managing Director and Executive Vice President, Atlantis Dubai commented, *“The time has arrived, and we’re thrilled to be able to celebrate this special moment, not only with our great family at Nobu but also our extended family who are here with us tonight. Nobu has always had a proud place in the spirit of the Atlantis brand and tonight’s Grand Reopening is a hugely exciting moment for all of us”*.

Nobu Dubai will open its doors for reservations from Monday, 23rd January 2023. For reservations, please visit www.atlantis.com/dubai/dining/nobu or call 04 426 0760.

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About Nobu Dubai

The internationally renowned restaurant by Chef Nobu Matsuhisa is one of Dubai's top destinations when it comes to Japanese cuisine. After 14 years of residence in The Avenues at Atlantis, The Palm, in January 2023 Nobu moved into an iconic, new location within the crown of the destination resort, taking the space formally home to The Royal Bridge Suite on the 22nd floor. The restaurant is now completely transformed with an updated menu, a sophisticated lounge and bar, a private Nobu Privé lounge, and an expansive terrace offering incredible views over the Palm Island and Arabian Gulf. Upon arrival, guests are whisked up via a private elevator just off the Grand Lobby. Diners begin the evening at the sophisticated central Nobu bar and lounge, with cocktails and small bites, before sitting down to enjoy the exceptional omakase or à la carte menu in one of five dining areas, including a main dining room, an exclusive 13-seat sushi bar or within a VIP booth with front-row seats to the bustling kitchen. Those looking for a little more privacy can opt for one of six private dining rooms featuring floor-to-ceiling vistas over the Arabian Gulf. Fusing a cutting-edge Japanese style with Peruvian influences, it's a winning formula that's made Nobu a global culinary icon. Indulge in chef Nobu Matsuhisa's iconic Black Cod with Miso, premium wagyu beef tacos with a Japanese twist, and Dubai's best sushi. With an impressive 52 restaurants across five continents, Nobu Matsuhisa is without a doubt one of the world's most respected chefs. Nobu's Executive Chef, Damien Duviau, has built an impressive career over the past 20 years – priding himself in constant innovation, Chef Damien is focused on bringing 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.