



NOBU HOSPITALITY'S DEBUT POOL AND BEACH CLUB, *NOBU BY THE BEACH* IS SET TO OPEN AT ATLANTIS THE ROYAL IN Q1, 2023

Building on Nobu's prodigious success at Atlantis, The Palm, the hospitality heavyweights will continue their prosperous partnership, launching Nobu by the Beach – Nobu's debut pool and beach club concept

DUBAI, United Arab Emirates – Located at the world's most anticipated ultra-luxury experiential resort, Nobu by the Beach is set to change the face of Dubai's beach and pool club scene when it opens at Atlantis The Royal in Q1, 2023. 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.

With its enviable oceanfront location and offering sweeping views of the Palm Island and Dubai skyline, Nobu by the Beach will feature a lagoon pool, a Nobu restaurant and an expansive outdoor bar and terrace overlooking the ocean. With a live DJ providing a seductive deep house soundtrack, guests are invited to relax on stylishly appointed day beds or upgrade their visit to one of Nobu's luxury air-conditioned cabanas, two of which feature their own private plunge pools overlooking the Arabian ocean.

Exuding the Nobu level of hospitality the brand is known and loved for around the world, the Nobu by the Beach experience embodies style and luxury from the moment of arrival. All guests are treated to an array of luxury amenities on rotation, including Nobu popsicles, fruit ceviche, monaka and mochi ice cream and ultrasonic jewelry and sunglasses cleaning. Whilst guests with a reservation for one of Nobu's luxury daybeds or cabanas, can expect a curated array of exclusively designed amenities, including a Nobu branded beach bag, hat, fan and water bottle, as well a Nobu toiletry bag with travel size-skin care. Exclusive VIP experiences also include in-cabana spa services and *floating* food and beverage.

The menu at Nobu by the Beach is inspired by Nobu's universally beloved Japanese Peruvian cuisine served with a bitesize twist. With a focus on sharing and lighter bites, along with some mouthwatering updates guests can expect bento boxes, sandos and bitesize black cod and tacos. Guests dining at the restaurant can also enjoy a live Robatayaki counter, literally translating to 'fireside cooking', featuring a fresh fish and meat display, as well as charcoal grilled skewers.



The curated cocktail programme at Nobu by the Beach is quite unlike any other beach and pool club in Dubai. Designed to break away and reinvent the traditional, innovative techniques, styles of serve, and most importantly, balanced flavours combine with traditional Japanese and Peruvian ingredients to create refreshing and easy to drink cocktails, with the same care for flavours that you would expect from a high-end bar, or from the Nobu cuisine.

Designed by the international multi-award-winning GA Group, Nobu by the Beach draws inspiration from Japanese architecture and the oceanfront location to evoke a contemporary Japanese beach house with an intimate indoor restaurant and sushi bar. The free-flowing plan provides a sequence of dining areas, embodying timeless simplicity comprising warm woods, teak concrete and glass. Glass sliding doors fuse the dining room onto an expansive terrace and cocktail bar, which juts out towards the ocean. The interior is subtly Japanese in its horizontality and finely crafted joinery. There is no ornament: everything depends on the natural beauty of the materials and the simple furnishings.

At the helm of Nobu by the Beach's is Chef de Cuisine, Belkacem Boubekour. With more than 20 years of international experience and having worked at Nobu since 2018 in both Monte Carlo and at Atlantis, The Palm, Chef Boubekour will lead the kitchen at Nobu by the Beach, working alongside Executive Chef Damien Duviau on menu development.

Timothy Kelly, Executive Vice President and Managing Director, Atlantis Resorts and Residences, comments: *"Nobu Hospitality is an incredibly valued partner for the Atlantis brand. 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 pool and beach club experience. As the leading culinary and entertainment destination in Dubai, Nobu by the Beach at Atlantis The Royal will be a simply unrivalled pool and beach experience and we look forward to unveiling this incredible experience to our guests and visitors in 2023"*.

Celebrity Chef Nobu Matsuhisa remarks *"We knew we wanted to continue growing in the hospitality scene and after Nobu Dubai's huge success at Atlantis, The Palm we were very excited to continue expanding*



within the destination. Nobu by the Beach is an exciting new concept that we created to offer guests somewhere to relax and enjoy their Nobu experience for longer than just a meal, in a beautiful, casual setting.”

Nobu by the Beach will open at Atlantis The Royal in Q1 2023. Stay tuned @nobubythebeach for more details. To be one of the first to stay at Atlantis The Royal, guests can make a reservation at www.atlantistheroyal.com. Reservations will open from 31st October 2022, for stays from 2023 onwards.

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For further information about Atlantis please visit www.atlantis.com/dubai. Both low and high resolution images of Atlantis are available at <https://www.kerznercommunications.com/atlantis/royal-atlantis/media-library>

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#AtlantisTheRoyal

About Nobu by the Beach

Nobu by the Beach, is the debut pool and beach club by one of the world’s most iconic restaurants, Nobu. With its enviable oceanfront location in Dubai’s newest ultra-luxury resort, Atlantis The Royal, Nobu by the Beach blends modern cool luxury and minimalistic Japanese tradition into the concept of a luxury pool and beach club. Featuring a lagoon pool, a Nobu restaurant and expansive outdoor bar overlooking the ocean, guests can relax on a stylishly appointed day bed, or upgrade their visit to one of Nobu’s luxury cabanas, two of which feature their own private plunge pools overlooking the Arabian sea. With a live DJ providing a seductive deep house soundtrack to the day, guests can enjoy a menu of signature Nobu bites and sharing dishes, paired with an extensive selection of cocktails and beverages.



About Atlantis, The Royal

The new iconic landmark of Dubai, Atlantis The Royal welcomes guests to an experience that will completely redefine their perspective of luxury. Crafted by the world's leading designers, architects and artists, this is a destination where everything has been designed to challenge the boundaries of imagination. Atlantis The Royal ignites the horizon with a collection of 795 elegant Rooms, Suites and Signature Penthouses. Featuring stunning views of the Dubai skyline and Arabian Sea, 44 of them have private infinity pools. The resort delivers a curated array of awe-inspiring experiences, inviting guests to swim amongst the clouds in sky pools, be dazzled by fountains that breathe fire or dine at more celebrity chef restaurants than anywhere else in the world. Guests are taken on a journey of the impossible, with artful masterpieces, iconic entertainment and beautiful craftsmanship at every turn, where the highest level of service will set a new standard in excellence.

Atlantis The Royal is the place where something incredible happens at every moment.

This is Atlantis The Royal.

This Is It.

<https://www.atlantis.com/atlantis-the-royal>