



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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Last night, 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”*.

Diners looking to experience the celebrity approved Nobu Dubai can reserve a table from Monday 23rd January. Upon arrival, guests will need to make their way up to the 22nd floor 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, an evening at Nobu Dubai 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 two resident DJs.

With the new venue comes a reimagined menu, which features a variety of exciting new dishes from land and sea. Those looking to indulge in delectable seafood dishes must try the *Chu Toro Kinome*, a seared bluefin tuna topped with imperial caviar which is then carefully placed in a Kinome - an Asian peppermint leaf – along with a sweet miso sauce. Keeping within the theme of mint guests can sample the *Dover sole Sesame*, a pan seared whole Dover sole coupled with a beautiful Japanese mint and Shiso Sesame Soy sauce. Another new must-try dish includes the *Salmon New Style roll*, a roll seen at many Nobu’s around the world, which is filled with truffle baby spinach salad and topped with fresh salmon sashimi with ginger, garlic, and chives, lightly seared with hot olive and sesame oil.



A dish that demonstrates the perfect Peruvian influence is the *Scallop Aji Amarillo*, a Norwegian oven roasted scallop that's served classically on a half shell and topped with a fresh chimichurri salsa and a Peruvian chili sauce. Meat aficionados must not miss the new *Wagyu Dry Miso* which features the most premium beef from Japan - A5 Japanese wagyu carpaccio - topped with a quail egg, dry miso, fresh chives and imperial caviar.

At the helm of the bar is master mixologist, Angelo Immorlano, who is responsible for introducing a new range of exquisite signature cocktails to the already impressive list. Sazerac lovers will revel in the *Smoked Wakamomo*, a smooth, fruity, and citrusy beverage clarified with smoked cream creating an amazing silky texture and very pleasant smoky notes. The *Bincho* cocktail is uniquely rich, sweet and sour with a herbaceous and nutty aftertaste which is rounded off with a hint of white cacao. Other highlights include the aromatic and light *Aroma*, delicate and umami *Sensai*, and the complex *Hipster Fizz*.

Guests can 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 also features 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 two to twelve guests per room.

Designed by Rockwell Group, the multi-award winning global architecture and design firm, the restaurant's new concept reflects Nobu's roots in the Japanese countryside while also celebrating the Dubai oceanfront context with subtle references to the myth of underwater Atlantis. Materiality is inspired by the beauty of natural elements that evolve over time. A highly textured, luxurious palette, including hammered metals, chiselled and weathered stones, and green quartzite, evoke an environment submerged under an ocean wave. A focal design element is the floating sculpture above the glowing central bar that moves through the lounge, leading guests to the main dining room and outdoor terrace.



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 ~~celebrity~~ chef Nobu Matsuhisa's iconic ~~black cod miso~~ 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 ~~celebrity~~ 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.