



DUBAI'S NEWEST POOL AND BEACH CLUB, *NOBU BY THE BEACH* AT ATLANTIS THE ROYAL OFFERS AN UNMATCHED ULTRA-LUXURY EXPERIENCE

Tourists and residents are invited to step inside and experience Nobu poolside, whether that's a day relaxing in the sun or dining al fresco for a long, leisurely lunch

DUBAI, United Arab Emirates – Located at the recently opened ultra-luxury experiential resort Atlantis The Royal, Nobu by the Beach raises the bar for Dubai's beach 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 the cities' most stylish location to see and be seen.

With its desirable beachfront location offering sweeping views of the Palm Island and Dubai skyline, Nobu by the Beach features a lagoon pool surrounded by sun loungers, daybeds and a collection of exclusive VIP cabanas, a Nobu restaurant with a brand-new menu concept, as well as an expansive outdoor bar and terrace overlooking the sea.

Nestled amongst the lush, tropical nature of Atlantis The Royal, Nobu by the Beach is an oasis for those looking for a poolside experience like no other. With sun loungers starting from AED 300, and grander cabanas with private pools and air conditioning starting from AED 10,000, the new beach venue has taken the prestigious Nobu hospitality and instilled it throughout each element.

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, bitesize black cod and tacos. The silky, buttery, slightly sweet *black cod with miso* is beautifully served in bitesize portions, placed on a crisp baby lettuce cup. A brand-new dish, and most definitely a must try, is the mouth-watering, succulent cult favourite *wagyu beef sando* which is served with traditional Japanese dashi fries. For a dish which is light, flavoursome, yet filling, guests are encouraged to try the Nobu *ceviche*; the sea bass coconut ceviche at Nobu by the Beach is beautifully presented in a carved-out coconut, filled with fresh and sustainably sourced sea bass and topped with a rainbow of garnish.



Those looking for something sweet yet refreshing can choose from a selection *mochi*, the iconic Japanese desert – but of course Nobu style. The sweet glutinous rice flour around a freshly made ice cream creates a chewy, smooth, and delicious mouthful to enjoy after a meal or as an afternoon snack. A newly introduced dessert is the simple, traditional Japanese shaved ice dessert, *kakigori*, which is infused with various fruit syrups. When looking to cool down and feel refreshed, guests can choose from two different *kakigori* flavours – lychee watermelon, which is topped with a shiso syrup, and coconut macadamia which is mixed with a maple ice cream and topped with roasted macadamia.

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.

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 exclusive amenities, including in-cabana spa services and floating food and beverage.

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 Boubekeur. 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 Boubekeur will lead the kitchen at Nobu by the Beach, working alongside Executive Chef Damien Duviau on menu development.

There are multiple experiences for guests when they visit Nobu By The Beach. Sun loungers and day beds are assigned on a first come, first serve basis:

- **Entrance – Sun Lounger (per person):** Monday - Thursday: AED 250 / Friday - Sunday: AED 300
- **Day Beds (per couple):** AED 1,000 - Daybeds are available for a maximum of 2 guests.
- **Open air Cabana (per cabana):** AED 3,000 - Cabanas are available for maximum 6 guests. Price includes a welcome platter and a 0.75L bottle of Champagne
- **Air-Conditioned Cabana (per cabana):** AED 6,000 - Cabanas are available for maximum 8 guests. Price includes a welcome platter and a 0.75L bottle of Champagne
- **Private Pool Cabana (per cabana):** AED 10,000 - Cabanas are available for maximum 10 guests. Price includes a welcome platter and two 0.75L bottle of Champagne

Nobu by the Beach pool service is open daily from 9am – 7pm and the restaurant is open daily from 11:30am – 7pm. To find out more about Nobu by the Beach or to make a reservation log onto www.Nobubythebeach.com or call +97144261600. Stay tuned @nobubythebeach for more details.

ENDS

MEDIA ENQUIRIES

Rebecca Hall

Director, Public Relations

Mobile: (+971) 551100153

Email: rebecca.hall@atlantisdubai.com

Mary Jo Spletzer

Manager, Public Relations

Mobile: (+971) 502517932



Email: maryjo.spletzer@atlantisdubai.com

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>