



FACT SHEET: NOBU

- Nobu has a capacity for 280 diners including a private dining room, sushi bar, bar lounge and Nobu's first garden terrace. The terrace can comfortably seat 32 diners and can be arranged for stand-up cocktail events with access to the bar
- 64 colleagues make up the team at Nobu
- Chef Nobuyuki "Nobu" Matsuhisa opened the very first Nobu in partnership with actor Robert De Niro in 1994, in Tribeca, New York City. This location closed early 2017, and moved to 195 Broadway, in the heart of Wall Street/ World Trade Center area in New York City
- The Nobu brand is co-owned by chef Nobu, Robert De Niro and Meir Teper
- Chef Nobu is known for his fusion cuisine, blending traditional Japanese dishes with Peruvian ingredients. His signature dish is the Black Cod Miso
- There are 39 outposts of Nobu across the world and 9 Matsuhisa's
- Nobu hails its name from Chef Nobuyuki's nickname, which also means 'trust' in Japanese
- Nobu has been credited every year since launch with being one of the top Japanese restaurants in Dubai by Time Out Magazine
- The most expensive dish at Nobu is the Grade A-9 Wagyu beef, which costs AED 860. Wagyu beef is intensely marbled with softer fat and is lower in cholesterol than commodity beef. The combination of these fats adds a distinctively rich and tender flavour compared to other beef. The most exclusive Wagyu in the world comes solely from Japan
- Nobu is known for serving some of the best sushi and sashimi in the world with 364,000 pieces being sold every year in the Dubai restaurant alone
- The most popular sashimi is the Yellowtail Sashimi with Jalapeno
- The signature dish black cod yuzu miso is the most sold item on the menu, around 500 servings are ordered per week
- Sushi dates back to at least the second century A.D., beginning as a method of preserving fish in China. The word 'sushi' actually refers to rice that has been seasoned with vinegar, sugar, salt, and contrary to popular belief, sushi does not mean raw fish
- The difference between sushi and sashimi? Raw fish sliced and served by itself is called sashimi whereas raw fish served with seasoned rice is sushi
- Whilst it's a fact that diners love sushi; the most popular main course ordered at Nobu is the infamous Black Cod selling over 20,000 portions every year. Regarded as an international phenomenon, Chef Nobu's Black Cod is the heart of the success of the Nobu brand and it remains the most popular signature at Nobu restaurants all over the world since its launch
- With seafood being intrinsic to the Nobu menu, the team serves over 300kg of seafood every week
- A favourite with A-listers, the top celebrities that have recently eaten at Nobu include Kim Kardashian, Mark Wright, Jourdan Dunn, Jackie Chan, Wayne Rooney, Michael Jordan, Robin Thicke, Ed Sheeran, Cristiano Ronaldo, David Beckham and David Guetta
- The most money ever spent on one meal was AED 180,000 for a table of four...a record-breaking number amongst all 23 restaurants at Atlantis, The Palm
- An unwritten rule to remember the next time you're at Nobu is that it's not considered polite to pass food from one person to another using chopsticks, as this is a custom at a Japanese funeral ceremony. It is more appropriate to use the blunt end of your chopsticks and pass the food you want to share from one plate to the next



- The most popular beverage consumed at Nobu is the traditional sake. Sake is a Japanese rice wine made of fermented rice, malt and water. Whilst you can drink it warm or cold, when drinking sake with sushi, you usually warm it up to body temperature
- Nobu's preferred method of eating sushi is directly from the sushi counter, dipping the fish side in the soy sauce and NOT the rice side
- Nobu Awards 2017/18:
 1. 'Japanese Restaurant of the Year' -LTG Food & Drink Awards 2018
 2. 'Best Japanese (Highly Commended)-Time Out Dubai Restaurant Awards 2018
 3. 'Favourite Restaurant in an Overseas Hotel' -Conde Nast Traveller India Readers' Travel Awards 2017
 4. 'Best Japanese Restaurant' -Fact Dining Awards 2017