

WISH UPON A WAVE...WHITE BEACH & RESTAURANT OFFICIALLY OPENS ITS DOORS AT ATLANTIS, THE PALM

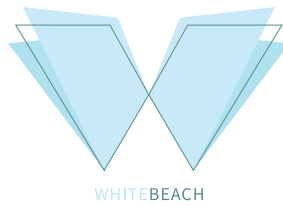
Designed for laid-back lounging and lively sunset sessions, Dubai's newest beachside venue, WHITE Beach and Restaurant will welcome guests from Saturday 23rd November 2019

Dubai's newest beachside venue, WHITE Beach & Restaurant will officially open its white shutters on Saturday 23rd November 2019 from 10:00am. Located on the sandy shores of the region's leading entertainment resort, Atlantis, The Palm, the new hotspot sports Dubai's most stylish infinity pool offering majestic and uninterrupted views of the glittering city skyline.

The product of Atlantis, The Palm and leading hospitality powerhouse Addmind, WHITE Beach & Restaurant is the sister property of the hugely successful WHITE Dubai at Meydan. The venue will offer a day to night experience, creating an escape from the traditional and expected. Be it the location for a chilled gathering with friends or an evening of high-energy hedonism, WHITE Beach offers laidback lounging, setting a new standard of service and entertainment within Dubai and beyond.

A soulful soundtrack will provide the backdrop to WHITE Beach every day with residency from one of the region's most innovative electronic DJ's Bob Howard as well as award-winning open format DJ's DJAd and DJ Moky, the latter recently coined 'King of the Decks' by DJ Magazine. Sunsets will never be the same again with entertainment from international percussionists Walter Scalzone and resident Ibiza percussionist Rocky as well dancers, acrobats and singers.

Offering a dreamy slice of paradise with an in-tune-with-nature ambience, WHITE Beach exudes a rustic simplicity featuring a white-washed wooden deck accommodating cushioned loungers and wooden pergolas. The deck leads out to the immaculate beach as well as a glittering infinity pool— complete with floating beds – which imperceptibly drops off into the ocean beyond. Shaded by palm trees and cream crocheted umbrellas, there is no better place to while away a day in the sun.

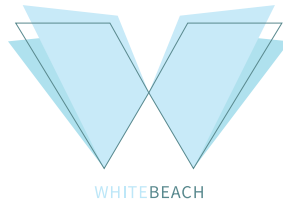


WHITE Restaurant is just as inviting, with floor-to-ceiling glass doors folding back to reveal the glorious vistas of the ocean. Inspired by the views and surrounding marine life, guests are greeted by colour-washed walls speckled with shimmering barnacles, with natural light spilling in via the large open terrace. Natural materials such as iron, cement, wood and stone complement a warm colour palette of blues, golds, sandy grey and beige evoking a sense of the ocean at every turn.

WHITE's menu will deep dive into Mediterranean cuisine, anchored by an excellent selection of seafood signatures including seabass ceviche with citrus, sautéed gambas tava and the seafood tower complete with Gillardeau oysters, king crab legs and lobster. Additional signature fare will include the salmon and tuna sashimi pizza, grilled Spanish octopus, squid ink risotto, seafood linguini with lobster and caviar and the organic 100% grass-fed beef tenderloin. Vegetarians and vegans will also enjoy an excellent choice of dishes including the burrata pizetta and the cauliflower arancini. To round of the evening the bougatsa with orange custard and crispy filo is an ethereally light version of the traditional Greek custard pie, while the WHITE 18 Karat profiteroles end an experience with a Midas touch.

WHITE Beach & Restaurant is also home to a comprehensive cocktail menu including signatures such as WHITE Peach enhanced with Italian bubbly, Frozé with fresh strawberries and the Pinky Promise made with fresh watermelon and rose. The extensive menu will also feature classic cocktails with a twist as well as a selection of pink and infused gins, coffee mocktails, champagnes and wines.

Speaking about the much-anticipated launch, Timothy Kelly, Executive Vice President and Managing Director, Atlantis Resorts and Residences said: *"We are proud to add yet another unique and special venue to our ever-evolving resort. We are excited about our partnership with Addmind and leveraging their success as the leading nightlife operator in the region. This adds another dimension to our expanding entertainment experiences at our resort with Wavehouse, Aquaventure and celebrity chef restaurants. Our objective is to continue to break boundaries in the culinary and entertainment realm globally, as we progress with the launch of The Royal Atlantis Resort & Residences in Q3, 2020."*



Tony Habre, Founder and CEO of Addmind Hospitality comments: *“As Addmind’s portfolio continues to expand rapidly, we are thrilled to partner with a brand such as Atlantis. We have had a great success with our international openings and are eager to continue to build on the momentum throughout the UAE with WHITE Beach.”*

WHITE Beach will be open 10am-10pm daily (pool will close at sunset)

Adults 21+

Entry AED200 weekdays: Including AED100 F&B credit

Entry AED300 weekends: Including AED150 F&B credit

Day beds start from AED1000: Including AED900 F&B credit

Cabanas start from AED4000: Including AED3600 F&B credit

To make a reservation please visit www.atlantis.com/white-beach-restaurant or call +97144262000

Instagram: @whitebeach

WHITE Restaurant will be open 12pm-12am daily

Children up to 10 years are permitted to dine until 8:00pm. 10+ are welcome until closing.

To make a reservation please visit www.atlantis.com/white-beach-restaurant or call +97144262000

Instagram:@whitebeach

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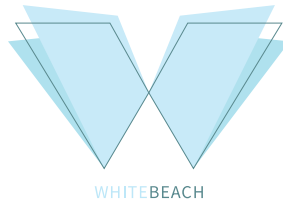
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For further information about Atlantis please call +971 4 426 1000, or visit atlantisthepalm.com. Both low and high resolution colour photography of Atlantis is available at media.atlantisthepalm.com

Follow WHITE Beach on Social Media

Instagram: @ whitebeach



About Atlantis, The Palm, Dubai

Atlantis, The Palm is the first entertainment resort destination in the region and located at the centre of the crescent of The Palm in Dubai. Opened in September 2008, the unique ocean-themed resort features a variety of marine and entertainment attractions, as well as 17 hectares of waterscape amusement at Aquaventure Waterpark, all within a 46-hectare site. It is home to one of the largest open-air marine habitats in the world, with over 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 features 18 million litres of fresh water used to power thrilling waterslides, a 2.3-kilometer river ride with 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 one of nature's most friendly mammals. Atlantis, The Palm is also known as *the* culinary destination in the region with a collection of world-renowned restaurants including Bread Street Kitchen & Bar, Nobu and Ronda Locatelli. The resort boasts an impressive collection of luxury boutiques and shops as well as extensive meeting and convention facilities.

About WHITE

WHITE has made nightlife history in Dubai as the first high-tech outdoor rooftop. Now in its 6th year, WHITE has gained international recognition by being the first nightclub in the region to have been voted 16th in DJ Mag's Top 100 Clubs. Located at Meydan Racecourse Grandstand, WHITE Dubai is the ultimate go-to party destination offering club goers a night full of energy, thumping music and an overall feel-good vibe. Since opening in 2013, WHITE Dubai has become one of the most innovative, influential and ground-breaking clubbing experiences not only in the Middle East, but also in the world.

With an international lineup, WHITE became a clubbing institution in Beirut.

In 2013, WHITE Dubai saw the light, making nightlife history as the first high-tech outdoor rooftop in the city. Now in its 6th year, WHITE has gained international recognition by being the first nightclub in the region to have been voted 16th in DJ Mag's Top 100 Clubs. Since its opening, WHITE Dubai has become one of the most innovative and influential clubbing experiences not only in the Middle East, but also in the world as its parties got exported internationally.

About Addmind

Addmind is a privately owned and run hospitality group with a growing portfolio of establishments of restaurants, bars, lounges, beach and night clubs.

Addmind was born in 2001 with the opening of its first bar in Downtown Beirut and has since grown into what it is today.

The company is still led by Tony Habre, whose determination and hands-on approach has led Addmind to its current position as a pioneer within the Middle Eastern hospitality industry, growing the ever-expanding portfolio to over 22 venues, including star brands: WHITE, IRIS & CLAP.