

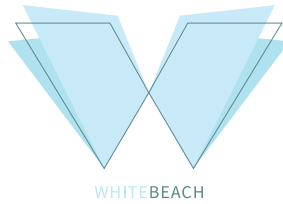
**BURN X DISTURBING PRESENTS TINIE TEMPANH TO KICK OFF WHITE BEACH & RESTAURANT'S ULTIMATE NEW BRUNCH EXPERIENCE**

*With exceptional Mediterranean dishes, free-flowing premium beverages and entertainment courtesy of some of the world's biggest stars, never has there been a better way to usher in the weekend*

BURN, Friday's ultimate new day-to-night experience at WHITE Beach & Restaurant, will be inaugurated by none other than urban music sensation, Tinie Tempah on Friday 21st February. Taking place from 10am for beach access and 12pm for brunch, there has never been a better way to spend a Friday in Dubai.

Enticing guests to enjoy a lie-in before rolling out of bed to head to the cheeky beachside brunch, everyone is invited to kick off their sandals and enjoy a Mediterranean feast at the restaurant, or a day of soaking up the salty, sassy vibes on the beach. While the foodies out there are encouraged to book into WHITE Restaurant for an innovative à la carte brunch, sun-worshippers can head straight to WHITE Beach for an afternoon of sunbathing on a beachside lounge or in a private cabana. All guests are then invited to the beach afterparty to enjoy an uplifting sunset session with some of the biggest household-name artists in the music industry.

**With brunch packages** starting from AED 245 including entry to Tinie Tempah, guests to WHITE Restaurant will ease into proceedings from 12pm with a zesty mimosa. What's more, they won't be confronted with the agonizing decision of having to choose between breakfast or lunch as the all-encompassing menu covers all bases. The champagne and chilled citrus juice is paired with two breakfast choices including eggs benedict with crab, truffle scrambled eggs or smoked salmon blinis. Once breakfast has settled, diners will then be treated to sharing menu with beautifully presented starters, mains and desserts all brought to the table. This means that diners get to sample a variety of Chef Ibrahim Ata's legendary signature dishes including yellowfin tuna tartare with creamy avocado, burrata with cherry tomatoes and black grapes, beef tartare on toast and beetroot, and goat's cheese and blackberry salad. The impressive selection of mains includes squid ink risotto, WHITE's mini beef burgers and – what is set to become one of the star dishes amongst both the carnivores and vegans out there – cauliflower and sweet potato tacos.



A dessert platter with an array of mini desserts, featuring, amongst others, the much lauded funky monkey bread and WHITE lemon cheesecake, will ensure proceedings are rounded off on a delightfully sweet note.

With three different drinks packages available, guests can accompany their meal with an extensive range of wines, beers, and spirits as well as a weekly special cocktail. Those who opt for the bubbles package will enjoy free-flowing bubbles for four hours. A drinks trolley will also be on-hand for bar staff to concoct vibrant cocktails tableside.

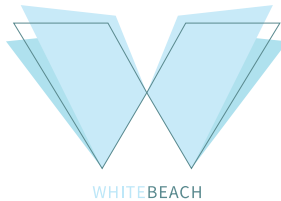
**Guests to WHITE Beach** can top up their tans from 10am for AED 300 with AED 150 redeemable on food & beverage, including entry to Tinie Tempah from 4pm. **Afterparty early-bird tickets** only start from AED 100 for ladies and AED 200 for men including one drink for advanced bookings on [dubai.platinumlist.net](http://dubai.platinumlist.net).

Both BURN experiences include entry to the WHITE Beach afterparty with Disturbing presents Tine Tempah from 4pm. Multi-disciplinary artist Tinie Tempah, rap superstar and co-founder of Disturbing London will sets the bar high for the venue's first ever Burn Friday event. The two-time Brit award-winner will be providing the perfect post-brunch soirée with a crowd-pleasing set featuring legendary numbers such as *Frisky* and *Written in the Stars*.

With its suave, sultry location sporting breathtaking view of Dubai's skyline WHITE Beach & Restaurant is fast becoming the city's most Instagrammed location. Barefoot sophistication at its finest, the laidback venue is all about graceful glamour, great food and good times – topped off with different award-winning entertainment every week. Never has there been a more enticing venue for the day to blend into night as the feel-good vibe is turned up a notch as the stars begin to light up the sky.

#### **WHITE Restaurant**

- Date: Every Friday from 21<sup>st</sup> February onwards
- Time: 12pm-4pm for brunch, 4pm-8pm for post-brunch entertainment on the beach
- AED 245 p/p for non-alcoholic package (Adults/children)
- AED 395 p/p for alcoholic package
- AED 525 p/p for bubbly/alcoholic package



### **WHITE Beach**

- Date: Every Friday from 21<sup>st</sup> February onwards
- Time: 10am-4pm for beach access, 4pm-8pm for entertainment
- 10am-4pm-AED 300 with AED 150 redeemable on food & beverage (including entry to afterparty)
- 4pm-close
  - AED 100 entry fee for ladies including one drink for advanced bookings on [dubai.platinumlist.net](http://dubai.platinumlist.net)
  - AED 200 entry fee for men including one drink for advanced bookings on [dubai.platinumlist.net](http://dubai.platinumlist.net)

For lounges, tables and cabana bookings, please call 055-2004321. email:

[whitebeach@atlantisthepalm.com](mailto:whitebeach@atlantisthepalm.com) or visit <https://dubai.platinumlist.net/event-tickets/79115/burn-x>

\*\*\*ENDS\*\*\*

### **MEDIA INQUIRIES**

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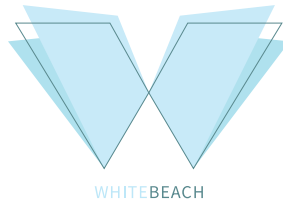
For further information about Atlantis please call +971 4 426 1000, or visit [atlantisthepalm.com](http://atlantisthepalm.com). Both low and high resolution colour photography of Atlantis is available at [media.atlantisthepalm.com](http://media.atlantisthepalm.com)

### **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 waterpark amusement at Atlantis Aquaventure, 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. Atlantis Aquaventure waterpark features 18 million litres of fresh water used to power thrilling waterslides, a 2.3-kilometre 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. 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 29 world-renowned restaurants including Bread Street Kitchen & Bar, Hakkasan, Nobu, Ronda Locatelli, Seafire Steakhouse & Bar, award-winning underwater restaurant, Ossiano, and traditional Middle Eastern favourite, Ayamna. The nightlife scene at Atlantis is lively, too, with the fun-filled Wavehouse offering



something for everyone, and WHITE Beach & Restaurant the perfect place to unwind with a drink as the sun slips into the Arabian Sea.

#### **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 line-up, 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.